

MONTHLY 2-1-1 CALL CENTER REPORTING, *ctd.*
FOR THE MONTH/YEAR SEPTEMBER 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	8,935	79.06%
NW Oklahoma	53	0.47%
Not Oklahoma	552	4.88%
Other Oklahoma	199	1.76%
SW Oklahoma	494	4.37%
Unknown Location	1,069	9.46%
Total	11,302	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)	278	2.47%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	8,071	71.63%
Crisis (Mental health or life threatening intervention and connection to emergency services)	32	0.28%
Listening and Support (Listening, support or redirection of callers with emotional distress or complex issues)	1,009	8.95%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	833	7.39%
Total Caller Contacts	10,223	90.73%
Other	1,045	9.27%
Total Calls Records	11,268	100%

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CALL VOLUME BY HOUR AND PERCENT:

Time	# of Calls	Percent
12:00-01:00 AM	103	0.91%
01:00-02:00 AM	139	1.23%
02:00-03:00 AM	46	0.41%
03:00-04:00 AM	57	0.51%
04:00-05:00 AM	56	0.50%
05:00-06:00 AM	83	0.74%
06:00-07:00 AM	101	0.90%
07:00-08:00 AM	286	2.54%
08:00-09:00 AM	950	8.43%
09:00-10:00 AM	1,279	11.35%
10:00-11:00 AM	1,261	11.19%
11:00-12:00 PM	1,166	10.35%
12:00-01:00 PM	1,085	9.63%
01:00-02:00 PM	1,026	9.11%
02:00-03:00 PM	977	8.67%
03:00-04:00 PM	874	7.76%
04:00-05:00 PM	581	5.16%
05:00-06:00 PM	331	2.94%
06:00-07:00 PM	228	2.02%
07:00-08:00 PM	162	1.44%
08:00-09:00 PM	129	1.14%
09:00-10:00 PM	143	1.27%
10:00-11:00 PM	105	0.93%
11:00-12:00 AM	100	0.89%
Total Calls	11,268	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 20 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	19.96%	≤ 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 52 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 24 Sec	

NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS

Language and Translation & Percent of Contacts	#	%
Non-English Calls Total	87	0.77%
Spanish Language Calls	72	0.64%
Other Non-English Calls or Deaf Translation	0	0.00%
% Non English Calls Taken by Bilingual Call Specialists	72	0.64%
% Non English Calls Translated by Tele-Interpreter	6	0.05%
% Non English Calls Translated by 3rd Party on Call	9	0.08%
Deaf Translation Calls Using 7-1-1 Relay Service	0	0.00%

2-1-1 ONLINE DATABASE

Web Activity	#
Site Visits	3,287
Search Sessions	3,110
Total Searches	4,060
Average Visit Length	14 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	8,071	71.63% of 11,268	N/A
Number of Calls Flagged For QS Follow Up	257	3.18% of 8,071	5%
Number of Outgoing Calls Made for QS Follow Up	662	N/A	N/A
Callers Contacted For QS Follow Up	106	1.31% of 8,071	2.50%
Results of Quality Service Follow Up			Goal
Callers Expressing Satisfaction with 211 Services	105	99.06% of 106	85%
Callers Who Plan to Use 211 again	102	96.23% of 106	N/A
Callers Who Did Not Contact Referral Agency	16	15.09% of 106	<20%
Callers Who Contacted One or More Referral Agencies	90	84.91% of 106	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	66	73.33% of 90	70%
Callers Contacting Agency Not Receiving Desired Services	24	26.67% of 90	<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	4	0.04%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	382	3.36%
Disaster Services	Disaster relief, shelter and recovery services	31	0.27%
Education	Education and Facilities, School supplies, tutoring	42	0.37%
Employment	Job training, career counseling, job search	46	0.40%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1,097	9.65%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1,288	11.33%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	32	0.28%
Housing	New AIRS Category – Separating former category of Housing/Utilities	1,722	15.15%
Income Support/Assistance	SS, SSDI, Workman's Comp, Unemployment, Taxes	197	1.73%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	418	3.68%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1,235	10.87%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	532	4.68%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	1,455	12.80%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	55	0.48%
Transportation	Assistance with transportation or transportation for special needs ,	258	2.27%
Utility Assistance	New AIRS Category – Separating former category of Housing/Utilities	2,540	22.35%
Volunteers/Donations	Volunteer and or Donation Opportunities	30	0.26%
Total Needs		11,364	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	9	2.51%
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	0.27%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	21	5.87%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	36	10.10%
Housing - New Category		105	29.33%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	32	8.94%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	4	1.12%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	28	7.82%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	63	17.59%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	11	3.07%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	12	3.35%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	2	0.56%
Transportation	Assistance with transportation or transportation for special needs ,	34	9.50%
Volunteers/Donations	Volunteer and or Donation Opportunities	0	0.00%
Total Unmet needs		358	100%

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	TOP 15 AGENCY REFERRALS	Agency Type	Count	Percent
1	HLOK482 - CATHOLIC CHARITIES ARCHDIOCESE OF OKLAHOMA CITY	Non-Profit	1,749	11.18%
2	HLOK4004 - SALVATION ARMY CENTRAL OKLAHOMA AREA COMMAND	Faith-based, Non-Profit	1,037	6.63%
3	HLOK2598 - NEIGHBOR FOR NEIGHBOR	Non-Profit	739	4.72%
4	HLOK730 - CITY RESCUE MISSION	Faith-based, Non-Profit	462	2.95%
5	HLOK1713 – HEARTLINE INC.	Non-Profit	342	2.19%
6	HLOK16253 - COUNTY OF OKLAHOMA	Public-County	305	1.95%
7	HLOK3820 - QUAIL SPRINGS BAPTIST CHURCH	Faith-based	301	1.92%
8	HLOK4244 - ST CHARLES BORROMEO CONFERENCE	Faith-based, Non-Profit	262	1.67%
9	HLOK268 - BAPTIST MISSION CENTER	Faith-based, Non-Profit	249	1.59%
10	HLOK666 - CHRIST THE KING CATHOLIC CHURCH	Faith-based, Non-Profit	230	1.47%
11	HLOK4551 - VARIETY CARE FAMILY HEALTH	Private, Non-Profit	221	1.41%
12	HLOK875 - CORPUS CHRISTI CATHOLIC CHURCH	Faith Based, Non-Profit	202	1.29%
13	HLOK4753 - W.W.J.D. - WHAT WOULD JESUS DO	Faith Based, Non-Profit	193	1.23%
14	HLOK4536 - US DEPARTMENT OF HEALTH & HUMAN SERVICES	Governmental	193	1.23%
15	HLOK1212 - EPIPHANY OF THE LORD CATHOLIC CHURCH	Faith-based, Non-Profit	175	1.12%
	Top 15 Referrals		6,660	42.57%
	Other Referrals		8,985	57.43%
	Total Referrals		15,645	100%