

**MONTHLY 2-1-1 CALL CENTER REPORTING, *ctd.***  
**FOR THE MONTH/YEAR JULY 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	11,985	83.11%
NW Oklahoma	70	0.49%
Not Oklahoma	749	5.19%
Other Oklahoma	266	1.84%
SW Oklahoma	637	4.42%
Unknown Location	713	4.94%
Total	<b>14,420</b>	<b>100.00%</b>

**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)	84	0.58%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	11,389	79.32%
Crisis (Mental health or life threatening intervention and connection to emergency services)	106	0.74%
Listening and Support (Listening, support or redirection of callers with emotional distress or complex issues)	1,591	11.08%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	571	3.98%
Total Caller Contacts	13,741	95.70%
Other	618	4.30%
Total Calls Records	14,359	100%

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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	163	1.14%
01:00-02:00 AM	169	1.18%
02:00-03:00 AM	80	0.56%
03:00-04:00 AM	61	0.42%
04:00-05:00 AM	97	0.68%
05:00-06:00 AM	57	0.40%
06:00-07:00 AM	103	0.72%
07:00-08:00 AM	411	2.86%
08:00-09:00 AM	1,066	7.42%
09:00-10:00 AM	1,342	9.35%
10:00-11:00 AM	1,543	10.75%
11:00-12:00 PM	1,489	10.37%
12:00-01:00 PM	1,383	9.63%
01:00-02:00 PM	1,336	9.30%
02:00-03:00 PM	1,234	8.59%
03:00-04:00 PM	1,083	7.54%
04:00-05:00 PM	783	5.45%
05:00-06:00 PM	414	2.88%
06:00-07:00 PM	333	2.32%
07:00-08:00 PM	309	2.15%
08:00-09:00 PM	282	1.96%
09:00-10:00 PM	234	1.63%
10:00-11:00 PM	218	1.52%
11:00-12:00 AM	169	1.18%
<b>Total Calls</b>	<b>14,359</b>	<b>100.00%</b>

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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	0 Min 56 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	11.6%	≤ 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 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	3 Min 22 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	71	0.49%
Spanish Language Calls	71	0.49%
Other Non-English Calls or Deaf Translation	0	0.00%
% Non English Calls Taken by Bilingual Call Specialists	50	0.35%
% Non English Calls Translated by Tele-Interpreter	5	0.03%
% Non English Calls Translated by 3rd Party on Call	2	0.01%
Deaf Translation Calls Using 7-1-1 Relay Service	14	0.10%

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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	11,389	79.32% of 14,359	N/A
Number of Calls Flagged For QS Follow Up	218	1.52% of 14,359	5%
Number of Outgoing Calls Made for QS Follow Up	445	N/A	N/A
Callers Contacted For QS Follow Up	176	1.55% of 11,389	2.50%
<b>Results of Quality Service Follow Up</b>			<b>Goal</b>
Callers Expressing Satisfaction with 211 Services	174	98.86% of 176	85%
Callers Who Plan to Use 211 again	175	99.43% of 176	N/A
Callers Who Did Not Contact Referral Agency	29	16.48% of 176	<20%
Callers Who Contacted One or More Referral Agencies	147	83.52% of 176	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	106	60.23% of 176	70%
Callers Contacting Agency Not Receiving Desired Services	70	39.77% of 176	<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	20	0.13%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	781	5.16%
Disaster Services	Disaster relief, shelter and recovery services	520	3.44%
Education	Education and Facilities, School supplies, tutoring	684	4.52%
Employment	Job training, career counseling, job search	111	0.73%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1,376	9.09%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1,573	10.40%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	4,135	27.33%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment, Taxes	257	1.70%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	587	3.88%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1,423	9.40%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	748	4.94%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling, Case Management and Support Groups	2,286	15.11%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	139	0.92%
Transportation	Assistance with transportation or transportation for special needs	406	2.68%
Volunteers/Donations	Volunteer and or Donation Opportunities	86	0.57%
Total Needs		15,132	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>#</b>	<b>Percent to Needs</b>
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	2	0.28%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	112	15.71%
Disaster Services	Disaster relief, shelter and recovery services	7	0.98%
Education	Education and Facilities, School supplies, tutoring	90	12.62%
Employment	Job training, career counseling, job search	6	0.84%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	12	1.68%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	36	5.05%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	268	37.59%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment, Taxes	4	0.56%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	14	1.96%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	58	8.13%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	18	2.52%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling, Case Management and Support Groups	16	2.24%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	4	0.56%
Transportation	Assistance with transportation or transportation for special needs,	61	8.56%
Volunteers/Donations	Volunteer and or Donation Opportunities	5	0.70%
Total Unmet needs		713	100.00%

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	TOP 15 AGENCY REFERRALS	Agency Type	Count	Percent
1	HLOK4004- SALVATION ARMY CENTRAL OKLAHOMA AREA COMMAND	Faith-based, Non-Profit	1,739	8.60%
2	HLOK482- CATHOLIC CHARITIES ARCHDIOCESE OF OKLAHOMA CITY	Non-Profit	1,532	7.58%
3	HLOK16253- COUNTY OF OKLAHOMA	Public-County	794	3.93%
4	HLOK730- CITY RESCUE MISSION	Faith-based, Non-Profit	560	2.77%
5	HLOK4530- URBAN MISSION	Non-Profit	533	2.64%
6	HLOK1416- FREE DIRECTORY ASSISTANCE	For Profit	397	1.96%
7	HLOK4551- VARIETY CARE FAMILY HEALTH	Private, Non-Profit	306	1.51%
8	HLOK16836- MARC MULTI AGENCY RESOURCE CENTER	Collaborative	302	1.49%
9	HLOK2604- NEIGHBORHOOD SERVICES ORGANIZATION	Faith Based	275	1.36%
10	HLOK3820- QUAIL SPRINGS BAPTIST CHURCH	Faith Based	257	1.27%
11	HLOK4244- ST CHARLES BORROMEO CONFERENCE	Faith-based, Non-Profit	247	1.22%
12	HLOK4526- UPWARD TRANSITIONS TRAVELERS AID	Non-Profit	239	1.18%
13	HLOK796- COMMUNITY ACTION AGENCY OF OKLAHOMA & CANADIAN COUNTY	Non-Profit	232	1.15%
14	HLOK268 - BAPTIST MISSION CENTER	Faith Based	209	1.03%
15	HLOK666- CHRIST THE KING CATHOLIC CHURCH,	Faith-based, Non-Profit	200	0.99%
	Top 15 Referrals		7,822	38.68%
	Other Referrals		12,398	61.32%
	Total Referrals		<b>20,220</b>	100.00%