

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.
FOR THE MONTH/YEAR DECEMBER 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	7,693	80.59%
NW Oklahoma	67	0.70%
Not Oklahoma	448	4.69%
Other Oklahoma	150	1.57%
SW Oklahoma	435	4.56%
Unknown Location	753	7.89%
Total	9,546	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)	153	1.61%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	6,897	72.41%
Crisis (Mental health or life threatening intervention and connection to emergency services)	67	0.70%
Listening and Support (Listening, support or redirection of callers with emotional distress or complex issues)	965	10.13%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	717	7.53%
Total Caller Contacts	8,398	88.17%
Other	726	7.62%
Total Calls Records	9,525	100%

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CALL VOLUME BY HOUR AND PERCENT:

Time	# of Calls	Percent
12:00-01:00 AM	86	0.90%
01:00-02:00 AM	107	1.12%
02:00-03:00 AM	46	0.48%
03:00-04:00 AM	50	0.52%
04:00-05:00 AM	54	0.57%
05:00-06:00 AM	65	0.68%
06:00-07:00 AM	91	0.96%
07:00-08:00 AM	234	2.46%
08:00-09:00 AM	591	6.20%
09:00-10:00 AM	1,108	11.63%
10:00-11:00 AM	1,149	12.06%
11:00-12:00 PM	1,001	10.51%
12:00-01:00 PM	876	9.20%
01:00-02:00 PM	903	9.48%
02:00-03:00 PM	884	9.28%
03:00-04:00 PM	692	7.27%
04:00-05:00 PM	544	5.71%
05:00-06:00 PM	211	2.22%
06:00-07:00 PM	215	2.26%
07:00-08:00 PM	164	1.72%
08:00-09:00 PM	135	1.42%
09:00-10:00 PM	123	1.29%
10:00-11:00 PM	101	1.06%
11:00-12:00 AM	95	1.00%
Total Calls	9,525	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 40 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	23.92%	≤ 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 20 Sec	
Average Length of Incoming Calls: Average talk time for all connected calls not including call record data entry time after call has ended	4 Min 01 Sec	

NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS

Language and Translation & Percent of Contacts	#	%
Non-English Calls Total	103	1.08%
Spanish Language Calls	95	1.00%
Other Non-English Calls or Deaf Translation	8	0.08%
% Non English Calls Taken by Bilingual Call Specialists	95	1.00%
% Non English Calls Translated by Tele-Interpreter	5	0.05%
% Non English Calls Translated by 3rd Party on Call	1	0.01%
Deaf Translation Calls Using 7-1-1 Relay Service	0	0.00%

2-1-1 ONLINE DATABASE

Web Activity	#
Site Visits	2,865
Search Sessions	2,711
Total Searches	3,444
Average Visit Length	11 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	6,897	72.41% of 9,525	N/A
Number of Calls Flagged For QS Follow Up	205	2.97% of 6,897	5%
Number of Outgoing Calls Made for QS Follow Up	794	N/A	N/A
Callers Contacted For QS Follow Up	129	1.87% of 6,897	2.50%
Results of Quality Service Follow Up			Goal
Callers Expressing Satisfaction with 211 Services	128	99.23% of 129	85%
Callers Who Plan to Use 211 again	126	97.67% of 129	N/A
Callers Who Did Not Contact Referral Agency	20	15.50% of 129	<20%
Callers Who Contacted One or More Referral Agencies	109	84.50% of 129	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	76	69.72% of 109	70%
Callers Contacting Agency Not Receiving Desired Services	33	30.28% of 109	<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	7	0.07%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	335	3.25%
Disaster Services	Disaster relief, shelter and recovery services	22	0.21%
Education	Education and Facilities, School supplies, tutoring	35	0.34%
Employment	Job training, career counseling, job search	42	0.41%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1,125	10.93%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1,362	13.23%
Housing	Rent, Emergency Shelter, Low Income and Supportive Housing Assistance	1,391	13.51%
Income Support/Assistance	SS, SSDI, Workman's Comp, Unemployment, Taxes	197	1.91%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	1,065	10.34%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	985	9.57%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	364	3.54%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	1,380	13.40%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	43	0.42%
Transportation	Assistance with transportation or transportation for special needs ,	193	1.87%
Utility Assistance	Utility Assistance, Housing Expenses	1,678	16.30%
Volunteers/Donations	Volunteer and or Donation Opportunities	71	0.69%
Total Needs		10,295	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	2.63%
Disaster Services	Disaster relief, shelter and recovery services	2	0.58%
Education	Education and Facilities, School supplies, tutoring	0	0.00%
Employment	Job training, career counseling, job search	1	0.29%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	18	5.26%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	36	10.53%
Housing - New Category	Rent, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	111	32.46%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	5	1.46%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	57	16.67%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	34	9.94%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	6	1.75%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	7	2.05%
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 ,	17	4.97%
Volunteers/Donations	Volunteer and or Donation Opportunities	1	0.29%
Utility Assistance	Utility Assistance	38	11.11%
Total Unmet needs		342	100.00%

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	TOP 15 AGENCY REFERRALS	Agency Type	Count	Percent
1	HLOK482 - CATHOLIC CHARITIES ARCHDIOCESE OF OKLAHOMA CITY	Non-Profit	1,252	8.66%
2	HLOK1713 – HEARTLINE INC.	Non-Profit	569	3.93%
3	HLOK4004 - SALVATION ARMY CENTRAL OKLAHOMA AREA COMMAND	Faith-based, Non-Profit	506	3.50%
4	HLOK16253 - COUNTY OF OKLAHOMA	Public-County	493	3.41%
5	HLOK2598 - NEIGHBOR FOR NEIGHBOR	Non-Profit	468	3.24%
6	HLOK4536 - US DEPARTMENT OF HEALTH & HUMAN SERVICES	Governmental	381	2.63%
7	HLOK730 - CITY RESCUE MISSION	Faith-based, Non-Profit	348	2.41%
8	HLOK4530 - URBAN MISSION	Non-Profit	338	2.34%
9	HLOK3845 - RED ANDREWS DINNER	Non-Profit	307	2.12%
10	HLOK268 - BAPTIST MISSION CENTER	Faith-based, Non-Profit	248	1.71%
11	HLOK4438 - TOYS FOR TOTS	Non-Profit	233	1.61%
12	HLOK4551 - VARIETY CARE FAMILY HEALTH	Private, Non-Profit	223	1.54%
13	HLOK17797 - NO GREATER LOVE KINGDOM CENTER	Faith-based, Non-Profit	213	1.47%
14	HLOK2031 - JESUS HOUSE	Non-Profit	196	1.36%
15	HLOK796 - COMMUNITY ACTION AGENCY OF OKLAHOMA & CANADIAN COUNTY	Non-Profit	188	1.30%
	Top 15 Referrals		5,963	41.23%
	Other Referrals		8,499	58.77%
	Total Referrals		14,462	100%