

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.**  
**FOR THE MONTH/YEAR APRIL 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	6,849	79.11%
NW Oklahoma	49	0.57%
Not Oklahoma	497	5.74%
Other Oklahoma	143	1.65%
SW Oklahoma	459	5.30%
Unknown Location	661	7.63%
Total	8,658	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)	167	1.94%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	6,262	72.65%
Crisis (Mental health or life threatening intervention and connection to emergency services)	76	0.88%
Listening and Support (Listening, support or redirection of callers with emotional distress or complex issues)	912	10.58%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	520	6.03%
Total Caller Contacts	7,937	92.09%
Other	682	7.91%
Total Calls Records	8,619	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	94	1.09%
01:00-02:00 AM	91	1.06%
02:00-03:00 AM	36	0.42%
03:00-04:00 AM	32	0.37%
04:00-05:00 AM	29	0.34%
05:00-06:00 AM	63	0.73%
06:00-07:00 AM	102	1.18%
07:00-08:00 AM	206	2.39%
08:00-09:00 AM	692	8.03%
09:00-10:00 AM	880	10.21%
10:00-11:00 AM	911	10.57%
11:00-12:00 PM	849	9.85%
12:00-01:00 PM	788	9.14%
01:00-02:00 PM	785	9.11%
02:00-03:00 PM	749	8.69%
03:00-04:00 PM	746	8.66%
04:00-05:00 PM	445	5.16%
05:00-06:00 PM	247	2.87%
06:00-07:00 PM	198	2.30%
07:00-08:00 PM	165	1.91%
08:00-09:00 PM	157	1.82%
09:00-10:00 PM	150	1.74%
10:00-11:00 PM	108	1.25%
11:00-12:00 AM	96	1.11%
Total Calls	8,619	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 07 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	16.62%	≤ 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 05 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 12 Sec	

**NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS**

<b>Language and Translation &amp; Percent of Contacts</b>	<b>Count</b>	<b>%</b>
Non-English Calls Total	61	0.71%
Spanish Language Calls	60	0.70%
Other Non-English Calls or Deaf Translation	1	0.01%
% Non English Calls Taken by Bilingual Call Specialists	49	0.57%
% Non English Calls Translated by Tele-Interpreter	7	0.08%
% Non English Calls Translated by 3rd Party on Call	3	0.04%
Deaf Translation Calls Using 7-1-1 Relay Service	1	0.01%

**2-1-1 ONLINE DATABASE**

<b>Web Activity</b>	<b>Count</b>
Site Visits	2,621
Search Sessions	2,539
Total Searches	3,939
Average Visit Length	18 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	6,262	72.65% of 8,619	N/A
Number of Calls Flagged For QS Follow Up	332	5.30% of 6,262	5%
Number of Outgoing Calls Made for QS Follow Up	926	N/A	N/A
Callers Contacted For QS Follow Up	186	2.97% of 6,262	2.50%
<b>Results of Quality Service Follow Up</b>			<b>Goal</b>
Callers Expressing Satisfaction with 211 Services	186	100% of 186	85%
Callers Who Plan to Use 211 again	184	98.92% of 186	N/A
Callers Who Did Not Contact Referral Agency	39	20.97% of 186	<20%
Callers Who Contacted One or More Referral Agencies	147	79.03% of 186	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	98	66.67% of 147	70%
Callers Contacting Agency Not Receiving Desired Services	49	33.33% of 147	<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	Programs that allow people to fully participate in and enjoy a variety of recreational, social, spiritual, artistic, cultural and intellectual opportunities.	14	0.15%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	255	2.79%
Disaster Services	Disaster relief, shelter and recovery services	54	0.59%
Education	Education and Facilities, School supplies, tutoring	34	0.37%
Employment	Job training, career counseling, job search	43	0.47%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	919	10.06%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance.	1,201	13.15%
Housing	Temporary shelter for people who are in emergency situations, home improvement programs, housing location assistance and housing alternatives.	1,545	16.91%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	188	2.06%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	316	3.46%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1,002	10.97%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	462	5.06%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	1,339	14.66%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	42	0.46%
Transportation	Assistance with transportation or transportation for special needs ,	215	2.35%
Volunteers/Donations	Volunteer and or Donation Opportunities	1,475	16.14%
Utility Assistance	Provides services for residential and business consumers; and/or offer financial assistance or other forms of support.	32	0.35%
Total Needs Met		9,136	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>Count</b>	<b>Percent</b>
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	0.25%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	13	3.19%
Disaster Services	Disaster relief, shelter and recovery services	2	0.49%
Education	Education and Facilities, School supplies, tutoring	1	0.25%
Employment	Job training, career counseling, job search	1	0.25%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	12	2.94%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance.	48	11.76%
Housing	Temporary shelter for people who are in emergency situations, home improvement programs, housing location assistance and housing alternatives.	106	25.98%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	3	0.74%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	6	1.47%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	102	25.00%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	12	2.94%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	13	3.19%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	1	0.25%
Transportation	Assistance with transportation or transportation for special needs ,	24	5.88%
Volunteers/Donations	Volunteer and or Donation Opportunities	0	0.00%
Utility Assistance	Provides services for residential and business consumers; and/or offer financial assistance or other forms of support.	63	15.44%
Total Unmet needs		408	100%

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	<b>TOP 15 AGENCY REFERRALS</b>	<b>Agency Type</b>	<b>Count</b>	<b>Percent</b>
1	CATHOLIC CHARITIES ARCHDIOCESE OF OKLAHOMA CITY	Non-Profit	1,111	7.19%
2	SALVATION ARMY CENTRAL OKLAHOMA AREA COMMAND	Faith-based, Non-Profit	959	6.20%
3	HEARTLINE	Private, Non-Profit	531	3.43%
4	NEIGHBOR FOR NEIGHBOR	Non-Profit	468	3.03%
5	CITY RESCUE MISSION (IMPACT FOOD RESOURCE CENTER)	Non-Profit	275	1.78%
6	COUNTY OF OKLAHOMA	County Government	270	1.75%
7	US DEPARTMENT OF HEALTH & HUMAN SERVICES	Governmental	241	1.56%
8	BAPTIST MISSION CENTER	Faith-based, Non-Profit	240	1.55%
9	OKLAHOMA HOUSING FINANCE AGENCY	Governmental	234	1.51%
10	VARIETY CARE FAMILY HEALTH	Non-Profit	229	1.48%
11	NEIGHBORHOOD SERVICES ORGANIZATION	Non-Profit	185	1.20%
12	ST CHARLES BORROMEO CONFERENCE	Faith-based, Non-Profit	169	1.09%
13	COMMUNITY ACTION AGENCY OF OKLAHOMA & CANADIAN COUNTY	Non-Profit	162	1.05%
14	CHRIST THE KING CATHOLIC CHURCH, ST LAWRENCE MINISTRY	Faith-based, Non-Profit	160	1.03%
15	COMMUNITY HOUSE	Substance Abuse Program	157	1.02%
	Top 15 Referrals		5,391	34.87%
	Other Referrals		10,069	65.13%
	Total Referrals		15,460	100%