

**MONTHLY 2-1-1 CONTACT CENTER REPORTING  
FOR THE MONTH/YEAR DECEMBER 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

**CONTACT VOLUME BY AREA (Number & Percentage of Total Calls):**

Area	# of Contacts	%
Central Oklahoma	5,968	79.08%
NW Oklahoma	68	0.90%
Not Oklahoma	445	5.90%
Other Oklahoma	146	1.93%
SW Oklahoma	413	5.47%
Unknown Location	535	7.09%
211 Online	3,976	34.50%
Total	11,523	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)	145	0.013%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	5,572	48.36%
Crisis (Mental health or life threatening intervention and connection to emergency services)	49	0.004%
Listening and Support (Listening, support or redirection of callers with emotional distress or complex issues)	964	8.366%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	376	3.263%
Total Caller Contacts	7,106	61.67%
Other/Web	4,417	38.33%
Total Contacts Records	11,523	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	107	1.42%
01:00-02:00 AM	103	1.36%
02:00-03:00 AM	49	0.65%
03:00-04:00 AM	43	0.57%
04:00-05:00 AM	43	0.57%
05:00-06:00 AM	44	0.58%
06:00-07:00 AM	64	0.85%
07:00-08:00 AM	185	2.45%
08:00-09:00 AM	528	7.00%
09:00-10:00 AM	762	10.10%
10:00-11:00 AM	867	11.49%
11:00-12:00 PM	746	9.88%
12:00-01:00 PM	709	9.39%
01:00-02:00 PM	693	9.18%
02:00-03:00 PM	664	8.80%
03:00-04:00 PM	564	7.47%
04:00-05:00 PM	391	5.18%
05:00-06:00 PM	235	3.11%
06:00-07:00 PM	172	2.28%
07:00-08:00 PM	118	1.56%
08:00-09:00 PM	123	1.63%
09:00-10:00 PM	108	1.43%
10:00-11:00 PM	118	1.56%
11:00-12:00 AM	111	1.47%
Total Calls	7,547	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 55 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	27.18%	≤ 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 46 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 24 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	22	0.29%
Spanish Language Calls	22	0.29%
Other Non-English Calls or Deaf Translation	0	0.00%
% Non English Calls Taken by Bilingual Call Specialists	22	0.29%
% 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	3,840
Search Sessions	3,976
Total Searches	4,176
Average Visit Length	7 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	5,572	73.83% of 7,547	N/A
Number of Calls Flagged For QS Follow Up	145	2.6% of 5572	5%
Number of Outgoing Calls Made for QS Follow Up	375	N/A	N/A
Callers Contacted For QS Follow Up	TBD	TBD% of 5,572	2.50%
<b>Results of Quality Service Follow Up</b>	<b>Count</b>		<b>Goal</b>
Callers Expressing Satisfaction with 211 Services	TBD	TBD of TBD	85%
Callers Who Plan to Use 211 again	TBD	TBD of TBD	N/A
Callers Who Did Not Contact Referral Agency	TBD	TBD of TBD	<20%
Callers Who Contacted One or More Referral Agencies	TBD	TBD of TBD	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	TBD	TBD of TBD	70%
Callers Contacting Agency Not Receiving Desired Services	TBD	TBD of TBD	<30%

\*Due to technical difficulties experienced by the 2-1-1 database service provider, the above TBD data was unavailable at the time of report completion.

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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	0.08%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	255	3.08%
Disaster Services	Disaster relief, shelter and recovery services	109	1.32%
Education	Education and Facilities, School supplies, tutoring	23	0.28%
Employment	Job training, career counseling, job search	38	0.46%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	928	11.20%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance.	1,096	13.23%
Housing	Temporary shelter for people who are in emergency situations, home improvement programs, housing location assistance and housing alternatives	1,089	13.14%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	126	1.52%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	705	8.51%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	685	8.27%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	332	4.01%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling, Case Management and Support Groups	1,291	15.58%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	36	0.43%
Transportation	Assistance with transportation or transportation for special needs	174	2.10%
Volunteers/Donations	Volunteer and or Donation Opportunities	30	0.36%
Utility Assistance	Provides services for residential and business consumers; and/or offer financial assistance or other forms of support	1,363	16.45%
Total Needs Met		8,287	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.	2	0.52%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	14	3.62%
Disaster Services	Disaster relief, shelter and recovery services	4	1.03%
Education	Education and Facilities, School supplies, tutoring	1	0.26%
Employment	Job training, career counseling, job search	1	0.26%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	20	5.17%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance.	28	7.24%
Housing	Temporary shelter for people who are in emergency situations, home improvement programs, housing location assistance and housing alternatives	103	26.61%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	1	0.26%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	52	13.44%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	43	11.11%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	6	1.55%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling, Case Management and Support Groups	8	2.07%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	0	0.00%
Transportation	Assistance with transportation or transportation for special needs	24	6.20%
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	80	20.67%
Total Unmet needs		387	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	892	8.29%
2	Catholic Charities	Faith-based; Non-Profit	825	7.67%
3	Upward Transitions	Non-Profit	410	3.81%
4	HeartLine	Private, Non-Profit	365	3.39%
5	City Rescue Mission	Non-Profit	314	2.92%
6	US Dept. of Health and Human Services	Government	268	2.49%
7	County of Oklahoma	Government	255	2.37%
8	Skyline Urban Mission	Faith-based; Non-Profit	231	2.15%
9	Baptist Mission Center	Faith-based; Non-Profit	171	1.59%
10	Variety Care Family Health	Non-Profit	168	1.56%
11	Jesus House	Faith-based; Non-Profit	157	1.46%
12	Quail Springs Baptist Church	Faith-based; Non-Profit	148	1.38%
13	Community Health Centers – Mary Mahoney	Non-Profit	136	1.26%
14	Christ the King Catholic Church	Faith-based; Non-Profit	121	1.12%
15	St Charles Borromeo Catholic Church	Faith-based; Non-Profit	116	1.08%
	Top 15 Referrals		4,577	42.54%
	Other Referrals		6,182	57.46%
	Total Referrals		10,759	100.00%