

**MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.**  
**FOR THE MONTH/YEAR: December 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	10	0.08%
CHEROKEE	58	0.46%
CRAIG	21	0.17%
CREEK	353	2.78%
DELAWARE	35	0.28%
MAYES	58	0.46%
MC INTOSH	39	0.31%
MUSKOGEE	126	0.99%
NOWATA	15	0.12%
OKFUSKEE	12	0.09%
OKMULGEE	88	0.69%
OSAGE	98	0.77%
OTTAWA	65	0.51%
ROGERS	148	1.16%
SEQUOYAH	22	0.17%
TULSA	9256	72.84%
WAGONER	95	0.75%
WASHINGTON	201	1.58%
Other OK	89	0.70%
Not OK	52	0.41%
Unknown Location	1867	14.69%
<b>Total Calls</b>	<b>12708</b>	<b>100.00%</b>

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

Type of Contact	# of Calls	% of Total
Advocacy (Connects caller to additional assistance)	2	0.02%
Assessment and Referral (Includes assessment of caller need and referral)	6,864	54.01%
Crisis (Mental health or life threatening intervention and connection to emergency services)	5	0.04%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	4,162	32.75%
Listening/Support (Support or redirection of callers with emotional distress or complex issues)	147	1.16%
Total Caller Contacts	11180	
Other (Administrative, prank, hang-ups)	739	5.82%
Total Calls Records	<b>11919</b>	
Holiday Message- Information Only	789	6.21%
<b>Total Calls Records plus Holiday Message Only Calls</b>	<b>12708</b>	<b>100.00%</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	49	0.38%
1:00 -1:59AM	37	0.29%
2:00 – 2:59AM	23	0.18%
3:00 – 3:59AM	14	0.11%
4:00 – 4:59AM	24	0.19%
5:00 – 5:59AM	29	0.23%
6:00 – 6:59AM	77	0.60%
7:00 – 7:59AM	255	1.99%
8:00 – 8:59AM	914	7.13%
9:00 – 9:59AM	1252	9.76%
10:00 – 10:59AM	1430	11.15%
11:00 – 11:59AM	1335	10.41%
12:00 – 12:59PM	1264	9.85%
1:00 – 1:59PM	1213	9.46%
2:00 – 2:59PM	1092	8.51%
3:00 – 3:59PM	981	7.65%
4:00 – 4:59PM	698	5.44%
5:00 – 5:59PM	347	2.71%
6:00 – 6:59PM	214	1.67%
7:00 – 7:59PM	201	1.57%
8:00 – 8:59PM	142	1.11%
9:00 – 9:59PM	125	0.97%
10:00 – 10:59PM	121	0.94%
11:00 – 11:59PM	82	0.64%
Total Call Records*	<b>11919</b>	92.93%

*\*Does not include the 789 callers opting to receive holiday information via recorded message*

**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 26 seconds	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	16%	≤ 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	2 min 11 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 7 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	6864		
Random Calls Flagged for Quality Service Follow Up	413	6% of 6864	5%
Number of Outgoing Calls Made for Follow Up	361		
Callers Contacted For Follow Up*	85	1% of 6864*	2%
Average Number of Days Between Original Call and First Contact-	7		15
<b>Results of Quality Service Follow Up</b>			<b>Goal</b>
Callers Expressing Satisfaction with 211 Services	85	100% of 85	85%
Callers Not Contacting Referral Agency	16	18% of 85	<20%
Callers Contacting Referral Agency	69	82% of 85	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	51	74% of 120	70%
Callers Contacting Agency Not Receiving Desired Services	18	26% of 120	<30%

\*Follow up services for December cutoff early to accommodate year end reporting. 2% goal for year was met

**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	5		
Successful Verification of Connection to Crisis Services	3	60%	70%
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	2	40%	<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 Advocacy Calls	2		
Number of Callers Flagged for At-Risk Follow Up	17		
Number of Outgoing Calls Made for At-risk Follow Up	29		
Percentage of Callers Flagged Contacted For At-Risk Follow Up	11	65% of 17	70%
Average Number of Days Between Original Call and First Contact	9		3
<b>Results of At-Risk Follow Up</b>	<b>#</b>	<b>%</b>	<b>Goal</b>
Callers Expressing Satisfaction with 211 Services	100	100% of 11	85%
Callers Not Contacting Referral Agency	3	18% of 11	<20%
Callers Contacting Referral Agency	8	72% of 11	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	7	88% of 8	70%
Callers Contacting Agency Not Receiving Desired Services	1	12% of 8	<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	230	1.81% of total calls
Spanish Language Calls	226	1.78% of total calls
Other Non-English Calls or Deaf Translation	4	0.03% of total calls
% Non English Calls Taken by Bilingual Call Specialists	98	43% of 226 Spanish Calls
% Non English Calls Translated by Tele-Interpreter	128	57% of 226 Spanish calls
% Non English Calls Translated by 3rd Party on Call	0	4% of Spanish Calls
Deaf Translation Calls Using 7-1-1 Relay Service	4	

