

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.  
FOR THE MONTH/YEAR JULY 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	7,873	80.05%
NW Oklahoma	56	0.57%
Not Oklahoma	479	4.87%
Other Oklahoma	156	1.59%
SW Oklahoma	455	4.63%
Unknown Location	816	8.30%
Total	9,835	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)	139	1.41%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	7,432	75.57%
Crisis (Mental health or life threatening intervention and connection to emergency services)	71	0.72%
Listening and Support (Listening, support or redirection of callers with emotional distress or complex issues)	864	8.78%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	427	4.34%
Total Caller Contacts	8,933	90.83%
Other	902	9.17%
Total Calls Records	9,835	100.00%

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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	72	0.73%
01:00-02:00 AM	90	0.92%
02:00-03:00 AM	45	0.46%
03:00-04:00 AM	39	0.40%
04:00-05:00 AM	38	0.39%
05:00-06:00 AM	35	0.36%
06:00-07:00 AM	94	0.96%
07:00-08:00 AM	241	2.45%
08:00-09:00 AM	629	6.40%
09:00-10:00 AM	1,019	10.36%
10:00-11:00 AM	1,088	11.06%
11:00-12:00 PM	1,021	10.38%
12:00-01:00 PM	1,037	10.54%
01:00-02:00 PM	915	9.30%
02:00-03:00 PM	928	9.44%
03:00-04:00 PM	830	8.44%
04:00-05:00 PM	574	5.84%
05:00-06:00 PM	268	2.72%
06:00-07:00 PM	207	2.10%
07:00-08:00 PM	163	1.66%
08:00-09:00 PM	149	1.51%
09:00-10:00 PM	136	1.38%
10:00-11:00 PM	115	1.17%
11:00-12:00 AM	102	1.04%
Total Calls	9,835	100.00%

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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	0 Min 58 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	16.41%%	≤ 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	1 Min 45 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 10 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	48	0.49%
Spanish Language Calls	46	0.47%
Other Non-English Calls or Deaf Translation	2	0.02%
% Non English Calls Taken by Bilingual Call Specialists	46	0.47%
% Non English Calls Translated by Tele-Interpreter	1	0.01%
% Non English Calls Translated by 3rd Party on Call	0	0.00%
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	3,859
Search Sessions	3,467
Total Searches	3,941
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.*

<b>Quality Service Follow-Up</b>	<b>Count</b>	<b>%</b>	<b>Goal</b>
Number of Callers Receiving Assessment Services	7,432	75.57% of 9,835	N/A
Number of Calls Flagged For QS Follow Up	255	2.6% of 9,835	5%
Number of Outgoing Calls Made for QS Follow Up	676	N/A	N/A
Callers Contacted For QS Follow Up	144	1.46% of 9,835	2.50%
<b>Results of Quality Service Follow Up</b>	<b>Count</b>		<b>Goal</b>
Callers Expressing Satisfaction with 211 Services	142	98.61% of 144	85%
Callers Who Plan to Use 211 again	141	97.92% of 144	N/A
Callers Who Did Not Contact Referral Agency	10	6.94% of 144	<20%
Callers Who Contacted One or More Referral Agencies	133	92.36% of 144	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	92	69.17% of 133	70%
Callers Contacting Agency Not Receiving Desired Services	41	30.83% of 133	<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.	24	0.23%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	466	4.45%
Disaster Services	Disaster relief, shelter and recovery services	121	1.16%
Education	Education and Facilities, School supplies, tutoring	370	3.54%
Employment	Job training, career counseling, job search	48	0.46%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1,118	10.68%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance.	1,421	13.58%
Housing	Temporary shelter for people who are in emergency situations, home improvement programs, housing location assistance and housing alternatives.	1,666	15.92%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	157	1.50%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	314	3.00%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	870	8.31%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	457	4.37%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	1,297	12.39%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	50	0.48%
Transportation	Assistance with transportation or transportation for special needs	274	2.62%
Volunteers/Donations	Volunteer and or Donation Opportunities	51	0.49%
Utility Assistance	Provides services for residential and business consumers; and/or offer financial assistance or other forms of support	1,762	16.84%
Total Needs Met		10,466	100.00%

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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.	3	0.56%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	49	9.11%
Disaster Services	Disaster relief, shelter and recovery services	1	0.19%
Education	Education and Facilities, School supplies, tutoring	46	8.55%
Employment	Job training, career counseling, job search	4	0.74%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	24	4.46%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance.	40	7.43%
Housing	Temporary shelter for people who are in emergency situations, home improvement programs, housing location assistance and housing alternatives.	133	24.72%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	1	0.19%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	17	3.16%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	57	10.59%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	6	1.12%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	10	1.86%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	3	0.56%
Transportation	Assistance with transportation or transportation for special needs	37	6.88%
Volunteers/Donations	Volunteer and or Donation Opportunities	4	0.74%
Utility Assistance	Provides services for residential and business consumers; and/or offer financial assistance or other forms of support	107	19.89%
Total Unmet needs		538	100.00%

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	<b>TOP 15 AGENCY REFERRALS</b>	<b>Agency Type</b>	<b>Count</b>	<b>Percent</b>
1	SALVATION ARMY CENTRAL OKLAHOMA AREA COMMAND	Faith-based; Non-Profit	1,200	8.19%
2	CATHOLIC CHARITIES ARCHDIOCESE OF OKLAHOMA CITY	Faith-based, Non-Profit	1,182	8.06%
3	HEARTLINE	Private, Non-Profit	521	3.55%
4	UPWARD TRANSITIONS	Non-Profit	461	3.14%
5	CITY RESCUE MISSION (IMPACT FOOD RESOURCE CENTER)	Non-Profit	394	2.69%
6	COUNTY OF OKLAHOMA	Governmental	365	2.49%
7	VARIETY CARE FAMILY HEALTH	Non-Profit	294	2.00%
8	US DEPARTMENT OF HEALTH & HUMAN SERVICES	Governmental	286	1.95%
9	BAPTIST MISSION CENTER	Faith-based; Non-Profit	250	1.71%
10	URBAN MISSION	Faith Based	246	1.68%
11	OKLAHOMA HOUSING FINANCE AGENCY	Governmental	235	1.60%
12	NEIGHBORHOOD SERVICES ORGANIZATION	Non-Profit	198	1.35%
13	W.W.J.D. - WHAT WOULD JESUS DO ASSOCIATION	Faith-based; Non-Profit	195	1.33%
14	ST CHARLES BORROMEIO CONFERENCE	Faith-based; Non-Profit	182	1.24%
15	CHRIST THE KING CATHOLIC CHURCH, ST LAWRENCE MINISTRY - SVDP	Faith-based; Non-Profit	165	1.13%
	Top 15 Referrals		6,174	42.11%
	Other Referrals		8,486	57.89%
	Total Referrals		14,660	100.00%