

**MONTHLY 2-1-1 CALL CENTER REPORTING  
FOR THE MONTH/YEAR February 2014  
2-1-1 HELPLINE**

**CALL CENTER:** 2-1-1 Helpline

**COUNTIES COVERED:** 37 counties in Eastern Oklahoma

**Tulsa County**

**Northeastern Oklahoma Counties:** ADAIR, CHEROKEE, CRAIG, CREEK, DELAWARE, JUNEES, MUSKOGEE, NOWATA, OKMULGEE, OSAGE, OTTAWA, ROGERS, WAGONER, WASHINGTON

**Southeastern Oklahoma Counties:** ATOKA ,BRYAN, CARTER, CHOCTAW, COAL, GARVIN, HASKELL, HUGHES, JOHNSTON, LATIMER, LEFLORE, LOVE, MARSHALL, MCCURTAIN, MCINTOSH, MURRAY, OKFUSKEE, PITTSBURG, PONTOTOC, PUSHMATAHA, SEMINOLE, SEQUOYAH,

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

County	# of Calls	%
Tulsa	8183	73%
Northeast OK	1278	11%
Southeast OK	627	6%
Other OK/211 Heartline	112	1%
Not OK	221	2%
Unknown Location	734	7%
<b>Total</b>	<b>11155</b>	<b>100%</b>

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**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)	10	<1%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	6322	57%
Crisis (Mental health or life threatening intervention and connection to emergency services)	5	<1%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	4062	36%
Total Caller Contacts	10399	93%
Admin/Other	756	7%
Total Calls Records	<b>11155</b>	100%

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**CALL VOLUME BY HOUR AND PERCENT**

<b>Time</b>	<b># of Calls</b>	<b>Percent</b>
Midnight	59	1%
1am	27	<1%
2am	31	<1%
3am	24	<1%
4am	40	<1%
5am	33	<1%
6am	134	1%
7am	321	3%
8am	901	8%
9am	1164	10%
10am	1235	11%
11am	1126	10%
Noon	1105	10%
1pm	1133	10%
2pm	1112	10%
3pm	978	9%
4pm	656	6%
5pm	333	3%
6pm	221	2%
7pm	149	1%
8pm	125	1%
9pm	102	1%
10pm	66	1%
11pm	80	1%
<b>Total Calls</b>	<b>11155</b>	<b>99%</b>

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**CALL MANAGEMENT-**

<b>Category</b>	<b>Standard</b>	<b>Actual</b>
Average Speed of Answering Calls: Average time that caller is in message queue prior to connection to a call specialist	52 sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	12%	≤ 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 51 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 40 sec	

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

<b>Language and Translation &amp; Percent of Contacts</b>	<b>#</b>		<b>% of Contact</b>
Non-English Calls Total	92	% of Total Call Volume	1%
Spanish Language Calls	88	% of Total Call Volume	1%
Other Non-English Calls or Deaf Translation	4	% of Total Call Volume	<1%
% Non English Calls Taken by Bilingual Call Specialists	15	% of Non-English Call Total	16%
% Non English Calls Translated by Tele-Interpreter	75	% of Non-English Call Total	82%
% Non English Calls Translated by 3rd Party on Call	1	% of Non-English Call Total	1%
Deaf Translation Calls Using 7-1-1 Relay Service	2	% of Non-English Call Total	2%

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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>#</b>	<b>%</b>		<b>Goal</b>
Number of Callers Receiving Assessment Services	<b>6322</b>			
Number of Calls Flagged For QS Follow Up	<b>241</b>	<b>4%</b>	<b>% of 6322</b>	
Number of Outgoing Calls Made for QS Follow Up	<b>434</b>			
Callers Contacted For QS Follow Up	<b>112</b>	<b>2%</b>	<b>% of 6322</b>	<b>2%</b>
<b>Results of Quality Service Follow Up</b>				<b>Goal</b>
First Time to Call 211	<b>36</b>	<b>32%</b>	<b>% of 112</b>	
Callers Expressing Satisfaction with 211 Services	<b>108</b>	<b>96%</b>	<b>% of 112</b>	<b>85%</b>
Callers Who Plan to Use 211 again	<b>108</b>	<b>96%</b>	<b>% of 112</b>	
Callers Who Did Not Contact Referral Agency	<b>21</b>	<b>19%</b>	<b>% of 112</b>	<b>&lt;20%</b>
Callers Who Contacted One or More Referral Agencies	<b>91</b>	<b>81%</b>	<b>% of 112</b>	<b>80%</b>
Callers Contacting Referral Agency Receiving Services				
Including Those with Applications Pending	<b>64</b>	<b>70%</b>	<b>% of 91</b>	<b>70%</b>
Callers Contacting Agency Not Receiving Desired Services	<b>27</b>	<b>30%</b>	<b>% of 91</b>	<b>&lt;30%</b>

