

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.  
FOR THE MONTH/YEAR AUGUST 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	8,262	81.10%
NW Oklahoma	64	0.63%
Not Oklahoma	525	5.15%
Other Oklahoma	167	1.64%
SW Oklahoma	514	5.05%
Unknown Location	656	6.44%
Total	10,188	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)	143	1.40%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	7,654	75.13%
Crisis (Mental health or life threatening intervention and connection to emergency services)	70	0.69%
Listening and Support (Listening, support or redirection of callers with emotional distress or complex issues)	975	9.57%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	457	4.49%
Total Caller Contacts	9,299	91.27%
Other	889	8.73%
Total Calls Records	10,188	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	97	0.95%
01:00-02:00 AM	110	1.08%
02:00-03:00 AM	59	0.58%
03:00-04:00 AM	49	0.48%
04:00-05:00 AM	40	0.39%
05:00-06:00 AM	66	0.65%
06:00-07:00 AM	94	0.92%
07:00-08:00 AM	248	2.43%
08:00-09:00 AM	701	6.88%
09:00-10:00 AM	1,030	10.11%
10:00-11:00 AM	1,145	11.24%
11:00-12:00 PM	1,136	11.15%
12:00-01:00 PM	955	9.37%
01:00-02:00 PM	954	9.36%
02:00-03:00 PM	921	9.04%
03:00-04:00 PM	777	7.63%
04:00-05:00 PM	589	5.78%
05:00-06:00 PM	320	3.14%
06:00-07:00 PM	212	2.08%
07:00-08:00 PM	190	1.86%
08:00-09:00 PM	151	1.48%
09:00-10:00 PM	129	1.27%
10:00-11:00 PM	114	1.12%
11:00-12:00 AM	101	0.99%
Total Calls	10,188	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	1 Min 01 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	14.92%	≤ 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	1 Min 54 Sec	
Average Length of Incoming Calls: Average talk time for all connected calls not including call record data entry time after call has ended	3 Min 53 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	57	0.56%
Spanish Language Calls	57	0.56%
Other Non-English Calls or Deaf Translation	0	0.00%
% Non English Calls Taken by Bilingual Call Specialists	57	0.56%
% Non English Calls Translated by Tele-Interpreter	0	0.00%
% 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**

<b>Web Activity</b>	<b>Count</b>
Site Visits	3,851
Search Sessions	3,738
Total Searches	4,326
Average Visit Length	17 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	7,654	75.13% of 10,188	N/A
Number of Calls Flagged For QS Follow Up	189	2.47% of 7,654	5%
Number of Outgoing Calls Made for QS Follow Up	621	N/A	N/A
Callers Contacted For QS Follow Up	120	1.57% of 7,654	2.50%
<b>Results of Quality Service Follow Up</b>	<b>Count</b>		<b>Goal</b>
Callers Expressing Satisfaction with 211 Services	117	97.50% of 120	85%
Callers Who Plan to Use 211 again	117	97.50% of 120	N/A
Callers Who Did Not Contact Referral Agency	3	2.50% of 120	<20%
Callers Who Contacted One or More Referral Agencies	117	97.50% of 120	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	77	65.81% of 117	70%
Callers Contacting Agency Not Receiving Desired Services	43	36.75% of 117	<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.	7	0.07%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	438	4.07%
Disaster Services	Disaster relief, shelter and recovery services	55	0.51%
Education	Education and Facilities, School supplies, tutoring	251	2.33%
Employment	Job training, career counseling, job search	47	0.44%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1,046	9.71%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance.	1,502	13.95%
Housing	Temporary shelter for people who are in emergency situations, home improvement programs, housing location assistance and housing alternatives.	1,494	13.87%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	170	1.58%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	334	3.10%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	884	8.21%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	516	4.79%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling, Case Management and Support Groups	1,385	12.86%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	44	0.41%
Transportation	Assistance with transportation or transportation for special needs	258	2.40%
Volunteers/Donations	Volunteer and or Donation Opportunities	38	0.35%
Utility Assistance	Provides services for residential and business consumers; and/or offer financial assistance or other forms of support	2,300	21.36%
Total Needs Met		10,769	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.	1	0.20%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	34	6.68%
Disaster Services	Disaster relief, shelter and recovery services	0	0.00%
Education	Education and Facilities, School supplies, tutoring	58	11.39%
Employment	Job training, career counseling, job search	0	0.00%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	22	4.32%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance.	41	8.06%
Housing	Temporary shelter for people who are in emergency situations, home improvement programs, housing location assistance and housing alternatives.	119	23.38%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	0	0.00%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	18	3.54%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	61	11.98%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	10	1.96%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling, Case Management and Support Groups	7	1.38%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	1	0.20%
Transportation	Assistance with transportation or transportation for special needs	32	6.29%
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	105	20.63%
Total Unmet needs		509	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	1,348	8.99%
2	Catholic Charities	Faith-based; Non-Profit	1,327	8.85%
3	HeartLine	Private, Non-Profit	593	3.96%
4	Upward Transitions	Non-Profit	569	3.80%
5	US Dept. of Health & Human Services	Governmental	369	2.46%
6	City Rescue Mission	Non-Profit	360	2.40%
7	County of Oklahoma	Governmental	282	1.88%
8	Variety Care Family Health	Non-Profit	263	1.75%
9	Baptist Mission Center	Faith-based; Non-Profit	247	1.65%
10	St. Charles Borromeo Catholic Church	Faith-based; Non-Profit	231	1.54%
11	Christ the King Catholic Church	Faith-based; Non-Profit	219	1.46%
12	St. Paul Catholic Church	Faith-based; Non-Profit	202	1.35%
13	Neighborhood Services Organization	Non-Profit	185	1.23%
14	Corpus Christi Catholic Church	Faith-based; Non-Profit	180	1.20%
15	What Would Jesus Do Association	Faith Based	177	1.18%
	Top 15 Referrals		6,552	43.71%
	Other Referrals		8,439	56.29%
	Total Referrals		14,991	100.00%