

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

FOR THE MONTH/YEAR: June 2008
211 HELPLINE

CALL CENTER: 2-1-1 Helpline

COUNTIES COVERED: Adair, Cherokee, Creek, McIntosh, Muskogee, Okfuskee, Okmulgee, Osage, Rogers, Sequoyah, Tulsa and Wagoner.

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

COUNTY	Count	%
ADAIR	9	0.12%
CHEROKEE	44	0.57%
CREEK	247	3.20%
MC INTOSH	19	0.25%
MUSKOGEE	68	0.88%
OKFUSKEE	8	0.10%
OKMULGEE	59	0.77%
OSAGE	45	0.58%
ROGERS	111	1.44%
SEQUOYAH	15	0.19%
TULSA	6,648	86.21%
WAGONER	66	0.86%
Other OK	103	1.34%
Not OK	57	0.74%
Unknown	212	2.75%
Total Call Contacts	7,711	100.00%

TOTAL NUMBER OF INCOMING CALLS THIS MONTH BREAKDOWN

Type of Contact	# of Calls	% of Total
Advocacy (Connects caller to additional assistance)	18	0.22%
Crisis (Mental health or life threatening intervention and connection to emergency services)	8	0.10%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	2,974	35.71%
Problem Solving (Intervention or redirection of callers with emotional distress or complex issues)	129	1.55%
Referral (Includes assessment of caller need and referral)	4,582	55.01%
Subtotal of Caller Contacts	7711	
Dropped Calls	27	0.32%
Hang-up/Prank	333	4.00%
Staff Call-In	87	1.04%
Wrong Number (Caller states that he/she has reached the wrong number)	171	2.05%
Total Connected Calls	8329	100%

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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	49	0.59%
1:00 -1:59AM	33	0.40%
2:00 – 2:59AM	21	0.25%
3:00 – 3:59AM	12	0.14%
4:00 – 4:59AM	24	0.29%
5:00 – 5:59AM	26	0.31%
6:00 – 6:59AM	61	0.73%
7:00 – 7:59AM	177	2.13%
8:00 – 8:59AM	545	6.54%
9:00 – 9:59AM	781	9.38%
10:00 – 10:59AM	964	11.57%
11:00 – 11:59AM	888	10.66%
12:00 – 12:59PM	793	9.52%
1:00 – 1:59PM	994	11.93%
2:00 – 2:59PM	948	11.38%
3:00 – 3:59PM	714	8.57%
4:00 – 4:59PM	496	5.96%
5:00 – 5:59PM	173	2.08%
6:00 – 6:59PM	189	2.27%
7:00 – 7:59PM	173	2.08%
8:00 – 8:59PM	109	1.31%
9:00 – 9:59PM	52	0.62%
10:00 – 10:59PM	50	0.60%
11:00 – 11:59PM	57	0.68%
	8,329	100.00%

CALL MANAGEMENT METRICS

Metric		GOAL
Average Speed of Answering Calls: Average time that caller is in message queue prior to connection to a call specialist	17 seconds	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	6.0 %	≤ 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 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 8 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.*

Quality Service Follow-Up	#	%	Goal
Number of Callers Receiving Referral Assistance	4,582		
Random Calls Flagged for Quality Service Follow Up	175	4% of 4,582	5%
Number of Outgoing Calls Made for Follow Up	334		
Callers Contacted For Follow Up	113	2% of 4,582	2%
Average Number of Days Between Original Call and Successful Follow Up Contact	11		15
Results of Quality Service Follow Up	#	%	Goal
Callers Expressing Satisfaction with 211 Services	111	98% of 113	85%
Callers Not Contacting Referral Agency	13	12% of 113	<20%
Callers Contacting Referral Agency	100	89% of 113	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	79	79% of 100	70%
Callers Contacting Agency Not Receiving Desired Services	21	21% of 100	<30%

Enhanced Service Crisis Call Follow Up: *Verification of connection to crisis and/or emergency services within 24 hours of providing crisis intervention assistance to caller*

Results of Crisis Service Follow Up	#	%	Goal
Number of Callers Receiving Crisis Intervention Assistance	8		
Successful Verification of Connection to Crisis Services	5	62% of 8	70%
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	3	38% of 8	<30%

Enhanced Service At-Risk Call Follow Up: *Follow up services offered to all callers receiving advocacy assistance and callers assessed to be at-risk when the caller's physical, mental or emotional state June be compromised.*

