

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

FOR THE MONTH/YEAR: April 2009
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 | 30 | 0.30% |
| CHEROKEE | 40 | 0.40% |
| CREEK | 341 | 3.39% |
| MC INTOSH | 16 | 0.16% |
| MUSKOGEE | 99 | 0.99% |
| OKFUSKEE | 12 | 0.12% |
| OKMULGEE | 81 | 0.81% |
| OSAGE | 85 | 0.85% |
| ROGERS | 146 | 1.45% |
| SEQUOYAH | 34 | 0.34% |
| TULSA | 8169 | 81.29% |
| WAGONER | 70 | 0.70% |
| Other OK | 151 | 1.50% |
| Not OK | 46 | 0.46% |
| Unknown Location | 729 | 7.25% |
| Total Call Records | 10049 | 100.00% |

TOTAL NUMBER OF CONNECTED CALLS THIS MONTH BREAKDOWN

| Type of Contact | # of Calls | % of Total |
|--|------------|------------|
| Advocacy (Connects caller to additional assistance) | 3 | 0.03% |
| Assessment and Referral (Includes assessment of caller need and referral) | 5,741 | 57.13% |
| Crisis (Mental health or life threatening intervention and connection to emergency services) | 13 | 0.13% |
| Information Only (Information about specified agency or program in response to a direct inquiry by caller) | 3,620 | 36.02% |
| Listening/Support (Support or redirection of callers with emotional distress or complex issues) | 135 | 1.34% |
| Total Caller Contacts | 9512 | |
| Other (Administrative, prank, hang-ups) | 537 | 5.34% |
| Total Calls | 10049 | 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 | 29 | 0.29% |
| 1:00 -1:59AM | 34 | 0.34% |
| 2:00 – 2:59AM | 19 | 0.19% |
| 3:00 – 3:59AM | 14 | 0.14% |
| 4:00 – 4:59AM | 20 | 0.20% |
| 5:00 – 5:59AM | 28 | 0.28% |
| 6:00 – 6:59AM | 56 | 0.56% |
| 7:00 – 7:59AM | 241 | 2.40% |
| 8:00 – 8:59AM | 698 | 6.95% |
| 9:00 – 9:59AM | 1087 | 10.82% |
| 10:00 – 10:59AM | 1088 | 10.83% |
| 11:00 – 11:59AM | 1096 | 10.91% |
| 12:00 – 12:59PM | 1059 | 10.54% |
| 1:00 – 1:59PM | 959 | 9.54% |
| 2:00 – 2:59PM | 1092 | 10.87% |
| 3:00 – 3:59PM | 839 | 8.35% |
| 4:00 – 4:59PM | 636 | 6.33% |
| 5:00 – 5:59PM | 272 | 2.71% |
| 6:00 – 6:59PM | 216 | 2.15% |
| 7:00 – 7:59PM | 222 | 2.21% |
| 8:00 – 8:59PM | 144 | 1.43% |
| 9:00 – 9:59PM | 87 | 0.87% |
| 10:00 – 10:59PM | 64 | 0.64% |
| 11:00 – 11:59PM | 49 | 0.49% |
| Total Call Records | 10049 | 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 | 23 | ≤ 45 seconds |
| Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist | 6% | ≤ 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 45 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 14 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 | 5,741 | | |
| Random Calls Flagged for Quality Service Follow Up | 255 | 4% of 5,741 | 5% |
| Number of Outgoing Calls Made for Follow Up | 559 | | |
| Callers Contacted For Follow Up | 117 | 2% of 5,741 | 2% |
| Average Number of Days Between Original Call and Successful Follow Up Contact | 14 | | 15 |
| Results of Quality Service Follow Up | | | Goal |
| Callers Expressing Satisfaction with 211 Services | 117 | 100% of 117 | 85% |
| Callers Not Contacting Referral Agency | 24 | 21% of 117 | <20% |
| Callers Contacting Referral Agency | 93 | 79% of 117 | 80% |
| Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending | 67 | 72% of 93 | 70% |
| Callers Contacting Agency Not Receiving Desired Services | 26 | 28% of 93 | <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 | 12 | | |
| Successful Verification of Connection to Crisis Services | 9 | 75% | 70% |
| Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns | 3 | 22% | <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.*

