

MONTHLY 2-1-1 CALL CENTER REPORTING, *ctd.*
FOR THE MONTH/YEAR: October 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	14	0.11%
CHEROKEE	58	0.45%
CRAIG	26	0.20%
CREEK	433	3.38%
DELAWARE	41	0.32%
MAYES	79	0.62%
MC INTOSH	34	0.27%
MUSKOGEE	174	1.36%
NOWATA	15	0.12%
OKFUSKEE	8	0.06%
OKMULGEE	117	0.91%
OSAGE	131	1.02%
OTTAWA	74	0.58%
ROGERS	172	1.34%
SEQUOYAH	43	0.34%
TULSA	10011	78.05%
WAGONER	98	0.76%
WASHINGTON	229	1.79%
Other OK	121	0.94%
Not OK	65	0.51%
Unknown Location	883	6.88%
Total Calls	12,826	100.00%

TOTAL NUMBER OF CONNECTED CALLS THIS MONTH BREAKDOWN

Type of Contact	# of Calls	% of Total
Advocacy (Connects caller to additional assistance)	6	0.05%
Assessment and Referral (Includes assessment of caller need and referral)	7,877	61.41%
Crisis (Mental health or life threatening intervention and connection to emergency services)	7	0.05%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	4,116	32.09%
Listening/Support (Support or redirection of callers with emotional distress or complex issues)	134	1.04%
Total Caller Contacts	12140	
Other (Administrative, prank, hang-ups)	686	5.35%
Total Calls	12,826	100.00%

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HOLIDAY MESSAGE CONTACTS

Holiday Message- Information Only	520
Total Calls plus Holiday Message Only Calls	13,346

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	58	0.45%
1:00 -1:59AM	48	0.37%
2:00 – 2:59AM	29	0.23%
3:00 – 3:59AM	23	0.18%
4:00 – 4:59AM	16	0.12%
5:00 – 5:59AM	24	0.19%
6:00 – 6:59AM	57	0.44%
7:00 – 7:59AM	226	1.76%
8:00 – 8:59AM	964	7.52%
9:00 – 9:59AM	1348	10.51%
10:00 – 10:59AM	1514	11.80%
11:00 – 11:59AM	1391	10.85%
12:00 – 12:59PM	1297	10.11%
1:00 – 1:59PM	1359	10.60%
2:00 – 2:59PM	1175	9.16%
3:00 – 3:59PM	1097	8.55%
4:00 – 4:59PM	776	6.05%
5:00 – 5:59PM	420	3.27%
6:00 – 6:59PM	284	2.21%
7:00 – 7:59PM	232	1.81%
8:00 – 8:59PM	153	1.19%
9:00 – 9:59PM	146	1.14%
10:00 – 10:59PM	118	0.92%
11:00 – 11:59PM	71	0.55%
Total Call Records	12,826	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 32 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 16 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 17 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	7,877		
Random Calls Flagged for Quality Service Follow Up	533	7% of 7877	5%
Number of Outgoing Calls Made for Follow Up	520		
Callers Contacted For Follow Up	143	2% of 7877	2%
Average Number of Days Between Original Call and First Contact-	17		15
Results of Quality Service Follow Up			Goal
Callers Expressing Satisfaction with 211 Services	143	100% of 143	85%
Callers Not Contacting Referral Agency	23	16% of 143	<20%
Callers Contacting Referral Agency	120	84 % of 143	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	91	76% of 120	70%
Callers Contacting Agency Not Receiving Desired Services	29	24% of 120	<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	7		
Successful Verification of Connection to Crisis Services	4	57	70%
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	3	43%	<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	14		
Number of Outgoing Calls Made for At-risk Follow Up	25		
Percentage of Callers Flagged Contacted For At-Risk Follow Up	9	64% of 14	
Average Number of Days Between Original Call and First Contact	14		3
Results of At-Risk Follow Up	#	%	Goal
Callers Expressing Satisfaction with 211 Services	100	100% of 9	85%
Callers Not Contacting Referral Agency	0	0% of 9	<20%
Callers Contacting Referral Agency	9	100% of 9	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	7	78% of 9	70%
Callers Contacting Agency Not Receiving Desired Services	2	22% 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	207	1.61%
Spanish Language Calls	207	1.61%
Other Non-English Calls	0	0.00%
% Non English Calls Taken by Bilingual Call Specialists	109	53% of Spanish Calls
% Non English Calls Translated by Tele-Interpreter	92	44% of Spanish calls
% Non English Calls Translated by 3rd Party on Call	6	3% of Spanish Calls
Deaf Translation Calls Using 7-1-1 Relay Service		less than 1%

