

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

**FOR THE MONTH/YEAR: February 2010 -  
OKC - HEARTLINE**

**CALL CENTER: HEARTLINE**

**COUNTIES COVERED: Canadian, Cleveland, Grady, Kingfisher, Lincoln, Logan, McClain, Oklahoma and Pottawatomie.**

**CALL VOLUME BY COUNTY (Number & Percentage of Total Calls):**

COUNTY	#	%
Canadian	145	1.86%
Cleveland	467	5.98%
Grady	70	0.90%
Kingfisher	12	0.15%
Lincoln	21	0.27%
Logan	46	0.59%
McClain	87	1.11%
Oklahoma	5768	73.92%
Pottawatomie	116	1.49%
Other Oklahoma	218	2.79%
Not Oklahoma	474	6.07%
Unknown Location	379	4.86%
<b>Total Calls</b>	<b>7803</b>	<b>100.00%</b>

**TOTAL NUMBER OF CONNECTED CALLS THIS MONTH BREAKDOWN**

Type of Call Contact	# of Calls	% of Total
Advocacy (Connects caller to additional assistance)	27	0.35%
Assessment and Referral (Includes assessment of caller need and referral)	5933	76.03%
Crisis (Mental health or life threatening intervention and connection to emergency services)	11	0.14%
Listening and Support( Listening, support or redirection of callers with emotional distress or complex issues)	343	4.40%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	957	12.26%
Total Caller Contacts		
Other/Administrative	532	6.82%
Total Calls	<b>7803</b>	<b>100.00%</b>

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**CALL CENTER MANAGEMENT STATISTICS**

**CALL VOLUME BY HOUR AND PERCENT (IRIS 3.0 call frequency report):**

Hour of Calls	# of Calls	%
12:00 – 12:59AM	53	0.68%
1:00 -1:59AM	29	0.37%
2:00 – 2:59AM	21	0.27%
3:00 – 3:59AM	20	0.26%
4:00 – 4:59AM	22	0.28%
5:00 – 5:59AM	30	0.38%
6:00 – 6:59AM	47	0.60%
7:00 – 7:59AM	141	1.81%
8:00 – 8:59AM	503	6.45%
9:00 – 9:59AM	809	10.37%
10:00 – 10:59AM	879	11.26%
11:00 – 11:59AM	928	11.89%
12:00 – 12:59PM	839	10.75%
1:00 – 1:59PM	817	10.47%
2:00 – 2:59PM	802	10.28%
3:00 – 3:59PM	557	7.14%
4:00 – 4:59PM	462	5.92%
5:00 – 5:59PM	236	3.02%
6:00 – 6:59PM	148	1.90%
7:00 – 7:59PM	127	1.63%
8:00 – 8:59PM	98	1.26%
9:00 – 9:59PM	106	1.36%
10:00 – 10:59PM	72	0.92%
11:00 – 11:59PM	57	0.73%
<b>Total Call Records</b>	<b>7803</b>	<b>100.00%</b>

**CALL MANAGEMENT METRICS**

Metric		2-1-1 Helpline GOAL
Average Speed of Answering Calls: Average time that caller is in message queue prior to connection to a call specialist	1 min 10 seconds	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	16 %	≤ 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	2 min 31 seconds	
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 56 seconds	

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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 Referral assistance.*

<b>Quality Service Follow-Up</b>	<b>#</b>	<b>% of ?</b>	<b>2-1-1 Goal</b>
Number of Callers Receiving Referral Assistance	5933		
Random Calls Flagged for Quality Service Follow Up	299	5% of 5933	5%
Number of Outgoing Calls Made for Follow Up	302		
Callers Contacted For Follow Up	178	3% of 5933	2.5%
Average Number of Days Between Original Call and First Attempt to Follow Up	11		15
<b>Results of Quality Service Follow Up</b>			<b>Goal</b>
Callers Expressing Satisfaction with 211 Services	171	96% of 178	85%
Callers Not Contacting Referral Agency	9	5% of 178	<20%
Callers Contacting Referral Agency	157	88% of 178	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	123	78% of 157	70%
Callers Contacting Agency Not Receiving Desired Services	9	6 % of 157	<30%

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

<b>Language and Translation &amp; Percent of Contacts</b>	<b>#</b>	<b>% of Contacts</b>
Non-English Calls Total		
Spanish Language Calls		
Other Non-English Calls		
Calls Taken by Bilingual Call Specialists	63	0.8%
Calls Translated by Tele-Interpreter Service		
Calls Translated by 3rd Party Interpreter on Call		
Deaf Translation Calls Using 7-1-1 Relay Service		

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**TOP 10 NEEDS FOR THIS MONTH: A Caller May Have Multiple Needs or Requests**  
**(This is the chart that is going to change)**

Top 10 Needs	Number of Callers	Percentage of <u>Total</u> Needs
<b>1. Financial Assistance</b> Utilities: Electric-1528 Rent-469 Gas-432	<b>2930</b>	<b>37.38%</b>
<b>2. Information</b>	<b>1405</b>	<b>17.92%</b>
<b>3. Health - Medical</b>	<b>1154</b>	<b>14.72%</b>
<b>4. Mental Health</b>	<b>598</b>	<b>7.63%</b>
<b>5. Food</b>	<b>564</b>	<b>7.19%</b>
<b>6. Housing</b>	<b>486</b>	<b>6.20%</b>
<b>7. Government</b>	<b>218</b>	<b>2.78%</b>
<b>8. Transportation</b>	<b>185</b>	<b>2.36%</b>
<b>9. Legal</b>	<b>170</b>	<b>2.17%</b>
<b>10. Clothing</b>	<b>129</b>	<b>1.65%</b>

Agency	# Referrals	Need	Agency Type
Salvation Army of Oklahoma City	450	Utility Assistance	Non-Profit
Upward Transitions	447	Family Outreach	Non-Profit
Upward Transitions	289	Utility Assistance	Non-Profit
Neighbor for Neighbor	237	Utility Assistance	Non-Profit
St. James Catholic Church	227	Financial Assistance	Faith Based
Putnam City Baptist Church	196	Utility Assistance	Faith Based
Oklahoma Community Health Services	173	Dental Assistance	Non-Profit
Our Lady's Cathedral (SVDPS)	158	Financial Assistance	Faith-Based
Good Shepherd Ministries	148	Dental Assistance	Faith Based
Shepherds of Love Ministries	148	Utility Assistance	Faith-Based