

**MONTHLY 2-1-1 CALL CENTER REPORTING, *ctd.***  
**FOR THE MONTH/YEAR JUNE 2015**  
**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	7,570	78.56%
NW Oklahoma	46	0.48%
Not Oklahoma	458	4.75%
Other Oklahoma	163	1.69%
SW Oklahoma	567	5.88%
Unknown Location	832	8.63%
Total	9,636	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)	254	2.65%
Assessment of Caller Need (Includes assessment of caller need with referral and assistance options)	7,176	74.85%
Crisis (Mental health or life threatening intervention and connection to emergency services)	66	0.69%
Listening and Support (Listening, support or redirection of callers with emotional distress or complex issues)	829	8.65%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	425	4.43%
Total Caller Contacts	8,750	91.27%
Other	837	8.73%
Total Calls Records	9,587	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	89	0.93%
01:00-02:00 AM	94	0.98%
02:00-03:00 AM	56	0.58%
03:00-04:00 AM	32	0.33%
04:00-05:00 AM	39	0.41%
05:00-06:00 AM	48	0.50%
06:00-07:00 AM	129	1.35%
07:00-08:00 AM	265	2.76%
08:00-09:00 AM	689	7.19%
09:00-10:00 AM	957	9.98%
10:00-11:00 AM	1,025	10.69%
11:00-12:00 PM	1,049	10.94%
12:00-01:00 PM	933	9.73%
01:00-02:00 PM	847	8.83%
02:00-03:00 PM	864	9.01%
03:00-04:00 PM	775	8.08%
04:00-05:00 PM	532	5.55%
05:00-06:00 PM	287	3.00%
06:00-07:00 PM	213	2.22%
07:00-08:00 PM	162	1.69%
08:00-09:00 PM	154	1.61%
09:00-10:00 PM	134	1.40%
10:00-11:00 PM	112	1.17%
11:00-12:00 AM	102	1.06%
Total Calls	9,587	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 21 Sec	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	20.99%	≤ 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	4 Min 13 Sec	

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

<b>Language and Translation &amp; Percent of Contacts</b>	<b>Count</b>	<b>%</b>
Non-English Calls Total	37	0.39%
Spanish Language Calls	36	0.38%
Other Non-English Calls or Deaf Translation	0	0.00%
% Non English Calls Taken by Bilingual Call Specialists	36	0.38%
% Non English Calls Translated by Tele-Interpreter	0	0.00%
% 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**

<b>Web Activity</b>	<b>Count</b>
Site Visits	3,263
Search Sessions	3,230
Total Searches	3,645
Average Visit Length	7 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>Count</b>	<b>%</b>	<b>Goal</b>
Number of Callers Receiving Assessment Services	7,176	74.85% of 9,587	N/A
Number of Calls Flagged For QS Follow Up	188	2.62% of 7,176	5%
Number of Outgoing Calls Made for QS Follow Up	652	N/A	N/A
Callers Contacted For QS Follow Up	103	1.44% of 7,176	2.50%
<b>Results of Quality Service Follow Up</b>	<b>Count</b>		<b>Goal</b>
Callers Expressing Satisfaction with 211 Services	103	100% of 103	85%
Callers Who Plan to Use 211 again	103	100% of 103	N/A
Callers Who Did Not Contact Referral Agency	7	6.80% of 103	<20%
Callers Who Contacted One or More Referral Agencies	63	61.17% of 103	80%
Callers Contacting Referral Agency Receiving Services			
Including Those with Applications Pending	59	57.28% of 103	70%
Callers Contacting Agency Not Receiving Desired Services	44	42.72% of 103	<30%

