

MONTHLY 2-1-1 CALL CENTER REPORTING, *ctd.*
FOR THE MONTH/YEAR JANUARY 2014
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	9,750	84.42%
NW Oklahoma	71	0.61%
Not Oklahoma	584	5.06%
Other Oklahoma	195	1.69%
SW Oklahoma	525	4.55%
Unknown Location	424	3.67%
Total	11,549	100%

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)	189	1.64%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	8,796	76.45%
Crisis (Mental health or life threatening intervention and connection to emergency services)	69	0.60%
Listening and Support (Listening, support or redirection of callers with emotional distress or complex issues)	1,325	11.52%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	663	5.76%
Total Caller Contacts	11,042	95.97%
Other	464	4.03%
Total Calls Records	11,506	100%

MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.

**FOR THE MONTH/YEAR JANUARY 2014
HEARTLINE OKLAHOMA**

CALL VOLUME BY HOUR AND PERCENT:

Time	# of Calls	Percent
12:00-01:00 AM	113	0.98%
01:00-02:00 AM	126	1.10%
02:00-03:00 AM	65	0.56%
03:00-04:00 AM	56	0.49%
04:00-05:00 AM	68	0.59%
05:00-06:00 AM	70	0.61%
06:00-07:00 AM	128	1.11%
07:00-08:00 AM	269	2.34%
08:00-09:00 AM	929	8.07%
09:00-10:00 AM	1,251	10.87%
10:00-11:00 AM	1,281	11.13%
11:00-12:00 PM	1,199	10.42%
12:00-01:00 PM	1,068	9.28%
01:00-02:00 PM	1,040	9.04%
02:00-03:00 PM	1,000	8.69%
03:00-04:00 PM	866	7.53%
04:00-05:00 PM	643	5.59%
05:00-06:00 PM	338	2.94%
06:00-07:00 PM	215	1.87%
07:00-08:00 PM	194	1.69%
08:00-09:00 PM	167	1.45%
09:00-10:00 PM	167	1.45%
10:00-11:00 PM	132	1.15%
11:00-12:00 AM	121	1.05%
Total Calls	11,506	100%

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.
FOR THE MONTH/YEAR JANUARY 2014
HEARTLINE OKLAHOMA**

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 52 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	9.47%	≤ 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 26 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 31 Sec	

NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS

Language and Translation & Percent of Contacts	#	% of Contact
Non-English Calls Total	105	0.91%
Spanish Language Calls	105	0.91%
Other Non-English Calls or Deaf Translation	0	0.00%
% Non English Calls Taken by Bilingual Call Specialists	96	0.83%
% Non English Calls Translated by Tele-Interpreter	6	0.05%
% Non English Calls Translated by 3rd Party on Call	3	0.03%
Deaf Translation Calls Using 7-1-1 Relay Service	0	0.00%

2-1-1 ONLINE DATABASE

Web Activity	#
Site Visits	2,066
Search Sessions	1,769
Total Searches	2,913
Average Visit Length	5.0 min

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.
FOR THE MONTH/YEAR JANUARY 2014
HEARTLINE OKLAHOMA**

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	8,796	76.45% of 11,506	N/A
Number of Calls Flagged For QS Follow Up	285	3.24% of 8,796	5%
Number of Outgoing Calls Made for QS Follow Up	1,045	N/A	N/A
Callers Contacted For QS Follow Up	251	2.85% of 8,796	2.50%
Results of Quality Service Follow Up			Goal
Callers Expressing Satisfaction with 211 Services	249	99.20% of 251	85%
Callers Who Plan to Use 211 again	249	99.20% of 251	N/A
Callers Who Did Not Contact Referral Agency	32	12.75% of 251	<20%
Callers Who Contacted One or More Referral Agencies	219	87.25% of 251	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	170	67.73% of 251	70%
Callers Contacting Agency Not Receiving Desired Services	49	19.52% of 251	<30%

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.
FOR THE MONTH/YEAR JANUARY 2014
HEARTLINE OKLAHOMA**

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	5	0.04%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	305	2.45%
Disaster Services	Disaster relief, shelter and recovery services	31	0.25%
Education	Education and Facilities, School supplies, tutoring	91	0.73%
Employment	Job training, career counseling, job search	71	0.57%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1,284	10.31%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	2,018	16.21%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	3,900	31.33%
Income Support/Assistance	SS, SSDI, Workman's Comp, Unemployment, Taxes	365	2.93%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	426	3.42%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1,141	9.17%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	582	4.68%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	1,852	14.88%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	48	0.39%
Transportation	Assistance with transportation or transportation for special needs ,	291	2.34%
Volunteers/Donations	Volunteer and or Donation Opportunities	38	0.31%
Total Needs		12,448	100%

MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.
FOR THE MONTH/YEAR JANUARY 2014
HEARTLINE OKLAHOMA

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 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 to Needs
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	3	1.18%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	7	2.75%
Disaster Services	Disaster relief, shelter and recovery services	1	0.39%
Education	Education and Facilities, School supplies, tutoring	5	1.96%
Employment	Job training, career counseling, job search	1	0.39%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	18	7.06%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	32	12.55%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	90	35.29%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	5	1.96%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	6	2.35%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	33	12.94%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	13	5.10%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	7	2.75%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	1	0.39%
Transportation	Assistance with transportation or transportation for special needs ,	28	10.98%
Volunteers/Donations	Volunteer and or Donation Opportunities	5	1.96%
Total Unmet needs		255	100%

MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.
FOR THE MONTH/YEAR JANUARY 2014
HEARTLINE OKLAHOMA

	TOP 15 AGENCY REFERRALS	Agency Type	Count	Percent
1	HLOK4004 - SALVATION ARMY CENTRAL OKLAHOMA AREA COMMAND	Faith-based, Non-Profit	1,839	10.44%
2	HLOK482 - CATHOLIC CHARITIES ARCHDIOCESE OF OKLAHOMA CITY	Non-Profit	1,670	9.48%
3	HLOK1713 – HEARTLINE INC.	Non-Profit	883	5.01%
4	HLOK2598 - NEIGHBOR FOR NEIGHBOR	Non-Profit	506	2.87%
5	HLOK730 - CITY RESCUE MISSION	Faith-based, Non-Profit	486	2.76%
6	HLOK16253 - COUNTY OF OKLAHOMA	Public-County	454	2.58%
7	HLOK4551 - VARIETY CARE FAMILY HEALTH	Private, Non-Profit	430	2.44%
8	HLOK268 - BAPTIST MISSION CENTER	Faith-based, Non-Profit	302	1.71%
9	HLOK4536 - US DEPARTMENT OF HEALTH & HUMAN SERVICES	Governmental	295	1.67%
10	HLOK834 - COMMUNITY HEALTH CENTERS	Non-Profit	238	1.35%
11	HLOK4244 - ST CHARLES BORROMEO CONFERENCE	Faith-based, Non-Profit	220	1.25%
12	HLOK875 - CORPUS CHRISTI CATHOLIC CHURCH	Faith Based, Non-Profit	183	1.04%
13	HLOK1416 - FREE DIRECTORY ASSISTANCE	For Profit	183	1.04%
14	HLOK4526 - UPWARD TRANSITIONS TRAVELERS AID	Non-Profit	171	0.97%
15	HLOK2604 - NEIGHBORHOOD SERVICES ORGANIZATION	Non-Profit	170	0.96%
	Top 15 Referrals		8,030	45.58%
	Other Referrals		9,589	54.42%
	Total Referrals		17,619	100%