

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.  
FOR THE MONTH/YEAR JULY 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	8,854	78.36%
NW Oklahoma	45	0.40%
Not Oklahoma	599	5.30%
Other Oklahoma	227	2.01%
SW Oklahoma	541	4.79%
Unknown Location	1,033	9.14%
Total	11,299	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)	176	1.56%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	8,053	71.50%
Crisis (Mental health or life threatening intervention and connection to emergency services)	62	0.55%
Listening and Support (Listening, support or redirection of callers with emotional distress or complex issues)	1084	9.62%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	843	7.48%
Total Caller Contacts	10,218	90.72%
Other	1,045	9.28%
Total Calls Records	11,263	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	97	0.86%
01:00-02:00 AM	112	0.99%
02:00-03:00 AM	76	0.67%
03:00-04:00 AM	54	0.48%
04:00-05:00 AM	56	0.50%
05:00-06:00 AM	70	0.62%
06:00-07:00 AM	102	0.91%
07:00-08:00 AM	280	2.49%
08:00-09:00 AM	763	6.77%
09:00-10:00 AM	1,131	10.04%
10:00-11:00 AM	1,258	11.17%
11:00-12:00 PM	1,169	10.38%
12:00-01:00 PM	1,110	9.86%
01:00-02:00 PM	1,015	9.01%
02:00-03:00 PM	977	8.67%
03:00-04:00 PM	836	7.42%
04:00-05:00 PM	646	5.74%
05:00-06:00 PM	378	3.36%
06:00-07:00 PM	271	2.41%
07:00-08:00 PM	228	2.02%
08:00-09:00 PM	186	1.65%
09:00-10:00 PM	162	1.44%
10:00-11:00 PM	152	1.35%
11:00-12:00 AM	134	1.19%
Total Calls	11,263	100 %

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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	1 Min 20 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	21.96%	≤ 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 52 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 36 Sec	

**NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS**

<b>Language and Translation &amp; Percent of Contacts</b>	<b>#</b>	<b>%</b>
Non-English Calls Total	90	0.80%
Spanish Language Calls	90	0.80%
Other Non-English Calls or Deaf Translation	4	0.04%
% Non English Calls Taken by Bilingual Call Specialists	64	0.57%
% Non English Calls Translated by Tele-Interpreter	22	0.20%
% Non English Calls Translated by 3rd Party on Call	4	0.04%
Deaf Translation Calls Using 7-1-1 Relay Service	0	0.00%

**2-1-1 ONLINE DATABASE**

<b>Web Activity</b>	<b>#</b>
Site Visits	2,986
Search Sessions	2,885
Total Searches	4,021
Average Visit Length	12 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.*

<b>Quality Service Follow-Up</b>	<b>#</b>	<b>%</b>	<b>Goal</b>
Number of Callers Receiving Assessment Services	8,053	71.50% of 11,263	N/A
Number of Calls Flagged For QS Follow Up	190	2.36% of 8,053	5%
Number of Outgoing Calls Made for QS Follow Up	575	N/A	N/A
Callers Contacted For QS Follow Up	109	1.35% of 8,053	2.50%
<b>Results of Quality Service Follow Up</b>			<b>Goal</b>
Callers Expressing Satisfaction with 211 Services	109	100% of 109	85%
Callers Who Plan to Use 211 again	109	100% of 109	N/A
Callers Who Did Not Contact Referral Agency	28	25.69% of 109	<20%
Callers Who Contacted One or More Referral Agencies	81	74.31% of 109	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	63	77.78% of 81	70%
Callers Contacting Agency Not Receiving Desired Services	28	34.57% of 81	<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	13	0.11%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	362	3.14%
Disaster Services	Disaster relief, shelter and recovery services	34	0.30%
Education	Education and Facilities, School supplies, tutoring	429	3.72%
Employment	Job training, career counseling, job search	51	0.44%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1,496	12.99%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1,586	13.77%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	3,405	29.56%
Income Support/Assistance	SS, SSDI, Workman's Comp, Unemployment, Taxes	242	2.10%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	309	2.68%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	1,229	10.67%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	452	3.92%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	1,536	13.33%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	52	0.45%
Transportation	Assistance with transportation or transportation for special needs ,	261	2.27%
Volunteers/Donations	Volunteer and or Donation Opportunities	62	0.54%
Total Needs		11,519	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.*

<b>AIRS Needs</b>	<b>Definition</b>	<b>#</b>	<b>Percent</b>
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	16	4.40%
Disaster Services	Disaster relief, shelter and recovery services	0	0.00%
Education	Education and Facilities, School supplies, tutoring	0	0.00%
Employment	Job training, career counseling, job search	4	1.10%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	16	4.40%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	48	13.19%
Housing/Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	189	51.92%
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	3	0.82%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	53	14.56%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	4	1.10%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	7	1.92%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	0	0.00%
Transportation	Assistance with transportation or transportation for special needs ,	24	6.59%
Volunteers/Donations	Volunteer and or Donation Opportunities	0	0.00%
Total Unmet needs		364	100%

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	<b>TOP 15 AGENCY REFERRALS</b>	<b>Agency Type</b>	<b>Count</b>	<b>Percent</b>
1	HLOK4004 - SALVATION ARMY CENTRAL OKLAHOMA AREA COMMAND	Faith-based, Non-Profit	1,256	7.81%
2	HLOK482 - CATHOLIC CHARITIES ARCHDIOCESE OF OKLAHOMA CITY	Non-Profit	1,197	7.44%
3	HLOK2598 - NEIGHBOR FOR NEIGHBOR	Non-Profit	499	3.10%
4	HLOK1713 – HEARTLINE INC.	Non-Profit	487	3.03%
5	HLOK16253 - COUNTY OF OKLAHOMA	Public-County	486	3.02%
6	HLOK730 - CITY RESCUE MISSION	Faith-based, Non-Profit	464	2.88%
7	HLOK796 - COMMUNITY ACTION AGENCY OF OKLAHOMA & CANADIAN COUNTY	Non-Profit	312	1.94%
8	HLOK4530 - URBAN MISSION	Non-Profit	290	1.80%
9	HLOK17797 - NO GREATER LOVE KINGDOM CENTER	Faith-based, Non-Profit	263	1.63%
10	HLOK268 - BAPTIST MISSION CENTER	Faith-based, Non-Profit	255	1.58%
11	HLOK4551 - VARIETY CARE FAMILY HEALTH	Private, Non-Profit	135	0.84%
12	HLOK4536 - US DEPARTMENT OF HEALTH & HUMAN SERVICES	Governmental	232	1.44%
13	HLOK2604 - NEIGHBORHOOD SERVICES ORGANIZATION	Non-Profit	207	1.29%
14	HLOK4130 - SKYLINE URBAN MINISTRY	Non-Profit	201	1.25%
15	HLOK2103 - KINGS KLINIC	Private, Nonprofit	197	1.22%
	Top 15 Referrals		6,581	40.90%
	Other Referrals		9,511	59.10%
	Total Referrals		16,092	100%