

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

FOR THE MONTH/YEAR: December 2008
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	18	0.20%
CHEROKEE	51	0.56%
CREEK	297	3.27%
MC INTOSH	34	0.37%
MUSKOGEE	84	0.93%
OKFUSKEE	4	0.04%
OKMULGEE	74	0.82%
OSAGE	67	0.74%
ROGERS	143	1.58%
SEQUOYAH	14	0.15%
TULSA	7779	85.71%
WAGONER	69	0.76%
Not 211 Helpline	122	1.34%
Not OK	120	1.32%
Unknown	200	2.20%
Total Contacts-Iris Records	9076	100.00%

TOTAL NUMBER OF INCOMING CALLS THIS MONTH BREAKDOWN

Type of Contact	# of Calls	% of Total
Advocacy (Connects caller to additional assistance)	7	0.06%
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)	3,628	32.15%
Problem Solving (Intervention or redirection of callers with emotional distress or complex issues)	117	1.04%
Referral (Includes assessment of caller need and referral)	5,319	47.13%
Caller Contact Records	9076	
Other-Non Transactional Call Records	540	4.79%
Total Call Records	9,616	
Caller Contact-Holiday Message Only	1,669	14.79%
Total Connected Calls	11,285	100.00%

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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	41	0.43%
1:00 -1:59AM	29	0.30%
2:00 – 2:59AM	22	0.23%
3:00 – 3:59AM	19	0.20%
4:00 – 4:59AM	12	0.12%
5:00 – 5:59AM	28	0.29%
6:00 – 6:59AM	54	0.56%
7:00 – 7:59AM	226	2.35%
8:00 – 8:59AM	742	7.72%
9:00 – 9:59AM	1100	11.44%
10:00 – 10:59AM	1123	11.68%
11:00 – 11:59AM	1079	11.22%
12:00 – 12:59PM	983	10.22%
1:00 – 1:59PM	939	9.76%
2:00 – 2:59PM	940	9.78%
3:00 – 3:59PM	844	8.78%
4:00 – 4:59PM	552	5.74%
5:00 – 5:59PM	225	2.34%
6:00 – 6:59PM	155	1.61%
7:00 – 7:59PM	142	1.48%
8:00 – 8:59PM	109	1.13%
9:00 – 9:59PM	107	1.11%
10:00 – 10:59PM	85	0.88%
11:00 – 11:59PM	60	0.62%
Total Call Records	9616	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	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	6%	≤ 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 15seconds	
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 37seconds	

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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	5,319		
Random Calls Flagged for Quality Service Follow Up	227	4% of 5,319	5%
Number of Outgoing Calls Made for Follow Up	379		
Callers Contacted For Follow Up	88	2% of 5,319	2%
Average Number of Days Between Original Call and Successful Follow Up Contact	17		15
Results of Quality Service Follow Up	#	%	Goal
Callers Expressing Satisfaction with 211 Services	88	100% of 88	85%
Callers Not Contacting Referral Agency	25	28% of 88	<20%
Callers Contacting Referral Agency	63	72% of 88	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	41	65% of 63	70%
Callers Contacting Agency Not Receiving Desired Services	22	35% of 63	<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	4		
Successful Verification of Connection to Crisis Services	4	100% of 4	70%
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	0	0%	<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	36		
Number of Outgoing Calls Made for At-risk Follow Up	63		
Percentage of Callers Flagged Contacted For At-Risk Follow Up	25	69% of 36	
Average Number of Days Between Original Call and Successful Follow Up Contact	2		3
Results of At-Risk Follow Up	#	%	Goal
Callers Expressing Satisfaction with 211 Services	24	96% of 25	85%
Callers Not Contacting Referral Agency	5	20% of 25	<20%
Callers Contacting Referral Agency	20	80% of 25	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	18	90% of 20	70%
Callers Contacting Agency Not Receiving Desired Services	2	10% of 20	<30%

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NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS

Language and Translation & Percent of Contacts	#	% of Contacts
Non-English Calls Total	125	1.38%
Spanish Language Calls	125	1.38%
Other Non-English Calls	0	
Calls Taken by Bilingual Call Specialists	85	0.64%
Calls Translated by Tele-Interpreter Service	40	0.44%
Calls Translated by 3rd Party Interpreter on Call	0	
Deaf Translation Calls Using 7-1-1 Relay Service	0	

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

Caller Need/Request	#	% of Total Requests
	Request	%
Request for Agency Contact w/o specified need	3,635	29.75%
Financial Assistance	1,812	14.83%
Utilities	1154	
Rent/Housing Exp	506	
Gas/Car Repair/Bus	48	
Other	143	
Health Care and Medical Treatment	1002	8.20%
Food Requests	761	6.23%
Holiday Assistance*	2343	19.17%
Government & Public Services	355	2.91%
Mental Health/Substance Abuse/Crisis	394	3.22%
Clothing and Household	406	3.32%
Housing & Shelter	409	3.35%
Legal Issues	253	2.07%
Transportation	81	0.66%
Other Requests	769	6.29%
Total Call Requests	12220	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.

Service – Location (Agency Name)	# Referrals	Agency Type
Utility Assistance.-Tulsa (Salvation Army Center/Hope)	676	Faith Based
Utility Assistance -Tulsa (Boston Ave Helping Hands)	537	Faith Based
Utility Assistance –Tulsa (John 3:16 Mission)	519	Faith Based
Utility Assistance -Tulsa (Neighbor for Neighbor)	427	Non Profit
Utility Assistance-Tulsa (First Baptist Church)	418	Faith Based
Christmas Gifts/Dinner-Tulsa (Dream Center)	399	Faith Based
Rent Assistance –Tulsa (Boston Ave Helping Hands)	311	Faith Based
Rent Assistance-Tulsa (Restore Hope Ministries)	248	Faith Based
Mobile Clinics-Tulsa (Good Samaritan)	243	Faith Based
Emergency Food-Tulsa (John 3:16 Mission)	189	Faith Based
Food Pantry-Tulsa (Park Plaza Church of Christ)	173	Faith Based
Emergency Food-Tulsa (Catholic Charities)	169	Faith Based
Food Pantry-Tulsa (Christ for Humanity)	165	Faith Based
Emergency Assistance-Tulsa (Infant Services)	159	Non Profit
Toys for Tots-Tulsa Area (Church at Battle Creek)	145	Faith Based
Other referrals	12,609	
Total Referrals	17,387	

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. 2,688 callers accessed the 2-1-1 Helpline holiday message option with 1,019 callers opting back to the 2-1-1 call queue to speak to a service specialist. 1,669 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 1,669 callers accessing the holiday message option) exceeded 11,000 connected calls for the first time in a non-disaster period. In 2008, Helpline provided information and referral assistance for 109,729 inquirers. 2-1-1 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 Bartlesville staff leave. 2-1-1 responded to 109 call contacts from the First Call 2-1-1 service area from December 1st through December 31st. Calls from the First Call service area are recorded in the First Call database.

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.