

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.**  
**FOR THE MONTH/YEAR JUNE 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	8,133	77.24%
NW Oklahoma	75	0.71%
Not Oklahoma	586	5.57%
Other Oklahoma	185	1.76%
SW Oklahoma	435	4.13%
Unknown Location	1,115	10.59%
Total	10,529	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)	189	1.80%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	7,289	69.41%
Crisis (Mental health or life threatening intervention and connection to emergency services)	65	0.62%
Listening and Support (Listening, support or redirection of callers with emotional distress or complex issues)	1,202	11.45%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	770	7.33%
Total Caller Contacts	9,515	90.60%
Other	987	9.40%
Total Calls Records	10,502	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	100	0.95%
01:00-02:00 AM	129	1.23%
02:00-03:00 AM	75	0.71%
03:00-04:00 AM	57	0.54%
04:00-05:00 AM	65	0.62%
05:00-06:00 AM	63	0.60%
06:00-07:00 AM	124	1.18%
07:00-08:00 AM	250	2.38%
08:00-09:00 AM	663	6.31%
09:00-10:00 AM	1,012	9.64%
10:00-11:00 AM	1,182	11.25%
11:00-12:00 PM	1,077	10.26%
12:00-01:00 PM	987	9.40%
01:00-02:00 PM	961	9.15%
02:00-03:00 PM	880	8.38%
03:00-04:00 PM	838	7.98%
04:00-05:00 PM	612	5.83%
05:00-06:00 PM	357	3.40%
06:00-07:00 PM	268	2.55%
07:00-08:00 PM	207	1.97%
08:00-09:00 PM	160	1.52%
09:00-10:00 PM	155	1.48%
10:00-11:00 PM	142	1.35%
11:00-12:00 AM	138	1.31%
Total Calls	10,502	100%

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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 53 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	15.05%	≤ 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 35 Sec	N/A
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 11 Sec	N/A

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

<b>Language and Translation &amp; Percent of Contacts</b>	<b>#</b>	<b>%</b>
Non-English Calls Total	60	0.57%
Spanish Language Calls	60	0.57%
Other Non-English Calls or Deaf Translation	1	0.01%
% Non English Calls Taken by Bilingual Call Specialists	48	0.46%
% Non English Calls Translated by Tele-Interpreter	9	0.09%
% Non English Calls Translated by 3rd Party on Call	2	0.02%
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	2,712
Search Sessions	2,517
Total Searches	3,486
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	7,289	69.41% of 10,502	N/A
Number of Calls Flagged For QS Follow Up	158	2.17% of 7,289	5%
Number of Outgoing Calls Made for QS Follow Up	589	N/A	N/A
Callers Contacted For QS Follow Up	108	1.48% of 7,289	2.50%
<b>Results of Quality Service Follow Up</b>			<b>Goal</b>
Callers Expressing Satisfaction with 211 Services	107	99.07% of 108	85%
Callers Who Plan to Use 211 again	107	99.07% of 108	N/A
Callers Who Did Not Contact Referral Agency	16	14.81% of 108	<20%
Callers Who Contacted One or More Referral Agencies	92	85.19% of 108	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	78	84.78% of 92	70%
Callers Contacting Agency Not Receiving Desired Services	14	15.22% of 92	<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	16	0.15%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	352	3.29%
Disaster Services	Disaster relief, shelter and recovery services	48	0.45%
Education	Education and Facilities, School supplies, tutoring	55	0.51%
Employment	Job training, career counseling, job search	58	0.54%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1,229	11.48%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1,501	14.02%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	3,203	29.91%
Income Support/Assistance	SS, SSDI, Workman's Comp, Unemployment, Taxes	204	1.90%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	360	3.36%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1,186	11.07%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	462	4.31%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	1,650	15.41%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	68	0.63%
Transportation	Assistance with transportation or transportation for special needs ,	264	2.47%
Volunteers/Donations	Volunteer and or Donation Opportunities	53	0.49%
Total Needs		10,709	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.*

<b>AIRS Needs</b>	<b>Definition</b>	<b>#</b>	<b>Percent</b>
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	3	0.93%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	12	3.73%
Disaster Services	Disaster relief, shelter and recovery services	0	0.00%
Education	Education and Facilities, School supplies, tutoring	0	0.00%
Employment	Job training, career counseling, job search	1	0.31%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	16	4.97%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	26	8.07%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	174	54.04%
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	5	1.55%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	39	12.11%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	5	1.55%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	11	3.42%
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 ,	30	9.32%
Volunteers/Donations	Volunteer and or Donation Opportunities	0	0.00%
Total Unmet needs		322	100%

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	<b>TOP 15 AGENCY REFERRALS</b>	<b>Agency Type</b>	<b>Count</b>	<b>Percent</b>
1	HLOK482 - CATHOLIC CHARITIES ARCHDIOCESE OF OKLAHOMA CITY	Non-Profit	1,314	9.66%
2	HLOK1713 – HEARTLINE INC.	Non-Profit	529	3.89%
3	HLOK4004 - SALVATION ARMY CENTRAL OKLAHOMA AREA COMMAND	Faith-based, Non-Profit	529	3.89%
4	HLOK2598 - NEIGHBOR FOR NEIGHBOR	Non-Profit	486	3.57%
5	HLOK16253 - COUNTY OF OKLAHOMA	Public-County	406	2.98%
6	HLOK730 - CITY RESCUE MISSION	Faith-based, Non-Profit	384	2.82%
7	HLOK796 - COMMUNITY ACTION AGENCY OF OKLAHOMA & CANADIAN COUNTY	Non-Profit	294	2.16%
8	HLOK4536 - US DEPARTMENT OF HEALTH & HUMAN SERVICES	Governmental	249	1.83%
9	HLOK268 - BAPTIST MISSION CENTER	Faith-based, Non-Profit	223	1.64%
10	HLOK4551 - VARIETY CARE FAMILY HEALTH	Private, Non-Profit	216	1.59%
11	HLOK4244 - ST CHARLES BORROMEO CONFERENCE	Faith-based, Non-Profit	201	1.48%
12	HLOK2604 - NEIGHBORHOOD SERVICES ORGANIZATION	Non-Profit	188	1.38%
13	HLOK3820 - QUAIL SPRINGS BAPTIST CHURCH	Faith Based	163	1.20%
14	HLOK834 - COMMUNITY HEALTH CENTERS	Non-Profit	152	1.12%
15	HLOK875 - CORPUS CHRISTI CATHOLIC CHURCH	Faith Based, Non-Profit	149	1.10%
	Top 15 Referrals		5,483	40.30%
	Other Referrals		8,121	59.70%
	Total Referrals		13,604	100%