

**MONTHLY 2-1-1 CALL CENTER REPORTING  
FOR THE MONTH/YEAR FEBRUARY 2015  
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	5,766	77.31%
NW Oklahoma	52	0.70%
Not Oklahoma	374	5.01%
Other Oklahoma	126	1.69%
SW Oklahoma	420	5.63%
Unknown Location	720	9.65%
Total	7,458	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)	159	2.14%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	5,238	70.53%
Crisis (Mental health or life threatening intervention and connection to emergency services)	78	1.05%
Listening and Support (Listening, support or redirection of callers with emotional distress or complex issues)	844	11.36%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	454	6.11%
Total Caller Contacts	6,773	91.19%
Other	654	8.81%
Total Calls Records	7,427	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	69	0.93%
01:00-02:00 AM	95	1.28%
02:00-03:00 AM	61	0.82%
03:00-04:00 AM	52	0.70%
04:00-05:00 AM	51	0.69%
05:00-06:00 AM	70	0.94%
06:00-07:00 AM	76	1.02%
07:00-08:00 AM	181	2.44%
08:00-09:00 AM	544	7.32%
09:00-10:00 AM	783	10.54%
10:00-11:00 AM	751	10.11%
11:00-12:00 PM	753	10.14%
12:00-01:00 PM	709	9.54%
01:00-02:00 PM	672	9.05%
02:00-03:00 PM	641	8.63%
03:00-04:00 PM	574	7.73%
04:00-05:00 PM	394	5.30%
05:00-06:00 PM	229	3.08%
06:00-07:00 PM	171	2.30%
07:00-08:00 PM	135	1.82%
08:00-09:00 PM	122	1.64%
09:00-10:00 PM	102	1.37%
10:00-11:00 PM	93	1.25%
11:00-12:00 AM	99	1.33%
Total Calls	7,427	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	1 Min 33 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	23.12%	≤ 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	4 Min 21 Sec	

**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	64	0.86%
Spanish Language Calls	64	0.86%
Other Non-English Calls or Deaf Translation	0	0.00%
% Non English Calls Taken by Bilingual Call Specialists	57	0.77%
% Non English Calls Translated by Tele-Interpreter	5	0.07%
% Non English Calls Translated by 3rd Party on Call	2	0.03%
Deaf Translation Calls Using 7-1-1 Relay Service	0	0.00%

**2-1-1 ONLINE DATABASE**

<b>Web Activity</b>	<b>Count</b>
Site Visits	2,428
Search Sessions	2,442
Total Searches	2,760
Average Visit Length	21 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>Count</b>	<b>%</b>	<b>Goal</b>
Number of Callers Receiving Assessment Services	5,238	70.53 of 7,427%	N/A
Number of Calls Flagged For QS Follow Up	286	5.46% of 5,235	5%
Number of Outgoing Calls Made for QS Follow Up	766	N/A	N/A
Callers Contacted For QS Follow Up	174	3.32% of 5,238	2.50%
<b>Results of Quality Service Follow Up</b>	<b>Count</b>		<b>Goal</b>
Callers Expressing Satisfaction with 211 Services	174	100% of 174	85%
Callers Who Plan to Use 211 again	173	99.43% of 174	N/A
Callers Who Did Not Contact Referral Agency	38	21.84% of 174	<20%
Callers Who Contacted One or More Referral Agencies	136	78.16% of 174	80%
Callers Contacting Referral Agency Receiving Services	96	70.59% of 136	70%
Including Those with Applications Pending			
Callers Contacting Agency Not Receiving Desired Services	40	29.41% of 136	<30%

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**AIRS NEEDS CATEGORIES: CALLER NEEDS FOR ALL 2-1-1 CALLERS**

<b>AIRS Needs</b>	<b>Definition</b>	<b>Count</b>	<b>Percent</b>
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	11	0.14%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	174	2.18%
Disaster Services	Disaster relief, shelter and recovery services	18	0.23%
Education	Education and Facilities, School supplies, tutoring	41	0.51%
Employment	Job training, career counseling, job search	53	0.66%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	684	8.57%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1,370	17.16%
Housing	Temporary shelter for people who are in emergency situations, home improvement programs, housing location assistance and housing alternatives.	1,000	12.53%
Income Support/Assistance	SS, SSDI, Workman's Comp, Unemployment, Taxes	270	3.38%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	298	3.73%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	772	9.67%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	388	4.86%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	1,171	14.67%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	30	0.38%
Transportation	Assistance with transportation or transportation for special needs	245	3.07%
Utility Assistance	Provides services for residential and business consumers; and/or offer financial assistance or other forms of support.	24	0.30%
Volunteers/Donations	Volunteer and or Donation Opportunities	1,435	17.97%
Total Needs		7,984	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	0	0.00%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	13	4.78%
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	2	0.74%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	9	3.31%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	31	11.40%
Housing	Temporary shelter for people who are in emergency situations, home improvement programs, housing location assistance and housing alternatives.	69	25.37%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	1	0.37%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	11	4.04%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	39	14.34%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	5	1.84%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	8	2.94%
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 ,	11	4.04%
Volunteers/Donations	Volunteer and or Donation Opportunities	2	0.74%
Utility Assistance	Provides services for residential and business consumers and/or offer financial assistance or other forms of support	71	26.10%
Total Unmet needs		272	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 OKC	Non-Profit	844	7.70%
2	HLOK4004 - SALVATION ARMY CENTRAL OKLAHOMA AREA COMMAND	Faith-based, Non-Profit	780	7.12%
3	HLOK1713 - HEARTLINE	Non-Profit	598	5.46%
4	HLOK4536 - US DEPARTMENT OF HEALTH & HUMAN SERVICES	Governmental	423	3.86%
5	HLOK2598 - NEIGHBOR FOR NEIGHBOR	Non-Profit	413	3.77%
6	HLOK4551 - VARIETY CARE FAMILY HEALTH	Non-Profit	259	2.36%
7	HLOK16253 - COUNTY OF OKLAHOMA	Governmental	230	2.10%
8	HLOK268 - BAPTIST MISSION CENTER	Faith-based, Non-Profit	183	1.67%
9	HLOK875 - CORPUS CHRISTI CATHOLIC CHURCH	Faith-based, Non-Profit	136	1.24%
10	HLOK4244 - CORPUS CHRISTI CATHOLIC CHURCH	Faith-based, Non-Profit	136	1.24%
11	HLOK2604 - NEIGHBORHOOD SERVICES ORGANIZATION	Non-Profit	135	1.23%
12	HLOK834 - COMMUNITY HEALTH CENTERS	Non-Profit	123	1.12%
13	HLOK2103 - KINGS KLINIC	Private, Nonprofit	121	1.10%
14	HLOK796 - COMMUNITY ACTION AGENCY OF OKLAHOMA & CANADIAN COUNTY	Non-Profit	120	1.10%
15	HLOK2031 - JESUS HOUSE	Non-Profit	117	1.07%
	Top 15 Referrals		4,618	42.16%
	Other Referrals		6,336	57.84%
	Total Referrals		10,954	100%