

MONTHLY 2-1-1 CALL CENTER REPORTING, *ctd.*
FOR THE MONTH/YEAR APRIL 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	8,501	78.46%
NW Oklahoma	36	0.33%
Not Oklahoma	549	5.07%
Other Oklahoma	213	1.97%
SW Oklahoma	485	4.48%
Unknown Location	1,051	9.70%
Total	10,835	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)	179	1.66%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	7,620	70.50%
Crisis (Mental health or life threatening intervention and connection to emergency services)	73	0.68%
Listening and Support (Listening, support or redirection of callers with emotional distress or complex issues)	1,104	10.21%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	904	8.36%
Total Caller Contacts	9,880	91.41%
Other	928	8.59%
Total Calls Records	10,808	100%

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CALL VOLUME BY HOUR AND PERCENT:

Time	# of Calls	Percent
12:00-01:00 AM	93	0.86%
01:00-02:00 AM	125	1.16%
02:00-03:00 AM	76	0.70%
03:00-04:00 AM	72	0.67%
04:00-05:00 AM	56	0.52%
05:00-06:00 AM	59	0.55%
06:00-07:00 AM	95	0.88%
07:00-08:00 AM	238	2.20%
08:00-09:00 AM	732	6.77%
09:00-10:00 AM	1,149	10.63%
10:00-11:00 AM	1,173	10.85%
11:00-12:00 PM	1,086	10.05%
12:00-01:00 PM	1,001	9.26%
01:00-02:00 PM	1,035	9.58%
02:00-03:00 PM	997	9.22%
03:00-04:00 PM	850	7.86%
04:00-05:00 PM	600	5.55%
05:00-06:00 PM	355	3.28%
06:00-07:00 PM	252	2.33%
07:00-08:00 PM	174	1.61%
08:00-09:00 PM	181	1.67%
09:00-10:00 PM	142	1.31%
10:00-11:00 PM	134	1.24%
11:00-12:00 AM	133	1.23%
Total Calls	10,808	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	0 Min 58 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	14.66%	≤ 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 41 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	#	%
Non-English Calls Total	55	0.51%
Spanish Language Calls	55	0.51%
Other Non-English Calls or Deaf Translation	0	0.00%
% Non English Calls Taken by Bilingual Call Specialists	43	0.40%
% 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	2,021
Search Sessions	1,898
Total Searches	2,728
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	7,620	70.50% of 10,808	N/A
Number of Calls Flagged For QS Follow Up	484	6.35% of 7,620	5%
Number of Outgoing Calls Made for QS Follow Up	944	N/A	N/A
Callers Contacted For QS Follow Up	249	3.27% of 7,620	2.50%
Results of Quality Service Follow Up			Goal
Callers Expressing Satisfaction with 211 Services	247	99.20% of 249	85%
Callers Who Plan to Use 211 again	247	99.20% of 249	N/A
Callers Who Did Not Contact Referral Agency	31	12.45% of 249	<20%
Callers Who Contacted One or More Referral Agencies	218	87.55% of 249	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	162	74.31% of 218	70%
Callers Contacting Agency Not Receiving Desired Services	56	25.69% of 218	<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	6	0.05%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	254	2.30%
Disaster Services	Disaster relief, shelter and recovery services	94	0.85%
Education	Education and Facilities, School supplies, tutoring	52	0.47%
Employment	Job training, career counseling, job search	56	0.51%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1,119	10.12%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1,624	14.69%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	3,345	30.25%
Income Support/Assistance	SS, SSDI, Workman's Comp, Unemployment, Taxes	244	2.21%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	374	3.38%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1,354	12.24%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	541	4.89%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	1,670	15.10%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	67	0.61%
Transportation	Assistance with transportation or transportation for special needs ,	224	2.03%
Volunteers/Donations	Volunteer and or Donation Opportunities	34	0.31%
Total Needs		11,058	100%

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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
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	0	0.00%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	11	2.84%
Disaster Services	Disaster relief, shelter and recovery services	5	1.29%
Education	Education and Facilities, School supplies, tutoring	0	0.00%
Employment	Job training, career counseling, job search	1	0.26%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	18	4.64%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	33	8.51%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	172	44.33%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	2	0.52%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	10	2.58%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	76	19.59%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	13	3.35%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	15	3.87%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	1	0.26%
Transportation	Assistance with transportation or transportation for special needs ,	28	7.22%
Volunteers/Donations	Volunteer and or Donation Opportunities	3	0.77%
Total Unmet needs		388	100%

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	TOP 15 AGENCY REFERRALS	Agency Type	Count	Percent
1	HLOK482 - CATHOLIC CHARITIES ARCHDIOCESE OF OKLAHOMA CITY	Non-Profit	1,324	9.11%
2	HLOK1713 – HEARTLINE INC.	Non-Profit	597	4.11%
3	HLOK2598 - NEIGHBOR FOR NEIGHBOR	Non-Profit	510	3.51%
4	HLOK4118 - SHEPHERDS OF LOVE MINISTRIES	Non-Profit	508	3.49%
5	HLOK16253 - COUNTY OF OKLAHOMA	Public-County	400	2.75%
6	HLOK730 - CITY RESCUE MISSION	Faith-based, Non-Profit	380	2.61%
7	HLOK4536 - US DEPARTMENT OF HEALTH & HUMAN SERVICES	Governmental	364	2.50%
8	HLOK4551 - VARIETY CARE FAMILY HEALTH	Private, Non-Profit	265	1.82%
9	HLOK2604 - NEIGHBORHOOD SERVICES ORGANIZATION	Non-Profit	222	1.53%
10	HLOK268 - BAPTIST MISSION CENTER	Faith-based, Non-Profit	212	1.46%
11	HLOK4244 - ST CHARLES BORROMEO CONFERENCE	Faith-based, Non-Profit	194	1.33%
12	HLOK875 - CORPUS CHRISTI CATHOLIC CHURCH	Faith Based, Non-Profit	164	1.13%
13	HLOK4130 - SKYLINE URBAN MINISTRY	Faith Based, Non-Profit	154	1.06%
14	HLOK666 - CHRIST THE KING CATHOLIC CHURCH	Faith Based, Non-Profit	152	1.05%
15	HLOK1416 - FREE DIRECTORY ASSISTANCE	For Profit	148	1.02%
15	HLOK2103 - KINGS KLINIC	Private, Nonprofit	148	1.02%
	Top 15 Referrals		5,742	39.49%
	Other Referrals		8,798	60.51%
	Total Referrals		14,540	100%