

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

**FOR THE MONTH/YEAR: May 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	# of Calls	%
ADAIR	9	0.13%
CHEROKEE	18	0.25%
CREEK	224	3.11%
MC INTOSH	16	0.22%
MUSKOGEE	67	0.93%
OKFUSKEE	5	0.07%
OKMULGEE	46	0.64%
OSAGE	53	0.74%
ROGERS	99	1.38%
SEQUOYAH	14	0.19%
TULSA	6172	85.75%
WAGONER	63	0.88%
Other OK	118	1.64%
Not OK	61	0.85%
Unknown	233	3.24%
Total Contacts	7,198	100.00%

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

Type of Contact	# of Calls	% of Total
Advocacy (Connects caller to additional assistance)	6	0.08%
Crisis (Mental health or life threatening intervention and connection to emergency services)	9	0.12%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	2,642	34.33%
Problem Solving (Intervention or redirection of callers with emotional distress or complex issues)	128	1.66%
Referral (Includes assessment of caller need and referral)	4,413	57.34%
<b>Subtotal of Caller Contacts</b>	<b>7198</b>	<b>93.53%</b>
Dropped Calls	28	0.36%
Hang-up/Prank	250	3.25%
Staff Call-In	67	0.87%
Wrong Number (Caller states that he/she has reached the wrong number)	153	1.99%
<b>Total Connected Calls</b>	<b>7696</b>	<b>100%</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	32	0.42%
1:00 -1:59AM	27	0.30%
2:00 – 2:59AM	24	0.18%
3:00 – 3:59AM	14	0.16%
4:00 – 4:59AM	20	0.19%
5:00 – 5:59AM	21	0.17%
6:00 – 6:59AM	61	0.60%
7:00 – 7:59AM	160	2.03%
8:00 – 8:59AM	578	7.24%
9:00 – 9:59AM	769	10.89%
10:00 – 10:59AM	839	11.40%
11:00 – 11:59AM	830	10.76%
12:00 – 12:59PM	812	10.20%
1:00 – 1:59PM	838	11.38%
2:00 – 2:59PM	828	10.60%
3:00 – 3:59PM	619	7.62%
4:00 – 4:59PM	418	5.78%
5:00 – 5:59PM	207	2.47%
6:00 – 6:59PM	197	2.91%
7:00 – 7:59PM	196	1.88%
8:00 – 8:59PM	73	1.07%
9:00 – 9:59PM	34	0.60%
10:00 – 10:59PM	50	0.63%
11:00 – 11:59PM	49	0.57%
	7696	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	5.0 %	≤ 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 25 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 22 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>%</b>	<b>Goal</b>
Number of Callers Receiving Referral Assistance	4,413		
Random Calls Flagged for Quality Service Follow Up	293	7% of 4,413	5%
Number of Outgoing Calls Made for Follow Up	491		
Callers Contacted For Follow Up	146	3% of 4,413	2%
Average Number of Days Between Original Call and Successful Follow Up Contact	16		15
<b>Results of Quality Service Follow Up</b>	<b>#</b>	<b>%</b>	<b>Goal</b>
Callers Expressing Satisfaction with 211 Services	144	99% of 146	85%
Callers Not Contacting Referral Agency	30	21% of 146	<20%
Callers Contacting Referral Agency	114	79% of 146	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	83	73% of 114	70%
Callers Contacting Agency Not Receiving Desired Services	31	21% of 114	<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*

<b>Results of Crisis Service Follow Up</b>	<b>#</b>	<b>%</b>	<b>Goal</b>
Number of Callers Receiving Crisis Intervention Assistance	10		
Successful Verification of Connection to Crisis Services	5	50% of 5	70%
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	5	50% of 5	<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 may be compromised.*

