

MONTHLY 2-1-1 CALL CENTER REPORTING, *ctd.*
FOR THE MONTH/YEAR MAY 2013
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	10,204	81.46%
NW Oklahoma	81	0.65%
Not Oklahoma	719	5.74%
Other Oklahoma	209	1.67%
SW Oklahoma	577	4.61%
Unknown Location	736	5.88%
Total	12,526	100.00%

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)	161	1.29%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	9,261	74.19%
Crisis (Mental health or life threatening intervention and connection to emergency services)	177	1.42%
Listening and Support(Listening, support or redirection of callers with emotional distress or complex issues)	1,770	14.18%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	480	3.85%
Total Caller Contacts	11,849	94.93%
Other	633	5.07%
Total Calls Records	12,482	100%

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CALL VOLUME BY HOUR AND PERCENT:

Time	# of Calls	Percent
12:00-01:00 AM	154	1.23%
01:00-02:00 AM	149	1.19%
02:00-03:00 AM	110	0.88%
03:00-04:00 AM	84	0.67%
04:00-05:00 AM	68	0.55%
05:00-06:00 AM	78	0.62%
06:00-07:00 AM	127	1.02%
07:00-08:00 AM	369	2.96%
08:00-09:00 AM	976	7.82%
09:00-10:00 AM	1,183	9.48%
10:00-11:00 AM	1,211	9.70%
11:00-12:00 PM	1,156	9.26%
12:00-01:00 PM	1,027	8.23%
01:00-02:00 PM	1,107	8.87%
02:00-03:00 PM	974	7.80%
03:00-04:00 PM	829	6.64%
04:00-05:00 PM	693	5.55%
05:00-06:00 PM	456	3.65%
06:00-07:00 PM	367	2.94%
07:00-08:00 PM	307	2.46%
08:00-09:00 PM	332	2.66%
09:00-10:00 PM	281	2.25%
10:00-11:00 PM	248	1.99%
11:00-12:00 AM	196	1.57%
Total Calls	12,482	100%

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CALL MANAGEMENT

Metric		GOAL
Average Speed of Answering Calls: Average time that caller is in message queue prior to connection to a call specialist	1 Min 25 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	19.52%	≤ 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 13 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 18 Sec	

NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS

Language and Translation & Percent of Contacts	#	% of Contact
Non-English Calls Total	55	0.44%
Spanish Language Calls	55	0.44%
Other Non-English Calls or Deaf Translation	0	0.00%
% Non English Calls Taken by Bilingual Call Specialists	48	0.38%
% Non English Calls Translated by Tele-Interpreter	3	0.02%
% Non English Calls Translated by 3rd Party on Call	4	0.03%
Deaf Translation Calls Using 7-1-1 Relay Service	0	0.00%

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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	9,261	74.19% of 12,482	N/A
Number of Calls Flagged For QS Follow Up	341	2.73% of 12,482	5%
Number of Outgoing Calls Made for QS Follow Up	403	N/A	N/A
Callers Contacted For QS Follow Up	249	2.69% of 9,261	2.50%
Results of Quality Service Follow Up			Goal
Callers Expressing Satisfaction with 211 Services	247	99.20% of 249	85%
Callers Who Plan to Use 211 again	248	99.60% of 249	N/A
Callers Who Did Not Contact Referral Agency	16	6.43% of 249	<20%
Callers Who Contacted One or More Referral Agencies	233	93.57% of 249	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	152	61.04% of 249	70%
Callers Contacting Agency Not Receiving Desired Services	81	32.53% of 249	<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	32	0.24%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	332	2.53%
Disaster Services	Disaster relief, shelter and recovery services	748	5.70%
Education	Education and Facilities, School supplies, tutoring	80	0.61%
Employment	Job training, career counseling, job search	131	1.00%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1,142	8.71%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1,431	10.91%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	3,539	26.98%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	199	1.52%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	550	4.19%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1,189	9.07%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	697	5.31%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	2,428	18.51%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	92	0.70%
Transportation	Assistance with transportation or transportation for special needs	313	2.39%
Volunteers/Donations	Volunteer and or Donation Opportunities	212	1.62%
Total Needs		13,115	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.*

AIRS Needs	Definition	#	Percent
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	0	0.00%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	23	4.24%
Disaster Services	Disaster relief, shelter and recovery services	15	2.77%
Education	Education and Facilities, School supplies, tutoring	10	1.85%
Employment	Job training, career counseling, job search	4	0.74%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	10	1.85%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	45	8.30%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	290	53.51%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	4	0.74%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	12	2.21%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	47	8.67%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	14	2.58%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	12	2.21%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	1	0.18%
Transportation	Assistance with transportation or transportation for special needs	47	8.67%
Volunteers/Donations	Volunteer and or Donation Opportunities	8	1.48%
Total Unmet needs		542	100.00%

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	TOP 15 AGENCY REFERRALS	Agency Type	Count	
1	HLOK4004- SALVATION ARMY CENTRAL OKLAHOMA AREA COMMAND	Faith-based, Non-Profit	1,516	7.16%
2	HLOK482- CATHOLIC CHARITIES ARCHDIOCESE OF OKLAHOMA CITY	Non-Profit	1,393	6.58%
3	HLOK16253- COUNTY OF OKLAHOMA	Public-County	538	2.54%
4	HLOK16836- MARC MULTI AGENCY RESOURCE CENTER	Collaborative	482	2.28%
5	HLOK730- CITY RESCUE MISSION	Faith-based, Non-Profit	384	1.81%
6	HLOK1416- FREE DIRECTORY ASSISTANCE	For Profit	345	1.63%
7	HLOK4551- VARIETY CARE FAMILY HEALTH	Private, Non-Profit	331	1.56%
8	HLOK796- COMMUNITY ACTION AGENCY OF OKLAHOMA & CANADIAN COUNTY	Non-Profit	297	1.40%
9	HLOK2604- NEIGHBORHOOD SERVICES ORGANIZATION	Faith Based	265	1.25%
10	HLOK3820- QUAIL SPRINGS BAPTIST CHURCH	Faith Based	261	1.23%
11	HLOK4244- ST CHARLES BORROMEIO CONFERENCE	Faith-based, Non-Profit	219	1.03%
12	HLOK666- CHRIST THE KING CATHOLIC CHURCH	Faith-based, Non-Profit	189	0.89%
13	HLOK3822- QUAIL SPRINGS CHURCH OF CHRIST	Church-Affiliated	185	0.87%
14	HLOK1548- GOOD SHEPHERD MINISTRIES	Non-Profit	165	0.78%
15	HLOK268 - BAPTIST MISSION CENTER	Faith Based	162	0.77%
	Top 15 Referrals		6,732	31.80%
	Other Referrals		14,440	68.20%
	Total Referrals		21,172	100.00%