

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

FOR THE MONTH/YEAR: October 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	#	%
ADAIR	8	0.08%
CHEROKEE	46	0.47%
CREEK	376	3.88%
MC INTOSH	10	0.10%
MUSKOGEE	99	1.02%
OKFUSKEE	10	0.10%
OKMULGEE	70	0.72%
OSAGE	84	0.87%
ROGERS	128	1.32%
SEQUOYAH	9	0.09%
TULSA	8,282	85.46%
WAGONER	70	0.72%
Not 211 Helpline	125	1.29%
Not OK	125	1.29%
Unknown	249	2.57%
Total Contacts	9,691	100.00%

TOTAL NUMBER OF INCOMING CALLS THIS MONTH BREAKDOWN

Type of Contact	# of Calls	% of Total
Advocacy (Connects caller to additional assistance)	5	0.05%
Crisis (Mental health or life threatening intervention and connection to emergency services)	9	0.09%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	3,399	35.07%
Problem Solving (Intervention or redirection of callers with emotional distress or complex issues)	121	1.25%
Referral (Includes assessment of caller need and referral)	6,157	63.53%
Caller Contacts	9,691	100.00%
Dropped Calls	68	
Hang-up/Prank	383	
Staff Call-In	55	
Wrong Number (Caller states that he/she has reached the wrong number)	150	
Total Connected Calls	10,347	

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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	57	0.55%
1:00 -1:59AM	38	0.37%
2:00 – 2:59AM	23	0.22%
3:00 – 3:59AM	17	0.16%
4:00 – 4:59AM	31	0.30%
5:00 – 5:59AM	30	0.29%
6:00 – 6:59AM	55	0.53%
7:00 – 7:59AM	168	1.62%
8:00 – 8:59AM	834	8.06%
9:00 – 9:59AM	1134	10.96%
10:00 – 10:59AM	1158	11.19%
11:00 – 11:59AM	1114	10.77%
12:00 – 12:59PM	1058	10.23%
1:00 – 1:59PM	1029	9.94%
2:00 – 2:59PM	1050	10.15%
3:00 – 3:59PM	854	8.25%
4:00 – 4:59PM	622	6.01%
5:00 – 5:59PM	306	2.96%
6:00 – 6:59PM	199	1.92%
7:00 – 7:59PM	161	1.56%
8:00 – 8:59PM	122	1.18%
9:00 – 9:59PM	113	1.09%
10:00 – 10:59PM	104	1.01%
11:00 – 11:59PM	70	0.68%
	10,347	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	20 seconds	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	8.0 %	≤ 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 18 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 35 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	6,157		
Random Calls Flagged for Quality Service Follow Up	395	6% of 6,157	5%
Number of Outgoing Calls Made for Follow Up	618		
Callers Contacted For Follow Up	189	3% of 6,157	2%
Average Number of Days Between Original Call and Successful Follow Up Contact	15		15
Results of Quality Service Follow Up	#	%	Goal
Callers Expressing Satisfaction with 211 Services	188	99% of 189	85%
Callers Not Contacting Referral Agency	30	16% of 189	<20%
Callers Contacting Referral Agency	159	84% of 189	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	103	65% of 159	70%
Callers Contacting Agency Not Receiving Desired Services	56	35% of 159	<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	9		
Successful Verification of Connection to Crisis Services	8	89% of 9	70%
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	1 declined	11% of 9	<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 July be compromised.*

