

MONTHLY 2-1-1 CALL CENTER REPORTING, *ctd.*
FOR THE MONTH/YEAR OCTOBER 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	7,804	78.20%
NW Oklahoma	59	0.59%
Not Oklahoma	434	4.35%
Other Oklahoma	198	1.98%
SW Oklahoma	481	4.82%
Unknown Location	1,003	10.05%
Total	9,979	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)	210	2.11%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	7,044	70.80%
Crisis (Mental health or life threatening intervention and connection to emergency services)	53	0.53%
Listening and Support (Listening, support or redirection of callers with emotional distress or complex issues)	876	8.80%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	820	8.24%
Total Caller Contacts	9,003	90.49%
Other	946	9.51%
Total Calls Records	9,949	100%

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CALL VOLUME BY HOUR AND PERCENT:

Time	# of Calls	Percent
12:00-01:00 AM	90	0.90%
01:00-02:00 AM	116	1.17%
02:00-03:00 AM	44	0.44%
03:00-04:00 AM	68	0.68%
04:00-05:00 AM	54	0.54%
05:00-06:00 AM	54	0.54%
06:00-07:00 AM	84	0.84%
07:00-08:00 AM	196	1.97%
08:00-09:00 AM	775	7.79%
09:00-10:00 AM	1,132	11.38%
10:00-11:00 AM	1,116	11.22%
11:00-12:00 PM	1,072	10.77%
12:00-01:00 PM	963	9.68%
01:00-02:00 PM	850	8.54%
02:00-03:00 PM	804	8.08%
03:00-04:00 PM	760	7.64%
04:00-05:00 PM	566	5.69%
05:00-06:00 PM	301	3.03%
06:00-07:00 PM	224	2.25%
07:00-08:00 PM	154	1.55%
08:00-09:00 PM	160	1.61%
09:00-10:00 PM	133	1.34%
10:00-11:00 PM	124	1.25%
11:00-12:00 AM	109	1.10%
Total Calls	9,949	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	2 Min 15 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	33.90%	≤ 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	2 Min 26 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 47 Sec	

NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS

Language and Translation & Percent of Contacts	#	%
Non-English Calls Total	83	0.83%
Spanish Language Calls	83	0.83%
Other Non-English Calls or Deaf Translation	0	0.00%
% Non English Calls Taken by Bilingual Call Specialists	73	0.73%
% Non English Calls Translated by Tele-Interpreter	8	0.08%
% Non English Calls Translated by 3rd Party on Call	2	0.02%
Deaf Translation Calls Using 7-1-1 Relay Service	0	0.00%

2-1-1 ONLINE DATABASE

Web Activity	#
Site Visits	3,397
Search Sessions	3,221
Total Searches	4,010
Average Visit Length	12 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	7,044	70.80% of 9,949	N/A
Number of Calls Flagged For QS Follow Up	184	2.61% of 7,044	5%
Number of Outgoing Calls Made for QS Follow Up	864	N/A	N/A
Callers Contacted For QS Follow Up	183	2.60% of 7,044	2.50%
Results of Quality Service Follow Up			Goal
Callers Expressing Satisfaction with 211 Services	183	100% of 183	85%
Callers Who Plan to Use 211 again	182	99.45% of 183	N/A
Callers Who Did Not Contact Referral Agency	62	33.88% of 183	<20%
Callers Who Contacted One or More Referral Agencies	121	66.12% of 183	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	100	82.64% of 121	70%
Callers Contacting Agency Not Receiving Desired Services	21	17.36% of 121	<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	341	3.35%
Disaster Services	Disaster relief, shelter and recovery services	22	0.22%
Education	Education and Facilities, School supplies, tutoring	55	0.54%
Employment	Job training, career counseling, job search	44	0.43%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	959	9.43%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1,320	12.97%
Housing	Rent, Emergency Shelter, Low Income and Supportive Housing Assistance	1,345	13.22%
Income Support/Assistance	SS, SSDI, Workman's Comp, Unemployment, Taxes	177	1.74%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	636	6.25%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1,083	10.64%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	415	4.08%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	1,284	12.62%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	51	0.50%
Transportation	Assistance with transportation or transportation for special needs ,	226	2.22%
Utility Assistance	Utility Assistance, Housing Expenses	2,182	21.44%
Volunteers/Donations	Volunteer and or Donation Opportunities	31	0.30%
Total Needs		10,175	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	2	0.51%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	16	4.06%
Disaster Services	Disaster relief, shelter and recovery services	1	0.25%
Education	Education and Facilities, School supplies, tutoring	3	0.76%
Employment	Job training, career counseling, job search	3	0.76%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	16	4.06%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	43	10.91%
Housing	Rent, Emergency Shelter, Low Income and Supportive Housing Assistance	90	22.84%
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	51	12.94%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	47	11.93%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	7	1.78%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	9	2.28%
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	7.61%
Volunteers/Donations	Volunteer and or Donation Opportunities	0	0.00%
Utility Assistance	Utility Assistance, Housing Expenses	76	19.29%
Total Unmet needs		394	100%

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	TOP 15 AGENCY REFERRALS	Agency Type	Count	Percent
1	HLOK482 - CATHOLIC CHARITIES ARCHDIOCESE OF OKLAHOMA CITY	Non-Profit	1,581	11.43%
2	HLOK2598 - NEIGHBOR FOR NEIGHBOR	Non-Profit	670	4.84%
3	HLOK730 - CITY RESCUE MISSION	Faith-based, Non-Profit	445	3.22%
4	HLOK1713 – HEARTLINE INC.	Non-Profit	311	2.25%
5	HLOK16253 - COUNTY OF OKLAHOMA	Public-County	288	2.08%
6	HLOK268 - BAPTIST MISSION CENTER	Faith-based, Non-Profit	277	2.00%
7	HLOK4536 - US DEPARTMENT OF HEALTH & HUMAN SERVICES	Governmental	235	1.70%
8	HLOK4551 - VARIETY CARE FAMILY HEALTH	Private, Non-Profit	234	1.69%
9	HLOK683 - CHRISTMAS CONNECTION	Non-Profit	212	1.53%
10	HLOK3820 - QUAIL SPRINGS BAPTIST CHURCH	Faith-based	207	1.50%
11	HLOK666 - CHRIST THE KING CATHOLIC CHURCH	Faith-based, Non-Profit	200	1.45%
12	HLOK4244 - ST CHARLES BORROMEIO CONFERENCE	Faith-based, Non-Profit	199	1.44%
13	HLOK4753 - W.W.J.D. - WHAT WOULD JESUS DO	Faith Based, Non-Profit	183	1.32%
14	HLOK4307 - ST PAUL THE APOSTLE CATHOLIC CHURCH	Faith Based	174	1.26%
15	HLOK2031 - JESUS HOUSE	Non-Profit	172	1.24%
	Top 15 Referrals		5,388	38.94%
	Other Referrals		8,450	61.06%
	Total Referrals		13,838	100%