

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

**FOR THE MONTH/YEAR: November 2009** –  
**211 CALL CENTER NAME: 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	138	1.37%
Cleveland	457	4.53%
Grady	46	0.46%
Kingfisher	9	0.09%
Lincoln	34	0.34%
Logan	43	0.43%
McClain	54	0.54%
Oklahoma	6932	68.78%
Pottawatomie	138	1.37%
Other Oklahoma	399	3.96%
Not Oklahoma	462	4.58%
Unknown Location	1366	13.55%
Total Calls	10078	100.00%

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

Type of Call Contact	# of Calls	% of Total
Advocacy (Connects caller to additional assistance)	0	0.00%
Assessment and Referral (Includes assessment of caller need and referral)	5718	56.74%
Crisis (Mental health or life threatening intervention and connection to emergency services)	86	0.85%
Listening and Support( Listening, support or redirection of callers with emotional distress or complex issues)	1305	12.95%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	1951	19.36%
Total Caller Contacts	9060	
Other/Administrative	1018	10.10%
Total Calls	10078	100.00%

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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	159	1.58%
1:00 -1:59AM	121	1.20%
2:00 – 2:59AM	90	0.89%
3:00 – 3:59AM	76	0.75%
4:00 – 4:59AM	61	0.61%
5:00 – 5:59AM	64	0.64%
6:00 – 6:59AM	92	0.91%
7:00 – 7:59AM	251	2.49%
8:00 – 8:59AM	772	7.66%
9:00 – 9:59AM	909	9.02%
10:00 – 10:59AM	1067	10.59%
11:00 – 11:59AM	1011	10.03%
12:00 – 12:59PM	938	9.31%
1:00 – 1:59PM	935	9.28%
2:00 – 2:59PM	953	9.46%
3:00 – 3:59PM	611	6.06%
4:00 – 4:59PM	500	4.96%
5:00 – 5:59PM	313	3.11%
6:00 – 6:59PM	240	2.38%
7:00 – 7:59PM	251	2.49%
8:00 – 8:59PM	184	1.83%
9:00 – 9:59PM	189	1.88%
10:00 – 10:59PM	166	1.65%
11:00 – 11:59PM	125	1.24%
Total Call Records	<b>10078</b>	100.00%

**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 23 seconds	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	14.7%	≤ 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 41 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 09 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 Helpline Goal</b>
Number of Callers Receiving Referral Assistance	5718	% of ____	
Random Calls Flagged for Quality Service Follow Up	451	8% of 5718	5%
Number of Outgoing Calls Made for Follow Up	313		
Callers Contacted For Follow Up	125	2.5% of 5718	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	119	95% of 125	85%
Callers Not Contacting Referral Agency	4	3.2% of 125	<20%
Callers Contacting Referral Agency	121	97% of 125	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	106	88% of 121	70%
Callers Contacting Agency Not Receiving Desired Services	15	12% of 121	<30%

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**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	0	0.00%
Spanish Language Calls	0	0.00%
Other Non-English Calls	0	0.00%
Calls Taken by Bilingual Call Specialists	75	0.74%
Calls Translated by Tele-Interpreter Service	0	0.00%
Calls Translated by 3rd Party Interpreter on Call	0	0.00%
Deaf Translation Calls Using 7-1-1 Relay Service	0	0.00%

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

<b>Top 10 Needs</b>	<b>Number of Callers</b>	<b>Percentage of <u>Total</u> Needs</b>
<b>1. Financial Assistance</b> Utilities: Electric-1540 Rent-828 Gas-230	<b>2905</b>	<b>27.99%</b>
<b>2. Mental Health Assistance</b>	<b>2009</b>	<b>19.36%</b>
<b>3. Information</b>	<b>1595</b>	<b>15.37%</b>
<b>4. Health/Medical</b>	<b>994</b>	<b>9.58%</b>
<b>5. Food</b>	<b>954</b>	<b>9.19%</b>
<b>6. Holiday Assistance</b>	<b>877</b>	<b>8.45%</b>
<b>7. Housing</b>	<b>489</b>	<b>4.71%</b>
<b>8. Clothing</b>	<b>228</b>	<b>2.20%</b>
<b>9. Transportation</b>	<b>181</b>	<b>1.74%</b>
<b>10. Suicide</b>	<b>147</b>	<b>1.42%</b>

**Top Referrals**

<b>Agency</b>	<b># Referrals</b>	<b>Need</b>	<b>Agency Type</b>
Salvation Army	707	Utility Assistance	Non-Profit
Upward Transitions	493	Family Outreach	Non-Profit
Neighbor for Neighbor	315	Utility Assistance	Non-Profit
Toys for Tots	308	Holiday Assistance	Non-Profit
Jesus House	278	Crisis Assistance	Non-Profit
Putnam City Baptist Church	262	Utility Assistance	Faith-Based
St James Catholic Church (SVDPS)	228	Financial Assistance	Faith-Based
Community Action Agency	225	Utility Assistance	Non-Profit
St Eugene Catholic Church (SVDPS)	200	Financial Assistance	Faith-Based
Oklahoma Community Health Services	157	Dental Assistance	Non-Profit

