

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

**FOR THE MONTH/YEAR: November2008  
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	17	0.19%
CHEROKEE	42	0.48%
CREEK	324	3.71%
MC INTOSH	9	0.10%
MUSKOGEE	98	1.12%
OKFUSKEE	4	0.05%
OKMULGEE	56	0.64%
OSAGE	85	0.97%
ROGERS	108	1.24%
SEQUOYAH	17	0.19%
TULSA	7,464	85.52%
WAGONER	57	0.65%
Not 211 Helpline	104	1.19%
Not OK	97	1.11%
Unknown	246	2.82%
Total Contacts-Iris Records	<b>8,728</b>	100.00%

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

Type of Contact	# of Calls	% of Total
Advocacy (Connects caller to additional assistance)	12	0.11%
Crisis (Mental health or life threatening intervention and connection to emergency services)	8	0.07%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	2,823	25.79%
Problem Solving (Intervention or redirection of callers with emotional distress or complex issues)	110	1.00%
Referral (Includes assessment of caller need and referral)	5,775	52.75%
Caller Contact Records	<b>8,728</b>	
Other-Non Transactional Call Records	589	5.38%
Total Call Records	<b>9,317</b>	
Caller Contact-Holiday Message Only	<b>1,631</b>	14.90%
Total Connected Calls	<b>10,948</b>	100.00%

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**CALL CENTER MANAGEMENT STATISTICS**

**CALL VOLUME BY HOUR AND PERCENT (IRIS 3.0 call frequency report):**

<b>Hour of Calls</b>	<b># of Calls</b>	<b>%</b>
12:00 – 12:59AM	52	0.56%
1:00 -1:59AM	19	0.20%
2:00 – 2:59AM	20	0.21%
3:00 – 3:59AM	33	0.35%
4:00 – 4:59AM	20	0.21%
5:00 – 5:59AM	18	0.19%
6:00 – 6:59AM	76	0.82%
7:00 – 7:59AM	254	2.73%
8:00 – 8:59AM	798	8.56%
9:00 – 9:59AM	1094	11.74%
10:00 – 10:59AM	1149	12.33%
11:00 – 11:59AM	1020	10.95%
12:00 – 12:59PM	930	9.98%
1:00 – 1:59PM	883	9.48%
2:00 – 2:59PM	833	8.94%
3:00 – 3:59PM	717	7.70%
4:00 – 4:59PM	516	5.54%
5:00 – 5:59PM	224	2.40%
6:00 – 6:59PM	158	1.70%
7:00 – 7:59PM	123	1.32%
8:00 – 8:59PM	101	1.08%
9:00 – 9:59PM	94	1.01%
10:00 – 10:59PM	104	1.12%
11:00 – 11:59PM	81	0.87%
Total Call Records	<b>9317</b>	<b>100.00%</b>

**CALL MANAGEMENT METRICS**

<b>Metric</b>		<b>GOAL</b>
Average Speed of Answering Calls: Average time that caller is in message queue prior to connection to a call specialist	32 seconds	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	9.0 %	≤ 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 29 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 54 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	5,775		
Random Calls Flagged for Quality Service Follow Up	313	5% of 5,775	5%
Number of Outgoing Calls Made for Follow Up	531		
Callers Contacted For Follow Up	110	2% of 5,775	2%
Average Number of Days Between Original Call and Successful Follow Up Contact	20		15
<b>Results of Quality Service Follow Up</b>	<b>#</b>	<b>%</b>	<b>Goal</b>
Callers Expressing Satisfaction with 211 Services	108	98% of 110	85%
Callers Not Contacting Referral Agency	28	15% of 110	<20%
Callers Contacting Referral Agency	82	75% of 110	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	46	56% of 82	70%
Callers Contacting Agency Not Receiving Desired Services	36	44% of 82	<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	8		
Successful Verification of Connection to Crisis Services	6	75% of 8	70%
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	2 declined	25% of 8	<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	26		
Number of Outgoing Calls Made for At-risk Follow Up	45		
Percentage of Callers Flagged Contacted For At-Risk Follow Up	20	77% of 26	
Average Number of Days Between Original Call and Successful Follow Up Contact	2		3
<b>Results of At-Risk Follow Up</b>	<b>#</b>	<b>%</b>	<b>Goal</b>
Callers Expressing Satisfaction with 211 Services	20	100% of 20	85%
Callers Not Contacting Referral Agency	2	10% of 20	<20%
Callers Contacting Referral Agency	18	90% of 20	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	16	89% of 18	70%
Callers Contacting Agency Not Receiving Desired Services	2	11% of 18	<30%

