

MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.
FOR THE MONTH/YEAR: August 2009
2-1-1 HELPLINE

CALL CENTER: 2-1-1 Helpline

COUNTIES COVERED: Adair, Cherokee, Craig, Creek, Delaware, Mayes, McIntosh, Muskogee, Nowata, Okfuskee, Okmulgee, Osage, Ottawa, Rogers, Sequoyah, Tulsa, Wagoner and Washington.

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

COUNTY	#	%
ADAIR	20	0.16%
CHEROKEE	56	0.45%
CRAIG	22	0.18%
CREEK	442	3.56%
DELAWARE	37	0.30%
MAYES	69	0.56%
MC INTOSH	29	0.23%
MUSKOGEE	154	1.24%
NOWATA	17	0.14%
OKFUSKEE	8	0.06%
OKMULGEE	77	0.62%
OSAGE	105	0.85%
OTTAWA	62	0.50%
ROGERS	157	1.26%
SEQUOYAH	33	0.27%
TULSA	9788	78.80%
WAGONER	105	0.85%
WASHINGTON	208	1.67%
Other OK	118	0.95%
NoT OK	72	0.58%
Unknown Location	891	7.17%
Total Calls	12470	100%

TOTAL NUMBER OF CONNECTED CALLS THIS MONTH BREAKDOWN

Type of Contact	# of Calls	% of Total
Advocacy (Connects caller to additional assistance)	2	0.10%
Assessment and Referral (Includes assessment of caller need and referral)	7,603	60.97%
Crisis (Mental health or life threatening intervention and connection to emergency services)	13	0.10%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	4,086	32.77%
Listening/Support (Support or redirection of callers with emotional distress or complex issues)	151	1.21%
Total Caller Contacts	11855	
Other (Administrative, prank, hang-ups)	615	4.93%
Total Calls	12470	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	0.39%
1:00 -1:59AM	33	0.26%
2:00 – 2:59AM	31	0.25%
3:00 – 3:59AM	19	0.15%
4:00 – 4:59AM	23	0.18%
5:00 – 5:59AM	19	0.15%
6:00 – 6:59AM	82	0.66%
7:00 – 7:59AM	262	2.10%
8:00 – 8:59AM	861	6.90%
9:00 – 9:59AM	1208	9.69%
10:00 – 10:59AM	1450	11.63%
11:00 – 11:59AM	1399	11.22%
12:00 – 12:59PM	1307	10.48%
1:00 – 1:59PM	1275	10.22%
2:00 – 2:59PM	1238	9.93%
3:00 – 3:59PM	1076	8.63%
4:00 – 4:59PM	712	5.71%
5:00 – 5:59PM	391	3.14%
6:00 – 6:59PM	268	2.15%
7:00 – 7:59PM	244	1.96%
8:00 – 8:59PM	190	1.52%
9:00 – 9:59PM	151	1.21%
10:00 – 10:59PM	99	0.79%
11:00 – 11:59PM	83	0.67%
Total Call Records	12470	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	1 min	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	15%	≤ 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 52 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	