**Enhanced Service Crisis Call Follow Up:** *Verification of connection to crisis and/or emergency services within 24 hours of providing crisis intervention assistance to caller.*

<b>Results of Crisis Service Follow Up</b>	<b>#</b>	<b>%</b>		<b>Goal</b>
Number of Callers Receiving Crisis Intervention Assessments	<b>5</b>			
Successful Verification of Connection to Crisis Services	<b>4</b>	<b>80%</b>	<b>% of 5</b>	<b>70%</b>
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	<b>1</b>	<b>20%</b>	<b>% of 5</b>	<b>&lt;30%</b>

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**Enhanced Service At-Risk Call Follow Up:** *Follow up services offered to all callers receiving advocacy assistance and callers assessed to be at-risk when the caller's physical, mental or emotional state February be compromised. Follow Ups Made within three days of first contact.*

<b>At-Risk Service Follow-Up</b>	<b>#</b>	<b>%</b>		<b>Goal</b>
Number of Advocacy/At-risk Callers Assessments	<b>10</b>			
Number of Outgoing Calls Made for At-risk Follow Up	<b>11</b>			
<b>Results of At-Risk Follow Up</b>				<b>Goal</b>
Successful Verification of Connection to Critical Services	<b>8</b>	<b>80%</b>	<b>% of 10</b>	70%
Attempted Verification Not Successful Includes unable to contact caller and callers not contacting referral agencies	<b>2</b>	<b>20%</b>	<b>% of 10</b>	<30%

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**AIRS NEEDS CATEGORIES: CALLER NEEDS FOR ALL 2-1-1 CALLERS**

<b>AIRS Needs</b>	<b>Definition</b>	<b>#</b>	<b>Percent</b>
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	33	<1%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	336	3%
Disaster Services	Disaster relief, shelter and recovery services	23	<1%
Education	Education and Facilities, School supplies, tutoring	174	1%
Employment	Job training, career counseling, job search	123	1%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1205	10%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1654	14%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	2214	18%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	2050	17%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	473	4%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1608	13%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	1090	9%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	507	4%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	178	1%
Transportation	Assistance with transportation or transportation for special needs	343	3%
Volunteers/Donations	Volunteer and or Donation Opportunities	81	1%
Total Needs		12092	100%

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**Unmet Needs:** *The Unmet needs category is a subset of AIRS Caller Needs for all 2-1-1 Callers. A need is identified as unmet when no referral source is available to meet the caller's need. Need February 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 Unmet Needs</b>	<b>Definition</b>	<b>#</b>	<b>Percent</b>
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	2	1%
Clothing/Personal/ Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	17	6%
Disaster Services	Disaster relief, shelter and recovery services	3	1%
Education	Education and Facilities, School supplies, tutoring	3	1%
Employment	Job training, career counseling, job search	1	<1%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	7	3%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	39	15%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	98	37%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	19	7%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	8	3%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	6	2%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	4	2%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	4	2%
Other Government/ Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	0	<1%
Transportation	Assistance with transportation or transportation for special needs	54	20%
Volunteers/Donations	Volunteer and or Donation Opportunities	0	<1%
Total Needs		265	100%



