

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

**FOR THE MONTH/YEAR: OCTOBER 2009 -  
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	1.06%
Cleveland	529	3.86%
Grady	48	0.35%
Kingfisher	16	0.12%
Lincoln	25	0.18%
Logan	56	0.41%
McClain	59	0.43%
Oklahoma	7941	57.90%
Pottawatomie	139	1.01%
Other Oklahoma	277	34.68%
Not Oklahoma	468	1.06%
Unknown Location	4757	3.86%
Total Calls	13715	100.00%

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

Type of Call Contact	# of Calls	% of Total
Advocacy (Connects caller to additional assistance)	316	2.30%
Assessment and Referral (Includes assessment of caller need and referral)	6109	44.54%
Crisis (Mental health or life threatening intervention and connection to emergency services)	30	0.22%
Listening and Support( Listening, support or redirection of callers with emotional distress or complex issues)	1268	9.25%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	2271	16.56%
Total Caller Contacts		
Other/Administrative	3721	27.13%
Total Calls	13715	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	246	1.79%
1:00 -1:59AM	259	1.89%
2:00 – 2:59AM	185	1.35%
3:00 – 3:59AM	193	1.41%
4:00 – 4:59AM	180	1.31%
5:00 – 5:59AM	219	1.60%
6:00 – 6:59AM	230	1.68%
7:00 – 7:59AM	442	3.22%
8:00 – 8:59AM	904	6.59%
9:00 – 9:59AM	1093	7.97%
10:00 – 10:59AM	1230	8.97%
11:00 – 11:59AM	1187	8.65%
12:00 – 12:59PM	1237	9.02%
1:00 – 1:59PM	1190	8.68%
2:00 – 2:59PM	1147	8.36%
3:00 – 3:59PM	812	5.92%
4:00 – 4:59PM	605	4.41%
5:00 – 5:59PM	479	3.49%
6:00 – 6:59PM	418	3.05%
7:00 – 7:59PM	348	2.54%
8:00 – 8:59PM	312	2.27%
9:00 – 9:59PM	306	2.23%
10:00 – 10:59PM	270	1.97%
11:00 – 11:59PM	223	1.63%
<b>Total Call Records</b>	<b>13715</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 27 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	1 min 43 seconds	
Average Length of Incoming Calls: Average talk time for all connected calls not including call record data entry time after call has ended	2 min 32 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	6109		
Random Calls Flagged for Quality Service Follow Up	200	4% of 6109	5%
Number of Outgoing Calls Made for Follow Up	239		
Callers Contacted For Follow Up	180	3% of 6109	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	173	98% of 180	85%
Callers Not Contacting Referral Agency	11	18% of 180	<20%
Callers Contacting Referral Agency	151	77% of 180	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	135	67% of 151	70%
Callers Contacting Agency Not Receiving Desired Services	16	33 % of 151	<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	176	2.6%
Calls Translated by Tele-Interpreter Service	1	0.0001%
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)**

<b>Top 10 Needs</b>	<b>Number of Callers</b>	<b>Percentage of Total Needs</b>
<b>1. Financial Assistance</b> Utilities: Electric-2765 Rent-883 Gas-279	<b>4749</b>	<b>34.66%</b>
<b>2. Information</b>	<b>2508</b>	<b>18.29%</b>
<b>3. Mental Health</b>	<b>2132</b>	<b>15.55%</b>
<b>4. Health - Medical</b>	<b>1370</b>	<b>9.99%</b>
<b>5. Food</b>	<b>1015</b>	<b>7.40%</b>
<b>6. Holiday Assistance</b>	<b>627</b>	<b>4.57%</b>
<b>7. Housing</b>	<b>589</b>	<b>4.30%</b>
<b>8. Clothing</b>	<b>335</b>	<b>2.44%</b>
<b>9. Transportation</b>	<b>237</b>	<b>1.73%</b>
<b>10. Legal</b>	<b>144</b>	<b>1.05%</b>

<b>Agency</b>	<b># Referrals</b>	<b>Need</b>	<b>Agency Type</b>
Neighbor for Neighbor	936	Utility Assistance	Non-Profit
Salvation Army	924	Utility Assistance	Non-Profit
Upward Transitions	580	Family Outreach	Non-Profit
Jesus House	456	Crisis Assistance	Non-Profit
Putnam City Baptist Church	365	Utility Assistance	Faith Based
Community Action Agency	310	Utility Assistance	Non-Profit
St. James Catholic Church (SVDPS)	298	Financial Assistance	Faith-Based
Shepherds of Love Ministries	286	Utility Assistance	Faith-Based
Skyline Urban Ministries	247	Holiday Assistance	Non-Profit
St. Eugene Catholic Church (SVDPS)	231	Financial Assistance	Faith-Based