At-Risk Service Follow-Up	#	%	Goal
Number of Callers Flagged for At-Risk Follow Up	20		
Number of Outgoing Calls Made for At-risk Follow Up	21		
Percentage of Callers Flagged Contacted For At-Risk Follow Up	11	55% of 20	
Average Number of Days Between Original Call and Successful Follow Up Contact	10		3
Results of At-Risk Follow Up	#	%	Goal
Callers Expressing Satisfaction with 211 Services	11	100% of 11	85%
Callers Not Contacting Referral Agency	1	10% of 11	<20%
Callers Contacting Referral Agency	10	90% of 11	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	10	100% of 10	70%
Callers Contacting Agency Not Receiving Desired Services	0	0 of 10	<30%

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NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS

Language and Translation & Percent of Contacts	#	%
Non-English Calls Total	90	1.25%
Spanish Language Calls	90	1.15%
Other Non-English Calls	0	0.00%
Calls Taken by Bilingual Call Specialists	75	1.04%
Calls Translated by Tele-Interpreter Service	14	0.19%
Calls Translated by 3rd Party Interpreter on Call	1	0.01%
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

Caller Need/Request	# of Request	%
Request for Agency Contact Information*	3,053	33.80%
Financial Assistance	1,566	17.34%
Utilities	977	
Rent/Housing Exp	410	
Gas/Car Repair/Bus	57	
Other	122	
Health Care and Medical Treatment	1135	12.57%
Food Requests	551	6.10%
Government & Public Services	475	5.26%
Mental Health/Substance Abuse/Crisis	398	4.41%
Housing & Shelter	371	4.11%
Clothing and Household	253	2.80%
Legal Issues	251	2.78%
Transportation	112	1.24%
Other Requests	867	9.60%
Total Call Requests	9,032	100.00%

*Requests for agency contact information and caller does not specify a specific need

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TOP 15 REFERRALS CATEGORIZED BY AGENCY TYPE:

Each caller may have multiple referrals.

Service – Location (Agency Name)	# Referrals	Agency Type
Utility Assistance.-Tulsa (Salvation Army Center/Hope)	543	Faith Based
Utility Assistance-Tulsa (First Baptist Church)	483	Faith Based
Utility Assistance -Tulsa (Boston Ave Helping Hands	447	Faith Based
Utility Assistance –Tulsa (John 3:16 Mission)	444	Faith Based
Utility Assistance –Tulsa (Neighbor for Neighbor	412	Non Profit
Utilities -Tulsa-Tulsa (Open Bible Fellowship)	374	Faith Based
Rent Assistance –Tulsa (Restore Hope Ministry)	235	Faith Based
Mobile Clinics-Tulsa (Good Samaritan)	230	Faith Based
Rent Assistance –Tulsa (Boston Ave Helping Hands)	208	Faith Based
Free Directory Assistance (National Hotline)	205	Non Profit
Emergency Food-Tulsa (Catholic Charities)	168	Faith Based
Mayor's Action Line (City Of Tulsa)	167	Faith Based
Emergency Food-Tulsa (Christ for Humanity)	136	Faith Based
Weather Coalition-Tulsa (2-1-1 Helpline)	128	Non Profit
Dental Clinic-Tulsa (Neighbor for Neighbor)	128	Non Profit
Other referrals	10,617	
Total Referrals	14,925	

Notes and Seasonal Programs:

Call Volumes. Monthly call volumes average 8,000 a calls a month for the first six months as compared to 6,900 a month average for the same time period in 2007. Heat related requests including assistance with utility bills and assistance for medically fragile individuals needing loaner air conditioners are typical drivers of call volumes in the summer months.

After Hours 2-1-1 Service Agreement. 2-1-1 Helpline has finalized a service agreement and set up protocols to provide after-hours and holiday call services for First Call 2-1-1. Helpline responded to 27 call contacts from the First Call 2-1-1 service area from May 30th through June 30th.

Help on the Home Front. 2-1-1 Helpline is partnering with the City of Tulsa Mayor's Office and Veteran's Resource Center for a targeted outreach project called "Help on the Home Front." Aimed at reaching out to service members, veterans and their families, the project includes a special resource guide for military-specific assistance in the Tulsa area. Find more information at www.tulsaveterans.com or www.211tulsa.org/military.htm.

2-1-1 Helpline on the Web. The 2-1-1 Helpline Resource staff maintains 2-1-1 information products for the public and helping professionals on the 2-1-1 Helpline web site. In addition to links to the JOIN on-line resource database, 41 pages of information on resources, military assistance, school supplies, bus routes, and newsletters in the Tulsa can be accessed at www.211tulsa.org.