

**MONTHLY 2-1-1 CALL CENTER REPORTING, *ctd.***  
**FOR THE MONTH/YEAR NOVEMBER 2013**  
**HEARTLINE OKLAHOMA**

**CALL CENTER:** HeartLine Oklahoma

**COUNTIES COVERED:** 40 counties in Western Oklahoma

**Central Oklahoma:** Canadian, Cleveland, Garfield, Grady, Grant, Kay, Kingfisher, Lincoln, Logan, McClain, Noble, Oklahoma, Payne, Pawnee, Pottawatomie

**Northwestern Oklahoma Counties:** Alfalfa, Beaver, Blaine, Cimarron, Custer, Dewey, Ellis, Harper, Major, Roger Mills, Texas, Woods, Woodward

**Southwestern Oklahoma Counties:** Beckham, Caddo, Comanche, Cotton, Greer, Harmon, Jackson, Jefferson, Kiowa, Stephens, Tillman, Washita

**CALL VOLUME BY AREA (Number & Percentage of Total Calls):**

County	# of Calls	%
Central Oklahoma	9,113	82.45%
NW Oklahoma	66	0.60%
Not Oklahoma	568	5.14%
Other Oklahoma	185	1.67%
SW Oklahoma	566	5.12%
Unknown Location	555	5.02%
Total	<b>11,053</b>	100.00%

**TOTAL NUMBER OF CONNECTED CALLS THIS MONTH by Service Level**

Service Level Provided to Caller	# of Calls	% of Total
Advocacy /At-Risk (Connects caller to additional assistance)	165	1.50%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	8,175	74.22%
Crisis (Mental health or life threatening intervention and connection to emergency services)	55	0.50%
Listening and Support (Listening, support or redirection of callers with emotional distress or complex issues)	1,276	11.59%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	902	8.19%
Total Caller Contacts	10,573	96.00%
Other	441	4.00%
Total Calls Records	11,014	100.00%

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**CALL VOLUME BY HOUR AND PERCENT:**

<b>Time</b>	<b># of Calls</b>	<b>Percent</b>
12:00-01:00 AM	90	0.82%
01:00-02:00 AM	116	1.05%
02:00-03:00 AM	53	0.48%
03:00-04:00 AM	56	0.51%
04:00-05:00 AM	64	0.58%
05:00-06:00 AM	81	0.74%
06:00-07:00 AM	110	1.00%
07:00-08:00 AM	353	3.21%
08:00-09:00 AM	932	8.46%
09:00-10:00 AM	1,183	10.74%
10:00-11:00 AM	1,274	11.57%
11:00-12:00 PM	1,142	10.37%
12:00-01:00 PM	1,044	9.48%
01:00-02:00 PM	1,006	9.13%
02:00-03:00 PM	898	8.15%
03:00-04:00 PM	800	7.26%
04:00-05:00 PM	539	4.89%
05:00-06:00 PM	315	2.86%
06:00-07:00 PM	236	2.14%
07:00-08:00 PM	186	1.69%
08:00-09:00 PM	163	1.48%
09:00-10:00 PM	144	1.31%
10:00-11:00 PM	122	1.11%
11:00-12:00 AM	107	0.97%
<b>Total Calls</b>	<b>11,014</b>	<b>100%</b>

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**CALL MANAGEMENT**

<b>Metric</b>		<b>GOAL</b>
Average Speed of Answering Calls: Average time that caller is in message queue prior to connection to a call specialist	1 Min 18 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	16.22%	≤ 10%
Average Time a Caller is in Queue before Abandoning Call: Average time callers responding to auto attendant are in message queue prior to abandoning	1 Min 44 Sec	
Average Length of Incoming Calls: Average talk time for all connected calls not including call record data entry time after call has ended	3 Min 54 Sec	

**NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS\***

<b>Language and Translation &amp; Percent of Contacts*</b>	<b>#</b>	<b>% of Contact</b>
Non-English Calls Total	78	0.71%
Spanish Language Calls	78	0.71%
Other Non-English Calls or Deaf Translation	2	0.02%
% Non English Calls Taken by Bilingual Call Specialists	69	0.63%
% Non English Calls Translated by Tele-Interpreter	9	0.08%
% Non English Calls Translated by 3rd Party on Call	1	0.01%
Deaf Translation Calls Using 7-1-1 Relay Service	1	0.01%

**2-1-1 ONLINE DATABASE**

<b>Web Activity</b>	<b>#</b>
Site Visits	3,127
Search Sessions	2,194
Total Searches	4,795
Average Visit Length	4.0 min

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**FOLLOW-UP CALLS REPORT**

**Service Quality Follow Up:** *Service Quality Follow-up services provided to a random sampling of caller contacts receiving Assessment of call need assistance. Calls are made within 15 days of original contact date.*

