

MONTHLY 2-1-1 CALL CENTER REPORTING, *ctd.*
FOR THE MONTH/YEAR MARCH 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	6,681	79.55%
NW Oklahoma	63	0.75%
Not Oklahoma	419	4.99%
Other Oklahoma	136	1.62%
SW Oklahoma	423	5.04%
Unknown Location	677	8.06%
Total	8,399	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)	180	2.15%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	6,134	73.34%
Crisis (Mental health or life threatening intervention and connection to emergency services)	107	1.28%
Listening and Support (Listening, support or redirection of callers with emotional distress or complex issues)	837	10.01%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	445	5.32%
Total Caller Contacts	7,703	92.10%
Other	661	7.90%
Total Calls Records	8,364	100%

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CALL VOLUME BY HOUR AND PERCENT:

Time	# of Calls	Percent
12:00-01:00 AM	80	0.96%
01:00-02:00 AM	69	0.82%
02:00-03:00 AM	43	0.51%
03:00-04:00 AM	38	0.45%
04:00-05:00 AM	39	0.47%
05:00-06:00 AM	86	1.03%
06:00-07:00 AM	83	0.99%
07:00-08:00 AM	161	1.92%
08:00-09:00 AM	583	6.97%
09:00-10:00 AM	878	10.50%
10:00-11:00 AM	899	10.75%
11:00-12:00 PM	874	10.45%
12:00-01:00 PM	803	9.60%
01:00-02:00 PM	759	9.07%
02:00-03:00 PM	778	9.30%
03:00-04:00 PM	705	8.43%
04:00-05:00 PM	487	5.82%
05:00-06:00 PM	237	2.83%
06:00-07:00 PM	175	2.09%
07:00-08:00 PM	149	1.78%
08:00-09:00 PM	143	1.71%
09:00-10:00 PM	116	1.39%
10:00-11:00 PM	93	1.11%
11:00-12:00 AM	86	1.03%
Total Calls	8,364	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 12 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	17.11%	≤ 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 15 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 26 Sec	

NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS

Language and Translation & Percent of Contacts	Count	%
Non-English Calls Total	76	0.91%
Spanish Language Calls	76	0.91%
Other Non-English Calls or Deaf Translation	0	0.00%
% Non English Calls Taken by Bilingual Call Specialists	68	0.81%
% Non English Calls Translated by Tele-Interpreter	8	0.09%
% Non English Calls Translated by 3rd Party on Call	0	0.00%
Deaf Translation Calls Using 7-1-1 Relay Service	0	0.00%

2-1-1 ONLINE DATABASE

Web Activity	Count
Site Visits	2,794
Search Sessions	3,014
Total Searches	3,386
Average Visit Length	23 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	Count	%	Goal
Number of Callers Receiving Assessment Services	6,134	73.34% of 8,364	N/A
Number of Calls Flagged For QS Follow Up	351	5.72% of 6,134	5%
Number of Outgoing Calls Made for QS Follow Up	787	N/A	N/A
Callers Contacted For QS Follow Up	170	2.77% of 6,134	2.50%
Results of Quality Service Follow Up	Count		Goal
Callers Expressing Satisfaction with 211 Services	169	99.41% of 170	85%
Callers Who Plan to Use 211 again	170	100% of 170	N/A
Callers Who Did Not Contact Referral Agency	45	26.47% of 170	<20%
Callers Who Contacted One or More Referral Agencies	125	73.53% of 170	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	94	75.20% of 125	70%
Callers Contacting Agency Not Receiving Desired Services	31	24.80% of 125	<30%

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

AIRS Needs	Definition	Count	Percent
Arts, Culture and Recreation	Programs that allow people to fully participate in and enjoy a variety of recreational, social, spiritual, artistic, cultural and intellectual opportunities.	27	0.30%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	217	2.45%
Disaster Services	Disaster relief, shelter and recovery services	54	0.61%
Education	Education and Facilities, School supplies, tutoring	39	0.44%
Employment	Job training, career counseling, job search	63	0.71%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	860	9.69%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance.	1,270	14.31%
Housing	Temporary shelter for people who are in emergency situations, home improvement programs, housing location assistance and housing alternatives.	1,316	14.83%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	214	2.41%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	339	3.82%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	897	10.11%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	411	4.63%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	1,266	14.27%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	45	0.51%
Transportation	Assistance with transportation or transportation for special needs ,	261	2.94%
Utility Assistance	Provides services for residential and business consumers; and/or offer financial assistance or other forms of support.	1,563	17.62%
Volunteers/Donations	Volunteer and or Donation Opportunities	31	0.35%
Total Needs Met		8,873	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	Count	Percent
Arts, Culture and Recreation	Programs that allow people to fully participate in and enjoy a variety of recreational, social, spiritual, artistic, cultural and intellectual opportunities.	1	0.22%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	16	3.60%
Disaster Services	Disaster relief, shelter and recovery services	9	2.02%
Education	Education and Facilities, School supplies, tutoring	3	0.67%
Employment	Job training, career counseling, job search	1	0.22%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	23	5.17%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance.	53	11.91%
Housing	Temporary shelter for people who are in emergency situations, home improvement programs, housing location assistance and housing alternatives.	99	22.25%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	2	0.45%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	9	2.02%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	117	26.29%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	10	2.25%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	20	4.49%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	1	0.22%
Transportation	Assistance with transportation or transportation for special needs	26	5.84%
Utility Assistance	Provides services for residential and business consumers; and/or offer financial assistance or other forms of support.	55	12.36%
Volunteers/Donations	Volunteer and or Donation Opportunities	0	0.00%
Total Unmet needs		445	100%

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	TOP 15 AGENCY REFERRALS	Agency Type	Count	Percent
1	HLOK4004 - SALVATION ARMY CENTRAL OKLAHOMA AREA COMMAND	Faith-based, Non-Profit	956	7.45%
2	HLOK482 - CATHOLIC CHARITIES ARCHDIOCESE OF OKLAHOMA CITY	Non-Profit	924	7.21%
3	HLOK16253 - COUNTY OF OKLAHOMA	County Government	480	3.74%
4	HLOK2598 - NEIGHBOR FOR NEIGHBOR	Non-Profit	451	3.52%
5	HLOK1713 - HEARTLINE	Private, Non-Profit	390	3.04%
6	HLOK4536 - US DEPARTMENT OF HEALTH & HUMAN SERVICES	Governmental	238	1.86%
7	HLOK4551 - VARIETY CARE FAMILY HEALTH	Non-Profit	235	1.83%
8	HLOK730 - CITY RESCUE MISSION IMPACT FOOD RESOURCE CENTER	Non-Profit	200	1.56%
9	HLOK268 - BAPTIST MISSION CENTER	Faith-based, Non-Profit	198	1.54%
10	HLOK2604 - NEIGHBORHOOD SERVICES ORGANIZATION	Non-Profit	182	1.42%
11	HLOK796 - COMMUNITY ACTION AGENCY OF OKLAHOMA & CANADIAN COUNTY	Non-Profit	174	1.36%
12	HLOK4244 - ST CHARLES BORROMEO CONFERENCE	Faith-based, Non-Profit	169	1.32%
13	HLOK834 - COMMUNITY HEALTH CENTERS - MARY MAHONEY	Non-Profit	160	1.25%
14	HLOK2103 - KINGS KLINIC	Private, Nonprofit	146	1.14%
15	HLOK2031 - JESUS HOUSE	Non-Profit	143	1.12%
	Top 15 Referrals		5,046	39.35%
	Other Referrals		7,778	60.65%
	Total Referrals		12,824	100%