

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.  
FOR THE MONTH/YEAR OCTOBER 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	6,954	80.32%
NW Oklahoma	48	0.55%
Not Oklahoma	448	5.17%
Other Oklahoma	158	1.82%
SW Oklahoma	486	5.61%
Unknown Location	564	6.51%
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)	181	2.09%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	6,421	74.16%
Crisis (Mental health or life threatening intervention and connection to emergency services)	38	0.44%
Listening and Support (Listening, support or redirection of callers with emotional distress or complex issues)	940	10.86%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	319	3.68%
Total Caller Contacts	7,899	91.23%
Other	759	8.77%
Total Calls Records	8,658	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	109	1.26%
01:00-02:00 AM	91	1.05%
02:00-03:00 AM	27	0.31%
03:00-04:00 AM	34	0.39%
04:00-05:00 AM	37	0.43%
05:00-06:00 AM	45	0.52%
06:00-07:00 AM	57	0.66%
07:00-08:00 AM	166	1.92%
08:00-09:00 AM	644	7.44%
09:00-10:00 AM	960	11.09%
10:00-11:00 AM	992	11.46%
11:00-12:00 PM	913	10.55%
12:00-01:00 PM	883	10.20%
01:00-02:00 PM	733	8.47%
02:00-03:00 PM	806	9.31%
03:00-04:00 PM	648	7.48%
04:00-05:00 PM	466	5.38%
05:00-06:00 PM	245	2.83%
06:00-07:00 PM	187	2.16%
07:00-08:00 PM	146	1.69%
08:00-09:00 PM	130	1.50%
09:00-10:00 PM	118	1.36%
10:00-11:00 PM	110	1.27%
11:00-12:00 AM	111	1.28%
Total Calls	8,658	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 37 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	22.89%	≤ 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 25 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 58 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	49	0.57%
Spanish Language Calls	47	0.54%
Other Non-English Calls or Deaf Translation	2	0.02%
% Non English Calls Taken by Bilingual Call Specialists	47	0.54%
% Non English Calls Translated by Tele-Interpreter	0	0.00%
% Non English Calls Translated by 3rd Party on Call	2	0.02%
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	4,439
Search Sessions	4,765
Total Searches	5,131
Average Visit Length	12 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	6,420	74.15% of 8,658	N/A
Number of Calls Flagged For QS Follow Up	380	5.92% of 6,420	5%
Number of Outgoing Calls Made for QS Follow Up	582	N/A	N/A
Callers Contacted For QS Follow Up	110	1.71% of 6,420	2.50%
<b>Results of Quality Service Follow Up</b>	<b>Count</b>		<b>Goal</b>
Callers Expressing Satisfaction with 211 Services	107	97.28% of 110	85%
Callers Who Plan to Use 211 again	109	99.09% of 110	N/A
Callers Who Did Not Contact Referral Agency	6	5.45% of 110	<20%
Callers Who Contacted One or More Referral Agencies	100	90.91% of 110	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	56	56.00% of 100	70%
Callers Contacting Agency Not Receiving Desired Services	44	44.00% of 100	<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	267	2.95%
Disaster Services	Disaster relief, shelter and recovery services	18	0.20%
Education	Education and Facilities, School supplies, tutoring	35	0.39%
Employment	Job training, career counseling, job search	28	0.31%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	934	10.31%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance.	1,220	13.47%
Housing	Temporary shelter for people who are in emergency situations, home improvement programs, housing location assistance and housing alternatives.	1,133	12.51%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	152	1.68%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	596	6.58%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	644	7.11%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	360	3.97%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	1,307	14.43%
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	180	1.99%
Volunteers/Donations	Volunteer and or Donation Opportunities	40	0.44%
Utility Assistance	Provides services for residential and business consumers; and/or offer financial assistance or other forms of support	2,095	23.13%
Total Needs Met		9,058	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.	0	0.00%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	19	4.94%
Disaster Services	Disaster relief, shelter and recovery services	0	0.00%
Education	Education and Facilities, School supplies, tutoring	2	0.52%
Employment	Job training, career counseling, job search	0	0.00%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	18	4.68%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance.	38	9.87%
Housing	Temporary shelter for people who are in emergency situations, home improvement programs, housing location assistance and housing alternatives.	76	19.74%
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	21	5.45%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	57	14.81%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	5	1.30%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	10	2.60%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	2	0.52%
Transportation	Assistance with transportation or transportation for special needs	19	4.94%
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	118	30.65%
Total Unmet needs		385	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	1,307	10.18%
2	Catholic Charities	Faith-based; Non-Profit	1,161	9.04%
3	HeartLine	Private, Non-Profit	367	2.86%
4	City Rescue Mission	Non-Profit	346	2.69%
5	Baptist Mission Center	Faith-based; Non-Profit	311	2.42%
6	US Dept. of Health & Human Services	Government	260	2.02%
7	Quail Springs Baptist Church	Faith-based; Non-Profit	250	1.95%
8	Skyline Urban Ministry	Faith-based; Non-Profit	227	1.77%
9	County of Oklahoma	Government	224	1.74%
10	Variety Care Family Health	Non-Profit	205	1.60%
11	Christ the King Catholic Church	Faith-based; Non-Profit	194	1.51%
12	St. Charles Borromeo Catholic Church	Faith-based; Non-Profit	174	1.36%
13	Urban Mission	Faith-based; Non-Profit	166	1.29%
14	Corpus Christi Catholic Church	Faith-based; Non-Profit	165	1.29%
15	Neighborhood Services Organization	Non-Profit	161	1.25%
	Top 15 Referrals		5,518	42.98%
	Other Referrals		7,322	57.02%
	Total Referrals		12,840	100.00%