<b>At-Risk Service Follow-Up</b>	<b>#</b>	<b>%</b>	<b>Goal</b>
Number of Callers Flagged for At-Risk Follow Up	17		
Number of Outgoing Calls Made for At-risk Follow Up	31		
Percentage of Callers Flagged Contacted For At-Risk Follow Up	9	53% of 17	
Average Number of Days Between Original Call and Successful Follow Up Contact	11		3
<b>Results of At-Risk Follow Up</b>	<b>#</b>	<b>%</b>	<b>Goal</b>
Callers Expressing Satisfaction with 211 Services	9	100% of 9	85%
Callers Not Contacting Referral Agency	4	44% of 9	<20%
Callers Contacting Referral Agency	5	56% of 9	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	5	100% of 5	70%
Callers Contacting Agency Not Receiving Desired Services	0	0 of 5	<30%

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

Language and Translation & Percent of Contacts	#	%
Non-English Calls Total	106	1.47%
Spanish Language Calls	0	0.00%
Other Non-English Calls	0	0.00%
Calls Taken by Bilingual Call Specialists	94	1.31%
Calls Translated by Tele-Interpreter Service	9	0.13%
Calls Translated by 3rd Party Interpreter on Call	3	0.04%
Deaf Translation Calls Using 7-1-1 Relay Service	1	0.01%

**TOP 10 NEEDS FOR THIS MONTH: A Caller May Have Multiple Needs or Requests**

Caller Need/Request	# of Request	%
Request for Agency Contact Information*	2,727	31.43%
Financial Assistance	1,497	17.25%
Utilities	927	
Rent/Housing Exp	355	
Gas/Car Repair/Bus	96	
Other	119	
Health Care and Medical Treatment	1081	12.46%
Food Requests	586	6.75%
Government & Public Services	489	5.64%
Mental Health/Substance Abuse/Crisis	395	4.55%
Housing & Shelter	352	4.06%
Clothing and Household	267	3.08%
Legal Issues	262	3.02%
Transportation	123	1.42%
Other Requests	897	10.34%
Total Call Requests	8,676	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 multiple referrals.**

Service – Location ( Agency Name)	# Referrals	Agency Type
Utility Assistance.-Tulsa (Salvation Army Center/Hope)	498	Faith Based
Utility Assistance -Tulsa (Boston Ave Helping Hands	450	Faith Based
Utility Assistance –Tulsa (John 3:16 Mission)	420	Faith Based
Utility Assistance –Tulsa (Neighbor for Neighbor	413	Non Profit
Utility Assistance-Tulsa (First Baptist Church)	362	Faith Based
Utilities -Tulsa-Tulsa (Open Bible Fellowship)	349	Faith Based
Mobile Clinics-Tulsa (Good Samaritan)	231	Faith Based
Rent Assistance –Tulsa (Restore Hope Ministry)	211	Faith Based
Free Directory Assistance (National Hotline)	205	Non Profit
Rent Assistance –Tulsa (Boston Ave Helping Hands)	199	Faith Based
Tax Information -IRS- (2-1-1 Helpline Federal Info)	141	Government
Emergency Food-Tulsa (Christ for Humanity)	135	Faith Based
Emergency Food-Tulsa (Catholic Charities)	134	Faith Based
Dental Clinic-Tulsa (Neighbor for Neighbor)	133	Non Profit
Bedlam Clinic-Tulsa South St. Louis (OU)	125	Non Profit
Other referrals	10,338	
Total Referrals	14,344	

**Notes and Seasonal Programs:**

**Marketing.** 2-1-1 Helpline’s Spanish outreach campaign begun in March of 2008 continues to positively impact the number of Spanish speaking callers. The overall number of Spanish speaking callers is down from the previous month but is more than double the same period in 2007. The needs of the Spanish speaking callers reflect similar patterns to English speaking callers with 40% of caller requests for basic needs (food, clothing and housing assistance) and 20% of the requests for health care assistance.

**Call Volumes.** Monthly call volumes for 2008 continue to show increases at 1,000 or more calls greater than the same 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.

**Congressman Visit.** Congressman John Sullivan and his constituent services staff toured the 2-1-1 Helpline call center in May. The Congressman had the opportunity to learn more about 2-1-1 and the services provided through our program and observed the types of calls received at 2-1-1 on a daily basis. Elected officials at all levels of government regularly utilize 2-1-1 to assist their constituents with information and referral.