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**TOP 15 AGENCY REFERRALS**

Agency Name	Agency Type		
<b>In February 2-1-1 Helpline made 19,049 Referrals</b>			
AARP OKLAHOMA	Governmental/Public Service	1243	7%
OKLAHOMA DEPARTMENT OF HUMAN SERVICES	Governmental/Public Service	994	5%
CATHOLIC CHARITIES	Faith Based Non Profit	847	4%
UNITED WAY - TULSA	Private Non Profit	720	4%
SALVATION ARMY - TULSA CENTER OF HOPE	Faith Based Non Profit	633	3%
NEIGHBOR FOR NEIGHBOR	Private Non Profit	520	3%
HELPING HANDS MINISTRY	Faith Based Non Profit	515	3%
FREE DIRECTORY ASSISTANCE	Governmental/Public Service	403	2%
TULSA CITY COUNTY LIBRARY	Governmental/Public Service	400	2%
CITY OF TULSA	Governmental/Public Service	380	2%
US DEPARTMENT OF HEALTH AND HUMAN SERVICES	Governmental/Public Service	368	2%
FIRST BAPTIST CHURCH OF TULSA	Faith Based Non Profit	341	2%
CARD	Private Non Profit	264	1%
MORTON COMPREHENSIVE HEALTH SERVICES	Private Non Profit	264	1%
COMMUNITY HEALTH CONNECTION	Private Non Profit	261	1%
Top 15 Referrals		8,153	43%
Other Referrals		10,896	57%
Total Referrals		19,049	100%

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**CALL VOLUME ANALYSIS  
2014 compared to same time period in 2012 Jan to Dec**

	January		February		March		April		May		June	
	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014
Incoming	13,968	15,097	11,201	12,676	11,675		12,666		12,865		13,553	
Answered	12,571	13,134	10,193	11,155	10,531		11,311		11,759		11,927	
Connectivity	90%	87%	91%	88%	90.2%		89.3%		91.4%		88%	
	July		August		September		October		November		December	
	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014
Incoming	14,718		15,574		13,378		16,101		14,792		13,924	
Answered	12,952		13,705		11,372		13,042		12,129		11,971	
Connectivity	88.1%		88%		85%		81%		82%		86%	

**REFERRALS THROUGH ALTERNATIVE MEANS**

Contact Type	February 2014
ReferWeb Site Visits	1670
ReferWeb Searches for Service	2799
211Info Email Requests for Referral	0
211Info Voicemail Requests for Referral	0

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**HEALTH CARE INSURANCE NAVIGATOR SERVICES INSURANCE STATUS by Question**

Insurance Question	Count	% of Total
Insured	7077	76%
Not insured or under-insured	2266	24 %
Total Calls Status Verified	9343	100%

**HEALTH CARE NAVIGATOR SERVICES ASSISTANCE/REFERRALS**

Provided Assistance or Referral	Count
Calls Provided Navigator Assistance Services	503
ACA Information Insurance Counseling Referrals to healthcare.gov or person to person assistance locations* *Callers may be provided with multiple referrals	787

**NAVIGATOR/ACA OUTREACH EVENTS**

	Count
Community Events this Month	3
Consumers attending community events this month	65
Small Business Events this Month	0
Consumers attending small business events this month	0

**2-1-1 Day**

February 11th is National 2-1-1 Day of Dining. On February 6<sup>th</sup> the Tulsa World featured a news article on 2-1-1s growth and highlighting the primary needs of callers. On February 10<sup>th</sup> the local news station KTUL highlighted the 2-1-1 fundraiser and 2-1-1 Helpline. 12 local restaurants donated portions of their proceeds on February 11 to 2-1-1 Helpline.

**Tax Preparation Assistance:** 2-1-1 Helpline coordinates with agencies partners to annually update resources information for Volunteer Income Tax Assistance (VITA) and other tax preparation assistance programs in the service area. In the Tulsa service area, 2-1-1 is collaborating with Tulsa Area United Way to respond to a reduction in available VITA services created by program changes at one of the primary agencies providing tax assistance services. The TAUW program began February 3<sup>rd</sup>. In February, 2-1-1 Helpline made to 1702 referrals to Tax Organizations and Services.

**COMMENTS FROM FEBRUARY FOLLOW-UP CALLS**

- 211 Service Is Great! It Saved Me A lot Of Money.
- I can't Say Enough Good Things About 211 And The Help You All Give, Especially The Veteran's Program. It Saved Our Life.
- I Want U To Know That 211 Has Been Such a Big Help To Me. Appreciate Your Program & All You Do.
- It Was Awesome! Got Food And Clothes And Was Able To Give Back By Taking Other Clothes. You Are Great.
- Your Information Was So Good And Got Me Right Where I Needed To Be Thank You So Very Much.
- Very Helpful And It Was A Pleasant Experience, The Agency Has Been Working On The Situation And Explained Their Limits As Well.