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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	7,603		
Random Calls Flagged for Quality Service Follow Up	261	3% of 7,603	5%
Number of Outgoing Calls Made for Follow Up	530		
Callers Contacted For Follow Up	117	2% of 7,603	2%
Average Number of Days Between Original Call and First 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	16	14% of 117	<20%
Callers Contacting Referral Agency	101	86% of 117	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	80	70% of 101	70%
Callers Contacting Agency Not Receiving Desired Services	20	30% of 101	<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	6	75%	70%
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	2	25%	<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	12		
Number of Outgoing Calls Made for At-risk Follow Up	23		
Percentage of Callers Flagged Contacted For At-Risk Follow Up	10	83% of 12	
Average Number of Days Between Original Call and First Contact	5		3
Results of At-Risk Follow Up	#	%	Goal
Callers Expressing Satisfaction with 211 Services	10	100% of 10	85%
Callers Not Contacting Referral Agency	1	10% of 11	<20%
Callers Contacting Referral Agency	9	90% of 10	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	9	100% of 9	70%
Callers Contacting Agency Not Receiving Desired Services	0	0% of 9	<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	132	1.11%
Spanish Language Calls	132	1.21%
Other Non-English Calls	0	0.00%
% Non English Calls Taken by Bilingual Call Specialists	84	63.64% of 132
% Non English Calls Translated by Tele-Interpreter	46	34.85% of 132
% Non English Calls Translated by 3rd Party on Call	2	1.52% of 132
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	4,250	29.97%
Financial Assistance	2,369	16.71%
Utilities	1411	
Rent/Housing Exp	763	
Gas/Car Repair/Bus	97	
Other	98	
Health Care and Medical Treatment	1687	11.90%
Other Requests	1,268	8.94%
Food Requests	1006	7.09%
Education*	828	5.84%
Clothing and Household	685	4.83%
Housing & Shelter	617	4.35%
Mental Health/Substance Abuse/Crisis	525	3.70%
Government & Public Services	483	3.41%
Legal Issues	461	3.25%
Total Call Requests	14,179	100.00%
* Includes 606 Requests for School Supplies		

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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)	805	Faith Based
Utility Assistance -Tulsa (Boston Ave Helping Hands	611	Faith Based
Utility Assistance-Tulsa (First Baptist Church)	513	Faith Based
Utility Assistance –Tulsa (John 3:16 Mission)	502	Faith Based
Rent Assistance-Tulsa (Restore Hope Ministries)	388	Faith Based
Mobile Clinics-Tulsa (Good Samaritan)	358	Faith Based
Rent Assistance –Tulsa (Boston Ave Helping Hands)	344	Faith Based
Utility Assistance-Tulsa Open Bible Fellowship)	330	Faith Based
School Supplies-Tulsa (Restore Hope Ministries)	330	Faith Based
Emergency Food-Tulsa (Catholic Charities)	255	Faith Based
School Supplies-Tulsa (John 3:16 Mission)	252	Faith Based
Food Pantry-Tulsa (Park Plaza Church of Christ)	231	Faith Based
Food Pantry-Tulsa (Christ for Humanity)	222	Faith Based
Directory Assistance-Free	219	Non Profit
Bedlam Clinic-Tulsa (OU Tulsa)	217	Government
Other referrals	18,558	
Total Referrals	24,268	

Notes and Seasonal Programs:

Call Volumes and Caller Needs. Deteriorating economic conditions and surges in call volumes created by seasonal requests related to the summer cooling bill assistance and back to school assistance contribute to record call volumes exceeding 12,000 calls a month. Requests for basic needs assistance are increasing. In the past year requests for food assistance have increased by 25%. July’s and Augusts requests for food were the highest to date at greater than 1,000 requests almost 40% greater than June, 2009.

Expansion of 2-1-1 Helpline Service Area: 2-1-1 Helpline and First Call 2-1-1 have made arrangements for 2-1-1 Helpline to assume coverage for the six counties, Craig, Delaware, Ottawa, Mayes, Nowata and Washington, currently in the First Call service Area. In July, 2-1-1 Helpline responded to 415 calls from the expanded service area.

Seasonal Programs:

Back to School Assistance. The 2-1-1 Resource Department maintains an updated list of school supply assistance and events providing free clothing, haircuts and immunizations in the 18 county service area. In addition to calling 2-1-1, current back to school assistance information is posted on the 2-1-1 Helpline web site, www.211tulsa.org.

Information Services. 2-1-1 Helpline received a grant from the Oklahoma Department of Commerce to develop a clearinghouse of resources available for at-risk youth. 2-1-1 is collaborating with the OU National Youth Resource Center to update youth resources and create a quick guide of resources available through the 2-1-1 Tulsa website.