

**MONTHLY 2-1-1 CALL CENTER REPORTING
FOR THE MONTH/YEAR April 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	8373	72%
Northeast OK	1271	11%
Southeast OK	691	6%
Other OK/211 Heartline	133	1%
Not OK	286	2%
Unknown Location	904	8%
Total	11658	100%

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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)	6266	54%
Crisis (Mental health or life threatening intervention and connection to emergency services)	10	<1%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	4414	38%
Total Caller Contacts	10700	92%
Admin/Other	956	8%
Total Calls Records	11658	100%

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CALL VOLUME BY HOUR AND PERCENT

Time	# of Calls	Percent
Midnight	50	<1%
1am	31	<1%
2am	31	<1%
3am	28	<1%
4am	41	<1%
5am	48	<1%
6am	99	1%
7am	308	3%
8am	885	8%
9am	1247	11%
10am	1317	11%
11am	1149	10%
Noon	1190	10%
1pm	1124	10%
2pm	1126	10%
3pm	939	8%
4pm	675	6%
5pm	406	3%
6pm	302	3%
7pm	208	2%
8pm	150	1%
9pm	114	1%
10pm	97	1%
11pm	93	1%
Total Calls	11658	100%

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CALL MANAGEMENT-

Category	Standard	Actual
Average Speed of Answering Calls: Average time that caller is in message queue prior to connection to a call specialist	58 sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	13%	≤ 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 42 sec	
Average Length of Incoming Calls: Average talk time for all connected calls not including call record data entry time after call has ended	1 min 44 sec	

NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS

Language and Translation & Percent of Contacts	#		% of Contact
Non-English Calls Total	63	% of Total Call Volume	1%
Spanish Language Calls	62	% of Total Call Volume	1%
Other Non-English Calls or Deaf Translation	1	% of Total Call Volume	<1%
% Non English Calls Taken by Bilingual Call Specialists	20	% of Non-English Call Total	32%
% Non English Calls Translated by Tele-Interpreter	0	% of Non-English Call Total	<1%
% Non English Calls Translated by 3rd Party on Call	42	% of Non-English Call Total	67%
Deaf Translation Calls Using 7-1-1 Relay Service	1	% 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.*

Quality Service Follow-Up	#	%		Goal
Number of Callers Receiving Assessment Services	6266			
Number of Calls Flagged For QS Follow Up	228	4%	% of 6266	
Number of Outgoing Calls Made for QS Follow Up	353			
Callers Contacted For QS Follow Up	106	2%	% of 6266	2%
Results of Quality Service Follow Up				Goal
First Time to Call 211	17	16%	% of 106	
Callers Expressing Satisfaction with 211 Services	104	98%	% of 106	85%
Callers Who Plan to Use 211 again	104	98%	% of 106	
Callers Who Did Not Contact Referral Agency	12	11%	% of 106	<20%
Callers Who Contacted One or More Referral Agencies	94	89%	% of 106	80%
Callers Contacting Referral Agency Receiving Services				
Including Those with Applications Pending	55	59%	% of 94	70%
Callers Contacting Agency Not Receiving Desired Services	39	41%	% of 94	<30%

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.*

Results of Crisis Service Follow Up	#	%		Goal
Number of Callers Receiving Crisis Intervention Assessments	10			
Successful Verification of Connection to Crisis Services	8	80%	% of 10	70%
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	2	20%	% of 10	<30%

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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 April be compromised. Follow Ups Made within three days of first contact.*

At-Risk Service Follow-Up	#	%		Goal
Number of Advocacy/At-risk Callers Assessments	10			
Number of Outgoing Calls Made for At-risk Follow Up	21			
Results of At-Risk Follow Up	#	%		Goal
Successful Verification of Connection to Critical Services	8	80%	% of 10	70%
Attempted Verification Not Successful Includes unable to contact caller and callers not contacting referral agencies	2	20%	% of 10	<30%

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

AIRS Needs	Definition	#	Percent
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	44	<1%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	471	4%
Disaster Services	Disaster relief, shelter and recovery services	59	<1%
Education	Education and Facilities, School supplies, tutoring	131	1%
Employment	Job training, career counseling, job search	109	1%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1548	13%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1364	11%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	2665	22%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	952	8%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	600	5%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1845	15%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	1144	9%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	632	5%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	223	2%
Transportation	Assistance with transportation or transportation for special needs	394	3%
Volunteers/Donations	Volunteer and or Donation Opportunities	80	1%
Total Needs		12261	99%

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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 April 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.*

AIRS Unmet Needs	Definition	#	Percent
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	1	<1%
Clothing/Personal/ Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	26	7%
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	0	<1%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	23	6%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	40	11%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	119	32%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	35	9%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	15	4%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	18	5%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	7	2%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	6	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	79	21%
Volunteers/Donations	Volunteer and or Donation Opportunities	1	<1%
Total Needs		376	1%