<b>Quality Service Follow-Up</b>	<b>#</b>	<b>%</b>	<b>Goal</b>
Number of Callers Receiving Assessment Services	8,175	74.22% of 11,014	N/A
Number of Calls Flagged For QS Follow Up	354	4.33% of 8,175	5%
Number of Outgoing Calls Made for QS Follow Up	621	N/A	N/A
Callers Contacted For QS Follow Up	136	1.66% of 8,175	2.50%
<b>Results of Quality Service Follow Up</b>			<b>Goal</b>
Callers Expressing Satisfaction with 211 Services	133	97.79% of 136	85%
Callers Who Plan to Use 211 again	135	99.26% of 136	N/A
Callers Who Did Not Contact Referral Agency	19	13.97% of 136	<20%
Callers Who Contacted One or More Referral Agencies	117	86.03% of 136	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	80	58.82% of 136	70%
Callers Contacting Agency Not Receiving Desired Services	37	27.21% of 136	<30%

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**AIRS NEEDS CATEGORIES: CALLER NEEDS FOR ALL 2-1-1 CALLERS**

<b>AIRS Needs</b>	<b>Definition</b>	<b>#</b>	<b>Percent</b>
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	6	0.05%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	390	3.29%
Disaster Services	Disaster relief, shelter and recovery services	52	0.44%
Education	Education and Facilities, School supplies, tutoring	54	0.46%
Employment	Job training, career counseling, job search	54	0.46%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1,248	10.52%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1,408	11.87%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	3,095	26.10%
Income Support/Assistance	SS, SSDI, Workman's Comp, Unemployment, Taxes	154	1.30%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	1,494	12.60%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1,395	11.76%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	470	3.96%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	1,693	14.28%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	56	0.47%
Transportation	Assistance with transportation or transportation for special needs ,	231	1.95%
Volunteers/Donations	Volunteer and or Donation Opportunities	58	0.49%
Total Needs		11,858	100%

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**Unmet Needs:** *The Unmet needs category is a subset of AIRS Caller Needs for all 2-1-1 Callers. A need is identified as unmet when no referral source is available to meet the caller's need. Need may be unmet because 1) service in database does not meet the client's need, 2) service doesn't exist in the callers location or no service can be found in the database for the specific need or 3) client is not eligible for specific services.*

<b>AIRS Needs</b>	<b>Definition</b>	<b>#</b>	<b>Percent to Needs</b>
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	1	0.33%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	12	3.91%
Disaster Services	Disaster relief, shelter and recovery services	0	0.00%
Education	Education and Facilities, School supplies, tutoring	2	0.65%
Employment	Job training, career counseling, job search	2	0.65%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	12	3.91%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	21	6.84%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	119	38.76%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	0	0.00%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	76	24.76%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	34	11.07%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	8	2.61%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	8	2.61%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	0	0.00%
Transportation	Assistance with transportation or transportation for special needs ,	12	3.91%
Volunteers/Donations	Volunteer and or Donation Opportunities	0	0.00%
Total Unmet needs		307	100.00%

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	TOP 15 AGENCY REFERRALS	Agency Type	Count	Percent
1	HLOK4004 - SALVATION ARMY CENTRAL OKLAHOMA AREA COMMAND	Faith-based, Non-Profit	1,175	7.64%
2	HLOK482 - CATHOLIC CHARITIES ARCHDIOCESE OF OKLAHOMA CITY	Non-Profit	1,069	6.96%
3	HLOK2031 – JESUS HOUSE	Non-Profit	731	4.76%
4	HLOK268 - BAPTIST MISSION CENTER	Faith-based, Non-Profit	544	3.54%
6	HLOK2598 - NEIGHBOR FOR NEIGHBOR	Non-Profit	476	3.10%
5	HLOK730 - CITY RESCUE MISSION	Faith-based, Non-Profit	501	3.26%
7	HLOK16253 - COUNTY OF OKLAHOMA	Public-County	436	2.84%
8	HLOK1713 – HEARTLINE INC.	Non-Profit	303	1.97%
9	HLOK4438 - TOYS FOR TOTS	Non-Profit	271	1.76%
10	HLOK4551 - VARIETY CARE FAMILY HEALTH	Private, Non-Profit	266	1.73%
11	HLOK1416 - FREE DIRECTORY ASSISTANCE	For Profit	236	1.54%
12	HLOK17797 - NO GREATER LOVE KINGDOM CENTER	Non-Profit	210	1.37%
13	HLOK4536 - US DEPARTMENT OF HEALTH & HUMAN SERVICES	Governmental	209	1.36%
14	HLOK4244 - ST CHARLES BORROMEIO CONFERENCE	Faith-based, Non-Profit	175	1.14%
15	HLOK666 - CHRIST THE KING CATHOLIC CHURCH	Faith-based, Non-Profit	170	1.11%
	Top 15 Referrals		6,772	44.06%
	Other Referrals		8,598	55.94%
	Total Referrals		15,370	100%