| At-Risk Service Follow-Up | # | % | Goal |
|---|----------|------------|-------------|
| Number of Callers Flagged for At-Risk Follow Up | 17 | | |
| Number of Outgoing Calls Made for At-risk Follow Up | 37 | | |
| Percentage of Callers Flagged Contacted For At-Risk Follow Up | 10 | 59% of 17 | |
| Average Number of Days Between Original Call and Successful Follow Up Contact | 7 | | 3 |
| Results of At-Risk Follow Up | # | % | Goal |
| Callers Expressing Satisfaction with 211 Services | 10 | 100% of 10 | 85% |
| Callers Not Contacting Referral Agency | 3 | 30% of 10 | <20% |
| Callers Contacting Referral Agency | 7 | 70% of 10 | 80% |
| Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending | 7 | 100% of 7 | 70% |
| Callers Contacting Agency Not Receiving Desired Services | 0 | 0% of 7 | <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 | 126 | 1.25% |
| Spanish Language Calls | 126 | 1.25% |
| Other Non-English Calls | 0 | 0.00% |
| Calls Taken by Bilingual Call Specialists | 58 | 46.03% of 126 |
| Calls Translated by Tele-Interpreter Service | 53 | 42.06% of 126 |
| Calls Translated by 3rd Party Interpreter on Call | 15 | 11.90% of 126 |
| 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 | # | % |
|---|---------------|----------------|
| | Request | % |
| Request for Agency Contact w/o specified need | 3,870 | 34.02% |
| Financial Assistance | 1,775 | 15.61% |
| Utilities | 1023 | |
| Rent/Housing Exp | 555 | |
| Gas/Car Repair/Bus | 62 | |
| Other | 135 | |
| Health Care and Medical Treatment | 1423 | 12.51% |
| Food Requests | 706 | 6.21% |
| Government & Public Services | 650 | 5.71% |
| Housing & Shelter | 514 | 4.52% |
| Mental Health/Substance Abuse/Crisis | 499 | 4.39% |
| Clothing and Household | 404 | 3.55% |
| Legal Issues | 387 | 3.40% |
| Transportation | 126 | 1.11% |
| Other Requests | 1,020 | 8.97% |
| Total Call Requests | 11,374 | 100.00% |

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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) | 608 | Faith Based |
| Utility Assistance -Tulsa (Boston Ave Helping Hands) | 448 | Faith Based |
| Utility Assistance -Tulsa (Neighbor for Neighbor) | 427 | Non Profit |
| Utility Assistance –Tulsa (John 3:16 Mission) | 379 | Faith Based |
| Utility Assistance-Tulsa (First Baptist Church) | 329 | Faith Based |
| Mobile Clinics-Tulsa (Good Samaritan) | 327 | Faith Based |
| Rent Assistance-Tulsa (Restore Hope Ministries) | 293 | Faith Based |
| Rent Assistance –Tulsa (Boston Ave Helping Hands) | 284 | Faith Based |
| Utility Assistance-Tulsa Open Bible Fellowship) | 262 | Faith Based |
| Beldam Clinic-South St. Louis (OU) | 248 | Government |
| Emergency Food-Tulsa (Catholic Charities) | 213 | Faith Based |
| Dental Clinic-Tulsa (Lansing Morton) | 192 | Government |
| Dental Clinic-Tulsa (Neighbor for Neighbor) | 189 | Non Profit |
| Emergency Assistance-Tulsa (Emergency Infant Services) | 186 | Non Profit |
| Directory Assistance-Free Google | 173 | For Profit/Free Service |
| Other referrals | 14,350 | |
| Total Referrals | 18,908 | |

Notes and Seasonal Programs:

Call Volumes and Caller Needs. 2-1-1 Helpline’s April call volume exceeded 10,000 calls, a 1,700 increase in calls over the same period in 2008. Requests for basic needs assistance including utility, rent assistance and food assistance and requests for low cost or free health care assistance continue to be the most frequent drivers of call volumes.

After Hours 2-1-1 Service Agreement. 2-1-1 responded to 45 call contacts from the First Call 2-1-1 Bartlesville service area from April 1st through April 30th. Calls from the First Call service area are recorded in the First Call database.

2-1-1 Helpline Receives AIRS Accreditation: In April, 2-1-1 Helpline hosted a site review team from the Alliance of Information and Referral Services (AIRS). The site review was the final step in a multi-year process to receive national accreditation as a 2-1-1 call center. 2-1-1 Helpline was granted accreditation status effective April 2009 until March 2014. The site review team wrote: "Overall, 2-1-1 [Helpline] is impressive, providing quality information and referral. Staff is well trained and positive regarding the work they do and management is forward-looking regarding their evolving role as an I&R in the Tulsa community."