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TOP 15 AGENCY REFERRALS

Agency Name	Agency Type		
In April 2-1-1 Helpline made 19,436 Referrals			
CATHOLIC CHARITIES		1023	5%
SALVATION ARMY - TULSA CENTER OF HOPE		965	5%
HELPING HANDS MINISTRY	Private Non Profit	842	4%
NEIGHBOR FOR NEIGHBOR	Private Non Profit	667	3%
OKLAHOMA DEPARTMENT OF HUMAN SERVICES	Governmental/Public Service	661	3%
FIRST BAPTIST CHURCH OF TULSA	Faith Based Non Profit	523	3%
TULSA CITY COUNTY LIBRARY	Governmental/Public Service	493	3%
CITY OF TULSA	Governmental/Public Service	417	2%
AARP OKLAHOMA	Private Non Profit	382	2%
RESTORE HOPE MINISTRIES	Faith Based Non Profit	341	2%
FREE DIRECTORY ASSISTANCE	Governmental/Public Service	324	2%
UNITED WAY - TULSA	Private Non Profit	295	2%
JOHN 3:16 MISSION	Faith Based Non Profit	274	1%
HARVEST HOUSE	Faith Based Non Profit	267	1%
LEGAL AID SERVICES OF OKLAHOMA	Private Non Profit	241	1%
Top 15 Referrals		7715	40%
Other Referrals		11721	60%
Total Referrals		19436	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	13,684	12,666	13,400	12,865		13,553	
Answered	12,571	13,134	10,193	11,155	10531	11495	11,311	11658	11,759		11,927	
Connectivity	90%	87%	91%	88%	90.2%	84%	89.3%	87%	91.4%		88%	
	July		August		September		October		November		December	
	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014
Incoming	14,718		15574		13378		16,101		14,792		13,924	
Answered	12,952		13705		11,372		13,042		12,129		11,971	
Connectivity	88.1%		88%		85%		81%		82%		86%	

REFERRALS THROUGH ALTERNATIVE MEANS

Contact Type	April 2014
ReferWeb Site Visits	1834
ReferWeb Searches for Service	2993
211 Info Email Requests for Referral	0
211Info Voicemail Requests for Referral	1

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HEALTH CARE INSURANCE NAVIGATOR SERVICES INSURANCE STATUS by Question

Insurance Question	Count	% of Total
Insured	7523	78%
Not insured or under-insured	2091	22 %
Total Calls Status Verified	9614	100%

HEALTH CARE NAVIGATOR SERVICES ASSISTANCE/REFERRALS

Provided Assistance or Referral	Count
Calls Provided Navigator Assistance Services	188
ACA Information Insurance Counseling Referrals to healthcare.gov or person to person assistance locations* *Callers may be provided with multiple referrals	160

NAVIGATOR/ACA OUTREACH EVENTS

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

Testing 2-1-1's New Phone System

In April, 2-1-1 Helpline transitioned to a new phone system. The phone system is 'cloud' based and allows much more flexibility and call processing/routing. Callers will now have the opportunity to keep their place in line by leaving a call back number and getting a call back from a 2-1-1 Call Specialist. This feature allows those callers with limited cell phone calling plans to conserve minutes and should also increase call connectivity rate. The "in-cloud" Automatic Call Distribution system is a shared product implemented in collaboration with 2-1-1 Heartline (OKC) giving the entire state stronger 2-1-1 coverage. Because the new system is cloud based, we will be better able to respond and serve during natural disasters.

We would like to ask for your assistance with a quality control check on connectivity to our new system. Please take a moment to dial 2-1-1 from any phone and send us feedback. If you are connected, simply hang up once you hear the automated greeting. If you are NOT able to connect, please send us a quick email at: 211info@csctulsa.org and leave us the following information:

1. Your Location- street address, city, zip and county
2. Dialing from land line or cell phone
3. Telephone service provider- AT&T, Cox Sprint, etc.

If you do run into any issues with dialing 2-1-1 an alternate way to connect is through 1-877-836-2111.

2-1-1 Staff Update:

Two open bi-lingual Service Specialists positions have recently been filled, a day shift full-time position and a remote part-time position. Both individuals have previous social service experience in addition to bi-lingual communication skills. Including Janice Harris, 2-1-1 Service Coordinator, now has four bi-lingual staff members. 2-1-1's new phone system will also enhance the ability to priority calls by Spanish speaking skill set.

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 3rd. This tax season 2-1-1 Helpline has made to 4,042 referrals to Tax Organizations and Services.

COMMENTS FROM APRIL FOLLOW-UP CALLS

- 211 Great Service And Got Just What He Needed By Calling Referral.
- Agencies Were Very Helpful, 211 Was Great And It Worked Out Better Than We Had Hoped.
- Oh! Thank You Got Help And Got A Job.
- So Appreciate The Call. It Really Made A Difference Knowing That Someone Checked Back.
- Sure Appreciate All Your Help. You Guys Help Me A Lot.
- Very Pleased To Find 211. I Give An A+ To The Whole Experience! Wonderful, Wonderful Wonderful!