

**MONTHLY 2-1-1 CALL CENTER REPORTING, *ctd.***  
**FOR THE MONTH/YEAR FEBRUARY 2014**  
**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	6,992	79.85%
NW Oklahoma	54	0.62%
Not Oklahoma	577	6.59%
Other Oklahoma	153	1.75%
SW Oklahoma	433	4.95%
Unknown Location	547	6.25%
Total	8,756	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	1.94%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	6,192	70.99%
Crisis (Mental health or life threatening intervention and connection to emergency services)	73	0.84%
Listening and Support (Listening, support or redirection of callers with emotional distress or complex issues)	1,207	13.84%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	546	6.26%
Total Caller Contacts	8,187	93.87%
Other	535	6.13%
Total Calls Records	8,722	100%

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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	94	1.08%
01:00-02:00 AM	119	1.36%
02:00-03:00 AM	77	0.88%
03:00-04:00 AM	43	0.49%
04:00-05:00 AM	80	0.92%
05:00-06:00 AM	66	0.76%
06:00-07:00 AM	111	1.27%
07:00-08:00 AM	228	2.61%
08:00-09:00 AM	607	6.96%
09:00-10:00 AM	896	10.27%
10:00-11:00 AM	896	10.27%
11:00-12:00 PM	871	9.99%
12:00-01:00 PM	831	9.53%
01:00-02:00 PM	795	9.11%
02:00-03:00 PM	748	8.58%
03:00-04:00 PM	675	7.74%
04:00-05:00 PM	503	5.77%
05:00-06:00 PM	308	3.53%
06:00-07:00 PM	157	1.80%
07:00-08:00 PM	145	1.66%
08:00-09:00 PM	136	1.56%
09:00-10:00 PM	128	1.47%
10:00-11:00 PM	111	1.27%
11:00-12:00 AM	97	1.11%
<b>Total Calls</b>	<b>8,722</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	0 Min 45 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	11.00%	≤ 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 40 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 28 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	76	0.87%
Spanish Language Calls	76	0.87%
Other Non-English Calls or Deaf Translation	0	0.00%
% Non English Calls Taken by Bilingual Call Specialists	68	0.78%
% Non English Calls Translated by Tele-Interpreter	6	0.07%
% 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	1,933
Search Sessions	1,814
Total Searches	2,379
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.*

<b>Quality Service Follow-Up</b>	<b>#</b>	<b>%</b>	<b>Goal</b>
Number of Callers Receiving Assessment Services	6,192	70.99% of 8,722	N/A
Number of Calls Flagged For QS Follow Up	285	4.60% of 6,192	5%
Number of Outgoing Calls Made for QS Follow Up	730	N/A	N/A
Callers Contacted For QS Follow Up	196	3.17% of 6,192	2.50%
<b>Results of Quality Service Follow Up</b>			<b>Goal</b>
Callers Expressing Satisfaction with 211 Services	195	99.49% of 196	85%
Callers Who Plan to Use 211 again	193	98.47% of 196	N/A
Callers Who Did Not Contact Referral Agency	35	17.86% of 196	<20%
Callers Who Contacted One or More Referral Agencies	161	82.14% of 196	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	126	64.29% of 196	70%
Callers Contacting Agency Not Receiving Desired Services	35	17.86% of 196	<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	13	0.14%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	253	2.74%
Disaster Services	Disaster relief, shelter and recovery services	28	0.30%
Education	Education and Facilities, School supplies, tutoring	61	0.66%
Employment	Job training, career counseling, job search	41	0.44%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	824	8.92%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1,490	16.13%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	2,256	24.42%
Income Support/Assistance	SS, SSDI, Workman's Comp, Unemployment, Taxes	386	4.18%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	348	3.77%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1,033	11.18%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	498	5.39%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	1,680	18.18%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	71	0.77%
Transportation	Assistance with transportation or transportation for special needs ,	221	2.39%
Volunteers/Donations	Volunteer and or Donation Opportunities	37	0.40%
Total Needs		9,240	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</b>
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	1	0.32%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	17	5.52%
Disaster Services	Disaster relief, shelter and recovery services	1	0.32%
Education	Education and Facilities, School supplies, tutoring	3	0.97%
Employment	Job training, career counseling, job search	0	0.00%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	17	5.52%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	28	9.09%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	140	45.45%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	1	0.32%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	6	1.95%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	46	14.94%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	9	2.92%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	9	2.92%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	3	0.97%
Transportation	Assistance with transportation or transportation for special needs ,	26	8.44%
Volunteers/Donations	Volunteer and or Donation Opportunities	1	0.32%
Total Unmet needs		308	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	774	6.42%
2	HLOK482 - CATHOLIC CHARITIES ARCHDIOCESE OF OKLAHOMA CITY	Non-Profit	758	6.28%
3	HLOK1713 – HEARTLINE INC.	Non-Profit	673	5.58%
4	HLOK16253 - COUNTY OF OKLAHOMA	Public-County	399	3.31%
5	HLOK4551 - VARIETY CARE FAMILY HEALTH	Private, Non-Profit	308	2.55%
6	HLOK730 - CITY RESCUE MISSION	Faith-based, Non-Profit	306	2.54%
7	HLOK4536 - US DEPARTMENT OF HEALTH & HUMAN SERVICES	Governmental	277	2.30%
8	HLOK2598 - NEIGHBOR FOR NEIGHBOR	Non-Profit	273	2.26%
9	HLOK4118 - SHEPHERDS OF LOVE MINISTRIES	Non-Profit	272	2.25%
10	HLOK268 - BAPTIST MISSION CENTER	Faith-based, Non-Profit	185	1.53%
11	HLOK834 - COMMUNITY HEALTH CENTERS	Non-Profit	183	1.52%
12	HLOK1416 - FREE DIRECTORY ASSISTANCE	For Profit	178	1.48%
13	HLOK2604 - NEIGHBORHOOD SERVICES ORGANIZATION	Non-Profit	169	1.40%
14	HLOK2103 - KINGS KLINIC	Private, Nonprofit	130	1.08%
15	HLOK796 - COMMUNITY ACTION AGENCY OF OKLAHOMA & CANADIAN COUNTY	Non-Profit	127	1.05%
	Top 15 Referrals		5,012	41.55%
	Other Referrals		7,051	58.45%
	Total Referrals		12,063	100%