

MONTHLY 2-1-1 CALL CENTER REPORTING, *ctd.*
FOR THE MONTH/YEAR DECEMBER 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	8,984	83.07%
NW Oklahoma	56	0.52%
Not Oklahoma	553	5.11%
Other Oklahoma	208	1.92%
SW Oklahoma	487	4.50%
Unknown Location	527	4.87%
Total	10,815	100%

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)	169	1.57%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	7,982	74.01%
Crisis (Mental health or life threatening intervention and connection to emergency services)	87	0.81%
Listening and Support (Listening, support or redirection of callers with emotional distress or complex issues)	1,336	12.39%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	648	6.01%
Total Caller Contacts	10,222	94.78%
Other	563	5.22%
Total Calls Records	10,785	100%

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CALL VOLUME BY HOUR AND PERCENT:

Time	# of Calls	Percent
12:00-01:00 AM	100	0.93%
01:00-02:00 AM	142	1.32%
02:00-03:00 AM	75	0.70%
03:00-04:00 AM	58	0.54%
04:00-05:00 AM	69	0.64%
05:00-06:00 AM	77	0.71%
06:00-07:00 AM	98	0.91%
07:00-08:00 AM	275	2.55%
08:00-09:00 AM	842	7.81%
09:00-10:00 AM	1,080	10.01%
10:00-11:00 AM	1,210	11.22%
11:00-12:00 PM	1,053	9.76%
12:00-01:00 PM	1,028	9.53%
01:00-02:00 PM	969	8.98%
02:00-03:00 PM	964	8.94%
03:00-04:00 PM	787	7.30%
04:00-05:00 PM	605	5.61%
05:00-06:00 PM	330	3.06%
06:00-07:00 PM	211	1.96%
07:00-08:00 PM	195	1.81%
08:00-09:00 PM	185	1.72%
09:00-10:00 PM	165	1.53%
10:00-11:00 PM	129	1.20%
11:00-12:00 AM	138	1.28%
Total Calls	10,785	100%

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CALL MANAGEMENT

Metric		GOAL
Average Speed of Answering Calls: Average time that caller is in message queue prior to connection to a call specialist	1 Min 04 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	12.20%	≤ 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 56 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 38 Sec	

NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS*

Language and Translation & Percent of Contacts*	#	% of Contact
Non-English Calls Total	74	0.69%
Spanish Language Calls	74	0.69%
Other Non-English Calls or Deaf Translation	0	0.00%
% Non English Calls Taken by Bilingual Call Specialists	62	0.57%
% Non English Calls Translated by Tele-Interpreter	9	0.08%
% Non English Calls Translated by 3rd Party on Call	3	0.03%
Deaf Translation Calls Using 7-1-1 Relay Service	0	0.00%

2-1-1 ONLINE DATABASE

Web Activity	#
Site Visits	2,349
Search Sessions	1,903
Total Searches	2,778
Average Visit Length	6.0 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.*

Quality Service Follow-Up	#	%	Goal
Number of Callers Receiving Assessment Services	7,982	74.01% of 10,785	N/A
Number of Calls Flagged For QS Follow Up	225	2.82% of 7,982	5%
Number of Outgoing Calls Made for QS Follow Up	690	N/A	N/A
Callers Contacted For QS Follow Up	143	1.79% of 7,982	2.50%
Results of Quality Service Follow Up			Goal
Callers Expressing Satisfaction with 211 Services	143	100% of 143	85%
Callers Who Plan to Use 211 again	142	99.30% of 143	N/A
Callers Who Did Not Contact Referral Agency	27	18.88% of 143	<20%
Callers Who Contacted One or More Referral Agencies	116	81.12% of 143	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	91	63.64% of 143	70%
Callers Contacting Agency Not Receiving Desired Services	25	17.48% of 143	<30%

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

AIRS Needs	Definition	#	Percent
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	9	0.08%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	362	3.08%
Disaster Services	Disaster relief, shelter and recovery services	51	0.43%
Education	Education and Facilities, School supplies, tutoring	39	0.33%
Employment	Job training, career counseling, job search	61	0.52%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1,112	9.46%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1,853	15.76%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	2,924	24.87%
Income Support/Assistance	SS, SSDI, Workman's Comp, Unemployment, Taxes	210	1.79%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	1,388	11.81%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1,178	10.02%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	476	4.05%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	1,760	14.97%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	76	0.65%
Transportation	Assistance with transportation or transportation for special needs ,	210	1.79%
Volunteers/Donations	Volunteer and or Donation Opportunities	48	0.41%
Total Needs		11,757	100.00%

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Unmet Needs: *The Unmet needs category is a subset of AIRS Caller Needs for all 2-1-1 Calls. 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.*

AIRS Needs	Definition	#	Percent of Needs
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	3	1.19%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	12	4.74%
Disaster Services	Disaster relief, shelter and recovery services	1	0.40%
Education	Education and Facilities, School supplies, tutoring	0	0.00%
Employment	Job training, career counseling, job search	0	0.00%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	14	5.53%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	19	7.51%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	97	38.34%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	3	1.19%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	33	13.04%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	43	17.00%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	6	2.37%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	9	3.56%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	2	0.79%
Transportation	Assistance with transportation or transportation for special needs ,	11	4.35%
Volunteers/Donations	Volunteer and or Donation Opportunities	0	0.00%
Total Unmet needs		253	100%

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	TOP 15 AGENCY REFERRALS	Agency Type	Count	Percent
1	HLOK4004 - SALVATION ARMY CENTRAL OKLAHOMA AREA COMMAND	Faith-based, Non-Profit	1,246	7.96%
2	HLOK482 - CATHOLIC CHARITIES ARCHDIOCESE OF OKLAHOMA CITY	Non-Profit	1,013	6.47%
3	HLOK1713 – HEARTLINE INC.	Non-Profit	971	6.20%
4	HLOK4753 - W.W.J.D. - WHAT WOULD JESUS DO ASSOCIATION	Faith Based	686	4.38%
5	HLOK16253 - COUNTY OF OKLAHOMA	Public-County	624	3.99%
6	HLOK730 - CITY RESCUE MISSION	Faith-based, Non-Profit	445	2.84%
7	HLOK2598 - NEIGHBOR FOR NEIGHBOR	Non-Profit	417	2.66%
8	HLOK4536 - US DEPARTMENT OF HEALTH & HUMAN SERVICES	Governmental	373	2.38%
9	HLOK4551 - VARIETY CARE FAMILY HEALTH	Private, Non-Profit	323	2.06%
10	HLOK2031 – JESUS HOUSE	Non-Profit	284	1.81%
11	HLOK1416 - FREE DIRECTORY ASSISTANCE	For Profit	229	1.46%
12	HLOK268 - BAPTIST MISSION CENTER	Faith-based, Non-Profit	194	1.24%
13	HLOK834 - COMMUNITY HEALTH CENTERS	Non-Profit	190	1.21%
14	HLOK4244 - ST CHARLES BORROMEO CONFERENCE	Faith-based, Non-Profit	188	1.20%
15	HLOK1583 - GRACE RESCUE MISSION	Non-Profit	165	1.05%
	Top 15 Referrals		7,348	46.93%
	Other Referrals		8,308	53.07%
	Total Referrals		15,656	100.00%