

MONTHLY 2-1-1 CALL CENTER REPORTING, *ctd.*
FOR THE MONTH/YEAR OCTOBER 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	11,091	82.86%
NW Oklahoma	74	0.55%
Not Oklahoma	721	5.39%
Other Oklahoma	197	1.47%
SW Oklahoma	714	5.33%
Unknown Location	589	4.40%
Total	13,386	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)	139	1.04%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	10,115	75.84%
Crisis (Mental health or life threatening intervention and connection to emergency services)	97	0.73%
Listening and Support (Listening, support or redirection of callers with emotional distress or complex issues)	1,633	12.24%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	798	5.98%
Total Caller Contacts	12,782	95.84%
Other	555	4.16%
Total Calls Records	13,337	100.00%

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CALL VOLUME BY HOUR AND PERCENT:

Time	# of Calls	Percent
12:00-01:00 AM	110	0.82%
01:00-02:00 AM	148	1.11%
02:00-03:00 AM	55	0.41%
03:00-04:00 AM	49	0.37%
04:00-05:00 AM	52	0.39%
05:00-06:00 AM	60	0.45%
06:00-07:00 AM	74	0.55%
07:00-08:00 AM	292	2.19%
08:00-09:00 AM	965	7.24%
09:00-10:00 AM	1,358	10.18%
10:00-11:00 AM	1,528	11.46%
11:00-12:00 PM	1,470	11.02%
12:00-01:00 PM	1,307	9.80%
01:00-02:00 PM	1,197	8.98%
02:00-03:00 PM	1,200	9.00%
03:00-04:00 PM	1,064	7.98%
04:00-05:00 PM	751	5.63%
05:00-06:00 PM	451	3.38%
06:00-07:00 PM	294	2.20%
07:00-08:00 PM	234	1.75%
08:00-09:00 PM	182	1.36%
09:00-10:00 PM	200	1.50%
10:00-11:00 PM	139	1.04%
11:00-12:00 AM	157	1.18%
Total Calls	13,337	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	0 Min 49 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	11.31%	≤ 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	3 Min 19 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 19 Sec	

NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS*

Language and Translation & Percent of Contacts*	#	% of Contact
Non-English Calls Total	115	0.86%
Spanish Language Calls	115	0.86%
Other Non-English Calls or Deaf Translation	0	0.00%
% Non English Calls Taken by Bilingual Call Specialists	109	0.82%
% Non English Calls Translated by Tele-Interpreter	5	0.04%
% Non English Calls Translated by 3rd Party on Call	1	0.01%
Deaf Translation Calls Using 7-1-1 Relay Service	0	0.00%

2-1-1 ONLINE DATABASE

Web Activity	#
Site Visits	2,976
Search Sessions	2,014
Total Searches	3,309
Average Visit Length	4.76 min

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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	10,115	75.84% of 13,337	N/A
Number of Calls Flagged For QS Follow Up	333	3.29% of 10,115	5%
Number of Outgoing Calls Made for QS Follow Up	1020	N/A	N/A
Callers Contacted For QS Follow Up	216	2.14% of 10,115	2.50%
Results of Quality Service Follow Up			Goal
Callers Expressing Satisfaction with 211 Services	212	98.15% of 216	85%
Callers Who Plan to Use 211 again	214	99.07% of 216	N/A
Callers Who Did Not Contact Referral Agency	26	12.04% of 216	<20%
Callers Who Contacted One or More Referral Agencies	190	87.96% of 216	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	120	55.56% of 216	70%
Callers Contacting Agency Not Receiving Desired Services	70	32.41% of 216	<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	17	0.12%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	484	3.36%
Disaster Services	Disaster relief, shelter and recovery services	64	0.44%
Education	Education and Facilities, School supplies, tutoring	86	0.60%
Employment	Job training, career counseling, job search	95	0.66%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1,367	9.48%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	2,115	14.67%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	4,324	30.00%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	243	1.69%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	910	6.31%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1,452	10.07%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	604	4.19%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	2,176	15.10%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	100	0.69%
Transportation	Assistance with transportation or transportation for special needs ,	319	2.21%
Volunteers/Donations	Volunteer and or Donation Opportunities	57	0.40%
Total Needs		14,413	100%

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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	2	0.45%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	18	4.05%
Disaster Services	Disaster relief, shelter and recovery services	1	0.23%
Education	Education and Facilities, School supplies, tutoring	5	1.13%
Employment	Job training, career counseling, job search	2	0.45%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	18	4.05%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	26	5.86%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	249	56.08%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	0	0.00%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	44	9.91%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	19	4.28%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	12	2.70%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	9	2.03%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	1	0.23%
Transportation	Assistance with transportation or transportation for special needs ,	38	8.56%
Volunteers/Donations	Volunteer and or Donation Opportunities	0	0.00%
Total Unmet needs		444	100.00%

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	TOP 15 AGENCY REFERRALS	Agency Type	Count	Percent
1	HLOK482 - CATHOLIC CHARITIES ARCHDIOCESE OF OKLAHOMA CITY	Non-Profit	1,727	9.08%
2	HLOK4004 - SALVATION ARMY CENTRAL OKLAHOMA AREA COMMAND	Faith-based, Non-Profit	1,143	6.01%
3	HLOK2598 - NEIGHBOR FOR NEIGHBOR	Non-Profit	1,001	5.26%
4	HLOK730 - CITY RESCUE MISSION	Faith-based, Non-Profit	549	2.88%
5	HLOK16253 - COUNTY OF OKLAHOMA	Public-County	529	2.78%
6	HLOK4551 - VARIETY CARE FAMILY HEALTH	Private, Non-Profit	398	2.09%
7	HLOK1416 - FREE DIRECTORY ASSISTANCE	For Profit	353	1.85%
8	HLOK4536 - US DEPARTMENT OF HEALTH & HUMAN SERVICES	Governmental	315	1.66%
9	HLOK1713 - Heartline	Non-Profit	312	1.64%
10	HLOK834 - COMMUNITY HEALTH CENTERS	Non-Profit	290	1.52%
11	HLOK268 - BAPTIST MISSION CENTER	Faith Based	270	1.42%
12	HLOK2031 – JESUS HOUSE	Non-Profit	261	1.37%
13	HLOK4530 – URBAN MISSION	Non-Profit	252	1.32%
14	HLOK2604 - NEIGHBORHOOD SERVICES ORGANIZATION	Faith Based	233	1.22%
15	HLOK4244 - ST CHARLES BORROMEO CONFERENCE	Faith-based, Non-Profit	221	1.16%
	Top 15 Referrals		7,854	41.27%
	Other Referrals		11,176	58.73%
	Total Referrals		19,030	100%