

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

FOR THE MONTH/YEAR: October, 2007
211 HELPLINE

CALL CENTER: 2-1-1 Tulsa 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	# of Calls	% of Calls
ADAIR	5	0.06%
CHEROKEE	19	0.24%
CREEK	301	3.75%
MC INTOSH	10	0.12%
MUSKOGEE	77	0.96%
OKFUSKEE	3	0.04%
OKMULGEE	60	0.75%
OSAGE	62	0.77%
ROGERS	127	1.58%
SEQUOYAH	4	0.05%
TULSA	6838	85.22%
WAGONER	78	0.97%
Other OK	86	1.07%
Outside OK	47	0.59%
Unknown	307	3.83%
Total Contacts	8024	100.00%

TOTAL NUMBER OF INCOMING CALLS THIS MONTH BREAKDOWN

Type of Contact	# of Calls	% of Total
Advocacy (Connects caller to additional assistance)	8	0.09%
Crisis (Mental health or life threatening intervention and connection to emergency services)	12	0.15%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	2898	33.66%
Problem Solving (Intervention or redirection of callers with emotional distress or complex issues)	125	1.45%
Referral (Includes assessment of caller need and referral)	4980	57.85%
Subtotal of October 2007 Incoming Caller Contacts	8024	93.20%
Dropped Calls	30	0.35%
Hang-up/Prank	300	3.48%
Staff Call-In	46	0.53%
Wrong Number (Caller states that he/she has reached the wrong number)	209	2.43%
Total Incoming Calls for October 2007	8609	100%

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CALL CENTER MANAGEMENT STATISTICS

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

Hour of Calls	Number of Calls	% of Total Calls
12:00 – 12:59AM	35	0.41%
1:00 -1:59AM	20	0.23%
2:00 – 2:59AM	13	0.15%
3:00 – 3:59AM	18	0.21%
4:00 – 4:59AM	16	0.19%
5:00 – 5:59AM	16	0.19%
6:00 – 6:59AM	40	0.46%
7:00 – 7:59AM	145	1.68%
8:00 – 8:59AM	647	7.52%
9:00 – 9:59AM	914	10.62%
10:00 – 10:59AM	1035	12.02%
11:00 – 11:59AM	951	11.05%
12:00 – 12:59PM	870	10.11%
1:00 – 1:59PM	895	10.40%
2:00 – 2:59PM	829	9.63%
3:00 – 3:59PM	705	8.19%
4:00 – 4:59PM	484	5.62%
5:00 – 5:59PM	279	3.24%
6:00 – 6:59PM	195	2.27%
7:00 – 7:59PM	132	1.53%
8:00 – 8:59PM	125	1.45%
9:00 – 9:59PM	108	1.25%
10:00 – 10:59PM	83	0.96%
11:00 – 11:59PM	54	0.63%

8609 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	22 seconds	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	7%	≤ 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 minute 6 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 minutes 19 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	4980		
Random Calls Flagged for Quality Service Follow Up	363	7%	5%
Number of Outgoing Calls Made for Follow Up	469		
Callers Contacted For Follow Up	154	3%	2%
Average Number of Days Between Original Call and Successful Follow Up Contact	16		
Results of Quality Service Follow Up	#	%	Goal
Callers Expressing Satisfaction with 211 Services	151	98%	85%
Callers Not Contacting Referral Agency	16	10%	
Callers Contacting Referral Agency	138	90%	
Callers Contacting Referral Agency Who Received Services Including Those with Applications Pending	98	71%	70%
Callers Contacting Agency Who Did Not Receive Desired Services	40	29%	

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	7	60%	50%
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	5	40%	

Enhanced Service At-Risk Call Follow Up: *Follow up services provided 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	27		
Number of Outgoing Calls Made for At-risk Follow Up	35		
Percentage of Callers Flagged Contacted For At-Risk Follow Up	24	89%	
Average Number of Days Between Original Call and Successful Follow Up Contact	14		
Results of At-Risk Follow Up	#	%	Goal
Callers Expressing Satisfaction with 211 Services	24	100%	85%
Callers Not Contacting Referral Agency	2	8%	
Callers Contacting Referral Agency	22	92%	
Callers Contacting Referral Agency Who Received Services Including Those with Applications Pending	21	95%	70%
Callers Contacting Agency Who Did Not Receive Desired Services	1	5%	

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NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS

Metric and Percentage of Call Contacts	#	%
Non-English Calls Total	84	1%
Spanish Language Calls	84	1%
Other Non-English Calls	0	0%
Calls Taken by Bilingual Call Specialists	75	>1%
Calls Translated by Tele-Interpreter Service	7	>1%
Calls Translated by 3 rd Party Interpreter on Call	2	>1%
Deaf Translation Calls Using 7-1-1 Relay Service	0	0%

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

Caller Need/Request	# of Request
Request for Agency Contact Information*	2,465
Financial Assistance	2,106
Utilities	1394
Rent	333
Gas/Car Repair/Bus	100
Other	244
Health Care and Medical Treatment	1,355
Food Requests	723
Mental Health/Substance Abuse/Crisis	516
Housing & Shelter	411
Government Information Requests	388
Legal Issues	379
Clothing and Household	359
Holiday Assistance	285

* Requests for agency contact information and caller does not specify a specific need

TOP 15 REFERRALS CATEGORIZED BY AGENCY TYPE:

Service – Location (Agency Name)	# Referrals	Agency Type
Utility Assistance.-Tulsa (Salvation Army Center/Hope)	787	Faith Based
Utility Assistance -Tulsa (Boston Ave Helping Hands	689	Faith Based
Temporary Utility Assistance –Tulsa (Neighbor for Neighbor	672	Non Profit
Utility Assistance –Tulsa (John 3:16 Mission)	630	Faith Based
Mobile Clinic-Tulsa (Good Samaritan)	266	Faith Based
Rent Assistance –Tulsa (Restore Hope Ministry)	261	Faith Based
Rent Assistance- Tulsa (Boston Ave Helping Hands)	245	Faith Based
Free Directory Assistance (National Directory)	204	Non Profit
Emergency Food-Tulsa (Catholic Charities)	191	Faith Based
Emergency Food-Tulsa (Christ for Humanity)	165	Faith Based
Christmas Assistance –Tulsa (Salvation Army Center of Hope)	158	Faith Based
Bedlam Clinic-Tulsa (OU)	146	Government
Emergency Food – Tulsa (John 3:16 Mission)	140	Faith Based
Intake Hotline Legal Aid –Tulsa (Legal Aid Services)	139	Non Profit
Dental Clinic –Tulsa (Neighbor for Neighbor)	133	Non Profit

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Notes and Seasonal Programs:

In October, 2-1-1 Helpline updated holiday assistance programs in the resource database and distributed holiday assistance resource lists through the 2-1-1 Helplines and News Flash publications. Requests for holiday assistance information in October have doubled over the same period in 2006.