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

<b>Language and Translation &amp; Percent of Contacts</b>	<b>#</b>	<b>% of Contacts</b>
Non-English Calls Total	149	2% of 8,728
Spanish Language Calls	149	2% of 8,728
Other Non-English Calls		
Calls Taken by Bilingual Call Specialists	81	
Calls Translated by Tele-Interpreter Service	67	
Calls Translated by 3rd Party Interpreter on Call	1	
Deaf Translation Calls Using 7-1-1 Relay Service		

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

<b>Caller Need/Request</b>	<b>#</b>	<b>% of Total Requests</b>
	Request	%
Request for Agency Contact w/o specified need	2,914	25.74%
Financial Assistance	1,868	16.50%
Utilities	1,274	
Rent/Housing Exp	458	
Gas/Car Repair/Bus	54	
Other	82	
Health Care and Medical Treatment	1055	9.32%
Food Requests	731	6.46%
Holiday Assistance*	2,911	25.71%
Government & Public Services	365	3.22%
Mental Health/Substance Abuse/Crisis	369	3.26%
Clothing and Household	405	3.58%
Housing & Shelter	414	3.66%
Legal Issues	292	2.58%
Transportation	96	0.85%
Other Requests	802	7.08%
Total Call Requests	12,222	100.00%

**\*Holiday Assistance includes callers accessing Holiday Assistance Message**

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**TOP 15 REFERRALS CATEGORIZED BY AGENCY TYPE:**

**Each caller may have multiple referrals.**

<b>Service – Location ( Agency Name)</b>	<b># Referrals</b>	<b>Agency Type</b>
Utility Assistance.-Tulsa (Salvation Army Center/Hope)	740	Faith Based
Utility Assistance –Tulsa (John 3:16 Mission)	603	Faith Based
Utility Assistance -Tulsa (Boston Ave Helping Hands)	591	Faith Based
Utility Assistance -Tulsa (Neighbor for Neighbor)	534	Non Profit
Utility Assistance-Tulsa (First Baptist Church)	485	Faith Based
Christmas Toys for Tots-Tulsa ( Battle Creek Church)	483	Faith Based
Christmas Gifts/Dinner-Tulsa (Dream Center)	476	Faith Based
Thanksgiving Baskets-Tulsa (John 3:16 Mission)	382	Faith Based
Utilities -Tulsa-Tulsa (Open Bible Fellowship)	350	Faith Based
Rent Assistance-Tulsa (Restore Hope Ministries)	245	Faith Based
Rent Assistance –Tulsa (Boston Ave Helping Hands)	216	Faith Based
Mobile Clinics-Tulsa (Good Samaritan)	204	Faith Based
Emergency Food-Tulsa (Catholic Charities)	203	Faith Based
Dental Assistance-Tulsa (Morton)	158	Public
Food Pantry-Tulsa (Park Plaza Church of Christ)	156	Faith Based
Other referrals	12,804	
<b>Total Referrals</b>	<b>18,630</b>	

**Notes and Seasonal Programs:**

**Holiday Assistance Recorded Messages:** In November, 2-1-1 Helpline added an option for callers to listen to a recorded message of Tulsa County Holiday assistance. Callers could opt back into the 2-1-1 call queue at any time during this message. 2,365 callers accessed the 2-1-1 Helpline holiday message option with 734 callers opting back to the 2-1-1 call queue to speak to a service specialist. 1,631 callers received the holiday service information only via the holiday message option.

**Call Volumes and Caller Needs.** 2-1-1 Helpline’s call volume (including the 1,631 callers accessing the holiday message option) approached 11,000 connected calls, breaking previous call volume records in a non-disaster response period. 2-1-1 Helpline has begun surveying a random sample of callers requesting assistance with basic needs (food, clothing, housing expenses and emergency shelter) in order to have a baseline data for tracking trends related to economic conditions. Early data indicates that both the number of people needing first time assistance and the amount of assistance needed has increased.

**After Hours 2-1-1 Service Agreement.** In addition to contracted holiday and after-hours service coverage 2-1-1 Helpline provided additional coverage for First Call staff leave. 2-1-1 responded to 105 call contacts from the First Call 2-1-1 service area from November 1st through November 31st. Calls from the First Call service area are recorded in the First Call database.

**Transition to Iris 4.0.** 2-1-1 Helpline has completed taxonomy work required to migrate to IRIS 4. Installed, tested and migrated IRIS 3 data to IRIS 4. 2-1-1 Helpline service specialist staff will begin using Iris 4.0 for caller service records on 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.