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	4206	28.81%
Financial Assistance	3115	21.34%
Utilities	1908	
Rent/Housing Exp	900	
Gas/Car Repair/Bus	131	
Other	176	
Health Care	1820	12.47%
Other Requests	1291	8.84%
Food Requests	966	6.62%
Holiday Assistance	704	4.82%
Housing & Shelter	610	4.18%
Clothing and Household	535	3.66%
Mental Health/Substance Abuse/Crisis	492	3.37%
Government & Public Services	492	3.37%
Legal Issues	369	2.53%
Total Call Requests	14,600	100.00%

Notes and Seasonal Programs:

Call Volumes and Caller Needs.

Oct-08	9,691	
Oct-09	13,346	
Increase	3,655	38%

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 driven call volumes to over 13,000 calls in the month of October. Spanish speaking callers exceeded 200 calls for the first time this month, more than double the October 2008 number of Spanish speaking callers.

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H1N1 and Flu Related Calls: 2-1-1 Helpline update the resource database to include information on seasonal flu vaccinations and the distribution of H1N1 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, 211 Helpline began tracking the number of H1N1 and Flu related inquiries.

Flu Related Type of Contact	# of Calls	% of Total
Assessment and Referral (Includes assessment of caller need and referral)	215	78%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	58	22%
Total Calls	273	100.00%

Flu Related Caller Needs*	#	%
Each call may have more than one need		
Immunization	169	60%
Testing & Treatment	67	24%
Health Info/contact info	45	16%
Total Caller Needs	281	

Flu Related Calls by COUNTY	#	%
ADAIR	0	0.00%
CHEROKEE	0	0.00%
CRAIG	6	2.20%
CREEK	0	0.00%
DELAWARE	2	0.73%
MAYES	0	0.00%
MC INTOSH	3	1.10%
MUSKOGEE	5	1.83%
NOWATA	0	0.00%
OKFUSKEE	0	0.00%
OKMULGEE	0	0.00%
OSAGE	4	1.47%
OTTAWA	8	2.93%
ROGERS	3	1.10%
SEQUOYAH	0	0.00%
TULSA	223	81.68%
WAGONER	9	3.30%
WASHINGTON	3	1.10%
Other OK	4	1.47%
Unknown Location	3	1.10%
Total Calls	273	100.00%

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Holiday Programs: The 2-1-1 Helpline Resource Department updated the resource database with Thanksgiving and holiday assistance program information. In addition to dialing 2-1-1 the public and agencies can access holiday assistance information through the 2-1-1 Helpline website, distributed through 2-1-1 Helpline newsletters. Many of the Tulsa area Thanksgiving basket and holiday gift assistance programs have early November sign up deadlines. In mid October 2-1-1 Helpline added a Holiday message option for callers to hear a recorded message of Holiday assistance in the Tulsa County area. Callers can opt back into the 2-1-1 call queue from the message queue if they need additional information. The total requests for holiday assistance in October was 1,224, including 704 inquiries to 2-1-1 Service Specialists and 520 callers receiving holiday information assistance through the recorded message only.

Homeless Prevention and Rapid Re-Housing (HPRP). October 1st was the start date of HPRP, a federally funded stimulus program targeting families and individuals imminently at risk of becoming homeless and currently homeless. Although, 2-1-1 Helpline is not funded as a HPRP hotline service and the 2-1-1 number is not promoted in media for HPRP assistance, 2-1-1 has experienced a surge of inquiries related to HPRP assistance. Requests for financial assistance with rent and utility payments increased by 24% over last month. The 2-1-1 Helpline Resource Department updated the resource database with program information for HPRP services available in the 18 county service area. In the Tulsa area, The Day Center for The Homeless is the administrator of the HPRP program. 2-1-1 Helpline made 917 referrals to the Day Center HPRP program in October.