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**AIRS NEEDS CATEGORIES: CALLER NEEDS FOR ALL 2-1-1 CALLERS**

<b>AIRS Needs</b>	<b>Definition</b>	<b>Count</b>	<b>Percent</b>
Arts, Culture and Recreation	Programs that allow people to fully participate in and enjoy a variety of recreational, social, spiritual, artistic, cultural and intellectual opportunities.	14	0.14%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	326	3.22%
Disaster Services	Disaster relief, shelter and recovery services	296	2.92%
Education	Education and Facilities, School supplies, tutoring	49	0.48%
Employment	Job training, career counseling, job search	36	0.36%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	1,045	10.31%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance.	1,297	12.79%
Housing	Temporary shelter for people who are in emergency situations, home improvement programs, housing location assistance and housing alternatives.	1,651	16.28%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	165	1.63%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	414	4.08%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	850	8.38%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	491	4.84%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	1,298	12.80%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	54	0.53%
Transportation	Assistance with transportation or transportation for special needs	249	2.46%
Volunteers/Donations	Volunteer and or Donation Opportunities	77	0.76%
Utility Assistance	Provides services for residential and business consumers; and/or offer financial assistance or other forms of support	1,827	18.02%
Total Needs Met		10,139	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>Count</b>	<b>Percent</b>
Arts, Culture and Recreation	Programs that allow people to fully participate in and enjoy a variety of recreational, social, spiritual, artistic, cultural and intellectual opportunities.	1	0.21%
Clothing/Personal/Household Needs	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	16	3.33%
Disaster Services	Disaster relief, shelter and recovery services	1	0.21%
Education	Education and Facilities, School supplies, tutoring	5	1.04%
Employment	Job training, career counseling, job search	1	0.21%
Food/Meals	Food pantries, meals and emergency infant services for formula and baby food	21	4.37%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance.	30	6.24%
Housing	Temporary shelter for people who are in emergency situations, home improvement programs, housing location assistance and housing alternatives.	133	27.65%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	3	0.62%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	6	1.25%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	120	24.95%
Legal, Consumer and Public Safety Services	Free or sliding scale legal assistance, Victim Services, Law Enforcement	6	1.25%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	9	1.87%
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	38	7.90%
Volunteers/Donations	Volunteer and or Donation Opportunities	1	0.21%
Utility Assistance	Provides services for residential and business consumers; and/or offer financial assistance or other forms of support	90	18.71%
Total Unmet needs		481	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	1,206	8.87%
2	HLOK482 - CATHOLIC CHARITIES ARCHDIOCESE OF OKLAHOMA CITY	Faith-based, Non-Profit	1,154	8.49%
3	HLOK1713 - HEARTLINE	Private, Non-Profit	462	3.40%
4	HLOK4526 –UPWARD TRANSITIONS)	Non-Profit	397	2.92%
5	HLOK730 - CITY RESCUE MISSION (IMPACT FOOD RESOURCE CENTER)	Non-Profit	315	2.32%
6	HLOK4536 - US DEPARTMENT OF HEALTH & HUMAN SERVICES	Governmental	306	2.25%
7	HLOK16253 - COUNTY OF OKLAHOMA	County Government	301	2.21%
8	HLOK4753 - W.W.J.D. - WHAT WOULD JESUS DO ASSOCIATION AND (W.W.J.D. WESTLAWN) WHAT WOULD JESUS DO WESTLAWN AND (W.W.J.D. OK OKEMAH) WHAT WOULD JESUS DO OKEMAH	Faith-based; Non-Profit	243	1.79%
9	HLOK4551 - VARIETY CARE FAMILY HEALTH	Non-Profit	237	1.74%
10	HLOK268 - BAPTIST MISSION CENTER	Faith-based; Non-Profit	231	1.70%
11	HLOK 3103 OKLAHOMA HOUSING FINANCE AGENCY	Governmental	227	1.70%
12	HLOK2604 - NEIGHBORHOOD SERVICES ORGANIZATION	Non-Profit	181	1.33%
13	HLOK4244 - ST CHARLES BORROMEIO CONFERENCE	Faith-based; Non-Profit	172	1.26%
14	HLOK666 - CHRIST THE KING CATHOLIC CHURCH, ST LAWRENCE MINISTRY - SVDP	Faith-based; Non-Profit	165	1.21%
15	HLOK 796 COMMUNITY ACTION AGENCY OF OKLAHOMA	Non-Profit	155	1.14%
	Top 15 Referrals		5,752	42.30
	Other Referrals		7,847	57.70
	Total Referrals		13,599	100%