At-Risk Service Follow-Up	#	%	Goal
Number of Callers Flagged for At-Risk Follow Up	9		
Number of Outgoing Calls Made for At-risk Follow Up	15		
Percentage of Callers Flagged Contacted For At-Risk Follow Up	6	66% of 9	
Average Number of Days Between Original Call and Successful Follow Up Contact	6		3
Results of At-Risk Follow Up	#	%	Goal
Callers Expressing Satisfaction with 211 Services	6	100% of 6	85%
Callers Not Contacting Referral Agency	1	17% of 6	<20%
Callers Contacting Referral Agency	5	83% of 6	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	#	% of Contact
Non-English Calls Total	99	1.02%
Spanish Language Calls	99	1.02%
Other Non-English Calls	0	
Calls Taken by Bilingual Call Specialists	64	
Calls Translated by Tele-Interpreter Service	35	
Calls Translated by 3rd Party Interpreter on Call	0	
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*	3,366	29.73%
Financial Assistance	2,427	21.44%
Utilities	1769	
Rent/Housing Exp	488	
Gas/Car Repair/Bus	69	
Other	101	
Health Care and Medical Treatment	1288	11.38%
Food Requests	740	6.54%
Holiday Assistance	538	4.75%
Government & Public Services	447	3.95%
Mental Health/Substance Abuse/Crisis	429	3.79%
Clothing and Household	393	3.47%
Housing & Shelter	387	3.42%
Legal Issues	312	2.76%
Transportation	112	0.99%
Other Requests	882	7.79%
Total Call Requests	11,321	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)	1,025	Faith Based
Utility Assistance -Tulsa (Neighbor for Neighbor)	857	Non Profit
Utility Assistance -Tulsa (Boston Ave Helping Hands	814	Faith Based
Utility Assistance –Tulsa (John 3:16 Mission)	783	Faith Based
Utility Assistance-Tulsa (First Baptist Church)	732	Faith Based
Utilities -Tulsa-Tulsa (Open Bible Fellowship)	597	Faith Based
Christmas Angel Tree/Baskets- Tulsa-Salvation Army	289	Faith Based
Rent Assistance –Tulsa (Restore Hope Ministry)	312	Faith Based
Emergency Food-Tulsa (John 3:16)	176	Faith Based
Food Pantry-Tulsa (Christ for Humanity)	166	Faith Based
Food Pantry-Tulsa (Park Plaza Church of Christ)	165	Faith Based
Dental Assistance-Tulsa (Morton)	158	Public
Bedlam Clinic-Tulsa (OU)	154	Public
Dental Clinic-Tulsa (Neighbor for Neighbor)	152	Non Profit
Election Board-Tulsa (Tulsa County)	140	Public
Other referrals	14,373	
Total Referrals	20,893	

Notes and Seasonal Programs:

Call Volumes and Caller Needs. 2-1-1 Helpline exceeded 10,000 connected calls in the month of October, breaking previous call volume records in a non-disaster response period. The incoming call volume was 11,248 calls with a 92% connectivity rate. Year to date requests for basic needs assistance were 33% of overall caller requests, reflecting similar patterns to previous year’s categories of requests. However, the total number of callers requesting assistance with rent, utilities, food and shelter has increased by 15% over the same time period in 2007. Requests for holiday assistance began in October and are expected to continue until after the Christmas Holiday season. Referrals for voter registration information ranked as one of the top fifteen referral sites for the month.

After Hours 2-1-1 Service Agreement. 2-1-1 Helpline responded to 35 call contacts from the First Call 2-1-1 service area from October 1 through October 31st.

2-1-1 Helpline Regional Resource Staff. MOUS have been established with the Sequoyah and Cherokee County Emergency Management Departments. Numerous resources in the eastern counties have been added to the 2-1-1 Helpline Resource Database.

Transition to Iris 4.0. 2-1-1 Helpline tested and distributed to the Oklahoma 211s Keyword to Taxonomy conversion scripts that can automate a large portion of the taxonomy work required to migrate to IRIS 4. Installed, tested and migrated IRIS 3 data to IRIS 4 for 211 Helpline to begin the work related to migrating to IRIS 4 by January 1, 2009.

State Initiatives: 2-1-1 Helpline is supporting efforts in Tulsa and the 2-1-1 State Collaborative to coordinate 2-1-1’s role with the Crystal Darkness campaign.