

MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.
FOR THE MONTH/YEAR JUNE 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	11,176	83.80%
NW Oklahoma	72	0.54%
Not Oklahoma	539	4.04%
Other Oklahoma	250	1.87%
SW Oklahoma	555	4.16%
Unknown Location	744	5.58%
Total	13,336	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)	141	1.06%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	10,153	76.42%
Crisis (Mental health or life threatening intervention and connection to emergency services)	208	1.57%
Listening and Support(Listening, support or redirection of callers with emotional distress or complex issues)	1,492	11.23%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	611	4.60%
Total Caller Contacts	12,605	94.87%
Other	681	5.13%
Total Calls Records	13,286	100.00%

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CALL VOLUME BY HOUR AND PERCENT:

Time	# of Calls	Percent
12:00-01:00 AM	176	1.32%
01:00-02:00 AM	152	1.14%
02:00-03:00 AM	86	0.65%
03:00-04:00 AM	78	0.59%
04:00-05:00 AM	82	0.62%
05:00-06:00 AM	78	0.59%
06:00-07:00 AM	134	1.01%
07:00-08:00 AM	333	2.51%
08:00-09:00 AM	951	7.16%
09:00-10:00 AM	1,301	9.79%
10:00-11:00 AM	1,357	10.21%
11:00-12:00 PM	1,365	10.27%
12:00-01:00 PM	1,220	9.18%
01:00-02:00 PM	1,125	8.47%
02:00-03:00 PM	1,148	8.64%
03:00-04:00 PM	992	7.47%
04:00-05:00 PM	747	5.62%
05:00-06:00 PM	426	3.21%
06:00-07:00 PM	359	2.70%
07:00-08:00 PM	305	2.30%
08:00-09:00 PM	257	1.93%
09:00-10:00 PM	229	1.72%
10:00-11:00 PM	192	1.45%
11:00-12:00 AM	193	1.45%
Total Calls	13,286	100.00%

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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 16 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	16.07%	≤ 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	1 Min 59 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 54 Sec	

NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS

Language and Translation & Percent of Contacts*	#	% of Contact
Non-English Calls Total	48	0.36%
Spanish Language Calls	48	0.36%
Other Non-English Calls or Deaf Translation	0	0.00%
% Non English Calls Taken by Bilingual Call Specialists	39	0.29%
% Non English Calls Translated by Tele-Interpreter	3	0.02%
% Non English Calls Translated by 3rd Party on Call	6	0.05%
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	10153	76.42% of 13286	N/A
Number of Calls Flagged For QS Follow Up	287	2.83% of 10153	5%
Number of Outgoing Calls Made for QS Follow Up	514	N/A	N/A
Callers Contacted For QS Follow Up	209	2.06% of 10153	2.50%
Results of Quality Service Follow Up			Goal
Callers Expressing Satisfaction with 211 Services	207	99.04% of 209	85%
Callers Who Plan to Use 211 again	206	98.56% of 209	N/A
Callers Who Did Not Contact Referral Agency	22	10.53% of 209	<20%
Callers Who Contacted One or More Referral Agencies	187	89.47% of 209	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	134	64.11% of 209	70%
Callers Contacting Agency Not Receiving Desired Services	53	25.36% of 209	<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	37	0.27%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	466	3.34%
Disaster Services	Disaster relief, shelter and recovery services	1,238	8.87%
Education	Education and Facilities, School supplies, tutoring	63	0.45%
Employment	Job training, career counseling, job search	110	0.79%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1,389	9.95%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1,322	9.47%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	3,888	27.86%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	231	1.66%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	609	4.36%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1342	9.62%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	651	4.66%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	1,971	14.12%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	141	1.01%
Transportation	Assistance with transportation or transportation for special needs ,	313	2.24%
Volunteers/Donations	Volunteer and or Donation Opportunities	186	1.33%
Total Needs		13,957	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	1	0.19%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	29	5.63%
Disaster Services	Disaster relief, shelter and recovery services	26	5.05%
Education	Education and Facilities, School supplies, tutoring	9	1.75%
Employment	Job training, career counseling, job search	4	0.78%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	18	3.50%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	26	5.05%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	237	46.02%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	3	0.58%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	16	3.11%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	43	8.35%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	8	1.55%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	7	1.36%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	2	0.39%
Transportation	Assistance with transportation or transportation for special needs ,	78	15.15%
Volunteers/Donations	Volunteer and or Donation Opportunities	8	1.55%
Total Unmet needs		515	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	1,650	8.59%
2	HLOK482 - CATHOLIC CHARITIES ARCHDIOCESE OF OKC	Non-Profit	1,557	8.10%
3	HLOK16253 - COUNTY OF OKLAHOMA	Public-County	700	3.64%
4	HLOK730 - CITY RESCUE MISSION	Faith-based, Non-Profit	617	3.21%
5	HLOK16836 - DISASTER RECOVERY	Various Types	520	2.71%
6	HLOK1416 - FREE DIRECTORY ASSISTANCE	For Profit	373	1.94%
7	HLOK200 - AMERICAN RED CROSS OF CENTRAL OKLAHOMA	Non-Profit	308	1.60%
8	HLOK796 - COMMUNITY ACTION AGENCY OF OKLAHOMA & CANADIAN COUNTY	Non-Profit	275	1.43%
9	HLOK4244 - ST CHARLES BORROMEIO CONFERENCE	Faith-based, Non-Profit	270	1.41%
10	HLOK2604 - NEIGHBORHOOD SERVICES ORGANIZATION	Non-Profit	268	1.39%
11	HLOK4551 - VARIETY CARE FAMILY HEALTH	Private, Non-Profit	265	1.38%
12	HLOK3820 - QUAIL SPRINGS BAPTIST CHURCH	Faith Based	255	1.33%
13	HLOK4753 - W.W.J.D. - WHAT WOULD JESUS DO ASSOCIATION	Faith Based	237	1.23%
14	HLOK268 - BAPTIST MISSION CENTER	Faith-based, Non-Profit	205	1.07%
15	HLOK3072 - OKLAHOMA GAS & ELECTRIC COMPANY	Governmental	194	1.01%
	Top 15 Referrals		7,694	40.04%
	Other Referrals		11,520	59.96%
	Total Referrals		19,214	100.00%