**Caller Needs/Request Categories: A Caller May Have Multiple Needs or Requests**

AIRS Needs Category	Definition	Count	%
Arts, Culture and Recreation	Community Events, Park and Recreation Activities	10	0.07%
Clothing/Personal/Household (Basic Need)	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	497	3.55%
Disaster Services	Disaster relief, shelter and recovery services	10	0.07%
Education	Education and Facilities, School supplies, tutoring	57	0.41%
Employment	Job training, career counseling, job search	66	0.47%
Food/Meal (Basic Needs)	Food pantries, meals and emergency infant services for formula and baby food	843	6.02%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1277	9.12%
Housing Expenses/Shelter (Basic Need)	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	2535	18.11%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	346	2.47%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	2038	14.56%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	4607	32.92%
Legal/Consumer/Public/Safety	Free or sliding scale legal assistance, Victim Services, Law Enforcement	584	4.17%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	448	3.20%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	368	2.63%
Transportation	Assistance with transportation or transportation for special needs ,	226	1.61%
Volunteer/Donations	Volunteer and or Donation Opportunities	83	0.59%
	<b>Total</b>	<b>13995</b>	<b>100.00%</b>

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**Notes and Seasonal Programs:**

**Call Volumes and Caller Needs.**

Dec 08	11,285	
Dec -09	12,708	
Increase	1,423	12%

2-1-1 Helpline is NOT actively promoting itself in the media. Call increases have resulted from a rise in awareness of 2-1-1 as a resource for both people needing assistance and professionals assisting clients. Requests for H1N1 information, holiday assistance and the October start date for stimulus funding homeless prevention assistance have been the principle drivers of call volumes to in the months of October, November and December. An increasing number of inquiries are coming from Spanish speaking callers. In December, 2-1-1 responded to 226 Spanish language calls. Callers contacted for follow up continue to report satisfaction with 2-1-1 call services despite increased caller wait times and caller abandonment rate times created by the increase call demand.

**H1N1 and Flu Related Calls:** 2-1-1 Helpline update the resource database to include information on seasonal flu vaccinations and the distribution of H1NI vaccine. The Oklahoma State Department of Health is operating a 1-800 flu information hotline for public health information and flu related information other than locations vaccination sites. In October, 2-1-1 Helpline began tracking the number of H1N1 and Flu related inquiries and has responded to more than 400 flu related calls (October 289 and November 137, December 55).

**Holiday Programs:** 2-1-1 provides updated holiday assistance information to callers via recorded messages, Service Specialist assistance and downloadable pdfs through the website. In the months of October, November and December, 2-1-1 has responded to over 5,400 holiday assistance requests including 2,544 callers receiving assistance through the holiday recorded message.

**Calling for 2-1-1 Act:** U.S. Representatives Dan Boren and John Sullivan, both of whom represent communities in 2-1-1 Helpline's service area, have recently signed on as co-sponsors of the "Calling for 2-1-1" Act. This brings the total number of cosponsors in the House of Representatives to 175. Recognition is also due to the Oklahoma State Legislature, which unanimously passed a resolution supporting the Calling for 2-1-1 Act. Special thanks go to Representative Ron Peters and Senator Patrick Anderson for sponsoring the resolution.

**Recognition of 2-1-1 Oklahoma Director:** At the Community Service Council's Annual Meeting on December 9, 2-1-1 Oklahoma Director Lori Linstead was recognized for her pivotal role in advancing the 2-1-1 movement in the state and nation. "Lori's work has enhanced the quality of the 2-1-1 program statewide," said 2-1-1 Helpline Director Jim Lyall. "Her utilization of strategic planning, emphasis on universal call reporting and focus on educating state and federal elected officials have improved the performance of the entire Oklahoma 2-1-1 system."