

MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.
FOR THE MONTH/YEAR: February 2010
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	9	0.09%
CHEROKEE	60	0.58%
CRAIG	20	0.19%
CREEK	387	3.72%
DELAWARE	42	0.40%
MAYES	70	0.67%
MC INTOSH	41	0.39%
MUSKOGEE	145	1.39%
NOWATA	7	0.07%
OKFUSKEE	13	0.12%
OKMULGEE	107	1.03%
OSAGE	104	1.00%
OTTAWA	68	0.65%
ROGERS	129	1.24%
SEQUOYAH	36	0.35%
TULSA	8110	77.96%
WAGONER	82	0.79%
WASHINGTON	175	1.68%
Other OK	85	0.82%
Not OK	43	0.41%
Unknown Location	670	6.44%
Total Calls	10403	100.00%

TOTAL NUMBER OF CONNECTED CALLS THIS MONTH BREAKDOWN

Type of Contact	# of Calls	% of Total
Advocacy (Connects caller to additional assistance)	6	0.06%
Assessment and Referral (Includes assessment of caller need and referral)	5,587	53.71%
Crisis (Mental health or life threatening intervention and connection to emergency services)	7	0.07%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	4,180	40.18%
Listening/Support (Support or redirection of callers with emotional distress or complex issues)	157	1.51%
Total Caller Contacts	9937	
Other (Administrative, prank, hang-ups)	466	4.48%
Total Calls Records	10403	
Total Calls Records	10403	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	51	0.49%
1:00 -1:59AM	36	0.35%
2:00 – 2:59AM	27	0.26%
3:00 – 3:59AM	18	0.17%
4:00 – 4:59AM	26	0.25%
5:00 – 5:59AM	28	0.27%
6:00 – 6:59AM	61	0.59%
7:00 – 7:59AM	257	2.47%
8:00 – 8:59AM	839	8.07%
9:00 – 9:59AM	1141	10.97%
10:00 – 10:59AM	1163	11.18%
11:00 – 11:59AM	1101	10.58%
12:00 – 12:59PM	1016	9.77%
1:00 – 1:59PM	1102	10.59%
2:00 – 2:59PM	944	9.08%
3:00 – 3:59PM	884	8.50%
4:00 – 4:59PM	617	5.93%
5:00 – 5:59PM	321	3.09%
6:00 – 6:59PM	236	2.27%
7:00 – 7:59PM	152	1.46%
8:00 – 8:59PM	131	1.26%
9:00 – 9:59PM	110	1.06%
10:00 – 10:59PM	74	0.71%
11:00 – 11:59PM	67	0.64%
Total Call Records	10402	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	90 seconds	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	12%	≤ 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 minutes 7 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 4 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	5,587		
Random Calls Flagged for Quality Service Follow Up	359	6% of 5587	5%
Number of Outgoing Calls Made for Follow Up	558		
Callers Contacted For Follow Up*	156	3% of 5587	2%
Average Number of Days Between Original Call and First Contact-	16		15
Results of Quality Service Follow Up			Goal
Callers Expressing Satisfaction with 211 Services	156	100% of 156	85%
Callers Not Contacting Referral Agency	24	15% of 156	<20%
Callers Contacting Referral Agency	132	85% of 156	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	96	73% of 156	70%
Callers Contacting Agency Not Receiving Desired Services	36	27% of 156	<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	5	71%	70%
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	2	29%	<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 Advocacy Calls	7		
Number of Callers Flagged for At-Risk Follow Up	13		
Number of Outgoing Calls Made for At-risk Follow Up	24		
Percentage of Callers Flagged Contacted For At-Risk Follow Up	9	69% of 13	70%
Average Number of Days Between Original Call and First Contact	4		3
Results of At-Risk Follow Up	#	%	Goal
Callers Expressing Satisfaction with 211 Services	9	100% of 9	85%
Callers Not Contacting Referral Agency	2	22% of 9	<20%
Callers Contacting Referral Agency	7	78% of 9	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	7	100% of 7	70%
Callers Contacting Agency Not Receiving Desired Services	0	0% of 7	<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	180	1.58% of total calls
Spanish Language Calls	180	1.58% of total calls
Other Non-English Calls or Deaf Translation	0	0.00%
% Non English Calls Taken by Bilingual Call Specialists	54	30.00%of Spanish Calls
% Non English Calls Translated by Tele-Interpreter	123	68.33% of Spanish Calls
% Non English Calls Translated by 3rd Party on Call	3	1.67% of Spanish Calls
Deaf Translation Calls Using 7-1-1 Relay Service	0	

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	21	0.18%
Clothing/Personal/Household	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	287	2.53%
Disaster Services	Disaster relief, shelter and recovery services	7	0.06%
Education	Education and Facilities, School supplies, tutoring	107	0.94%
Employment	Job training, career counseling, job search	91	0.80%
Food/Meal	Food pantries, meals and emergency infant services for formula and baby food	538	4.74%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1491	13.13%
Housing Expenses/Shelter	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	2346	20.66%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment, Taxes	480	4.23%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	138	1.22%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	3985	35.09%
Legal/Consumer/Public/Safety	Free or sliding scale legal assistance, Victim Services, Law Enforcement	582	5.12%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling, Case Management and Support Groups	587	5.17%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	486	4.28%
Transportation	Assistance with transportation or transportation for special needs,	167	1.47%
Volunteer/Donations	Volunteer and or Donation Opportunities	44	0.39%
	Total	11357	100.00%

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Notes and Seasonal Programs:

Call Volumes and Caller Needs.

February-09	9,372	
February-10	10,402	
Increase	1,030	11%

Primary request for assistance continues to be for basic needs, with requests for financial assistance for utility bill payments, rent and other housing related expenses as the number one request for financial assistance.

Tax Preparation Assistance: 2-1-1 Helpline updated resources information for Volunteer Income Tax Assistance (VITA) and other tax preparation assistance programs in the service area. 2-1-1 Helpline responded to 286 requests for free and low cost tax preparation assistance in January and 293 requests in February.

2-1-1 Day: National 2-1-1 Day. February 11th was national 2-1-1 Day. 2-1-1 Helpline participated in a legislative breakfast at the State Capitol sponsored by the 2-1-1 Oklahoma Collaborative. All legislators in 2-1-1 Helpline's 18-county service area received a visit and a package of information on 2-1-1 services.

Disaster Preparedness: In February, 2-1-1 Oklahoma was presented with two opportunities with the potential to expand 2-1-1's disaster response capacity. 2-1-1 Oklahoma submitted a telephone technology expansion proposal for inclusion in the Oklahoma Department of Health H1N1 public health emergency preparedness grant application to CDC. 2-1-1 Oklahoma is also working with Oklahoma Department of Emergency Management to formalize arrangements for 2-1-1 to provide hotline and public information services during state and federally declared disasters impacting the state. Staff from 2-1-1 Helpline and Heartline assisted Lori Linstead, 2-1-1 Director in drafting responses for these proposals.