

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

FOR THE MONTH/YEAR: March 2009
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	12	0.12%
CHEROKEE	48	0.49%
CREEK	347	3.57%
MC INTOSH	15	0.15%
MUSKOGEE	100	1.03%
OKFUSKEE	5	0.05%
OKMULGEE	71	0.73%
OSAGE	74	0.76%
ROGERS	144	1.48%
SEQUOYAH	36	0.37%
TULSA	7943	81.63%
WAGONER	82	0.84%
Other OK	163	1.68%
Not OK	36	0.37%
Unknown Location	654	6.72%
Total Call Records	9730	100.00%

TOTAL NUMBER OF CONNECTED CALLS THIS MONTH BREAKDOWN

Type of Contact	# of Calls	% of Total
Advocacy (Connects caller to additional assistance)	10	0.10%
Assessment and Referral (Includes assessment of caller need and referral)	5,401	55.51%
Crisis (Mental health or life threatening intervention and connection to emergency services)	9	0.09%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	3,692	37.94%
Listening/Support (Support or redirection of callers with emotional distress or complex issues)	147	1.51%
Total Caller Contacts	9259	95.16%
Other (Administrative, prank, hang-ups)	471	4.84%
Total Calls	9730	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	39	0.40%
1:00 -1:59AM	31	0.32%
2:00 – 2:59AM	35	0.36%
3:00 – 3:59AM	14	0.14%
4:00 – 4:59AM	27	0.28%
5:00 – 5:59AM	20	0.21%
6:00 – 6:59AM	36	0.37%
7:00 – 7:59AM	170	1.75%
8:00 – 8:59AM	645	6.63%
9:00 – 9:59AM	1017	10.45%
10:00 – 10:59AM	1071	11.01%
11:00 – 11:59AM	1078	11.08%
12:00 – 12:59PM	935	9.61%
1:00 – 1:59PM	981	10.08%
2:00 – 2:59PM	1057	10.86%
3:00 – 3:59PM	804	8.26%
4:00 – 4:59PM	655	6.73%
5:00 – 5:59PM	320	3.29%
6:00 – 6:59PM	201	2.07%
7:00 – 7:59PM	208	2.14%
8:00 – 8:59PM	137	1.41%
9:00 – 9:59PM	107	1.10%
10:00 – 10:59PM	66	0.68%
11:00 – 11:59PM	76	0.78%
Total Call Records	9730	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 36 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 11 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	5,401		
Random Calls Flagged for Quality Service Follow Up	262	5% of 5,401	5%
Number of Outgoing Calls Made for Follow Up	490		
Callers Contacted For Follow Up	118	2% of 5,401	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	118	100% of 118	85%
Callers Not Contacting Referral Agency	29	25% of 118	<20%
Callers Contacting Referral Agency	89	75% of 118	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	61	69% of 89	70%
Callers Contacting Agency Not Receiving Desired Services	28	31% of 89	<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	9		
Successful Verification of Connection to Crisis Services	7	78%	70%
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	2	22%	<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	26		
Number of Outgoing Calls Made for At-risk Follow Up	59		
Percentage of Callers Flagged Contacted For At-Risk Follow Up	16	62% of 26	
Average Number of Days Between Original Call and Successful Follow Up Contact	12		3
Results of At-Risk Follow Up	#	%	Goal
Callers Expressing Satisfaction with 211 Services	16	100% of 16	85%
Callers Not Contacting Referral Agency	3	19% of 16	<20%
Callers Contacting Referral Agency	13	81% of 16	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	10	77% of 13	70%
Callers Contacting Agency Not Receiving Desired Services	3	13% of 13	<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	117	1.20% of 9,730
Spanish Language Calls	117	1.20% of 9730
Other Non-English Calls	0	0.00%
Calls Taken by Bilingual Call Specialists	66	56.41% of 117
Calls Translated by Tele-Interpreter Service	41	35.04% of 117
Calls Translated by 3rd Party Interpreter on Call	9	7.69% of 117
Deaf Translation Calls Using 7-1-1 Relay Service	1	0.01% of 9,730

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		0.00%
Financial Assistance	1,750	15.74%
Utilities	1158	
Rent/Housing Exp	436	
Gas/Car Repair/Bus	56	
Other	100	
Health Care and Medical Treatment	1339	12.04%
Food Requests	635	5.71%
Government & Public Services	591	5.32%
Mental Health/Substance Abuse/Crisis	501	4.51%
Housing & Shelter	441	3.97%
Legal Issues	340	3.06%
Clothing and Household	330	2.97%
Transportation	140	1.26%
Other Requests	5,594	50.31%
Total Call Requests	10,661	104.88%

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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)	648	Faith Based
Utility Assistance -Tulsa (Boston Ave Helping Hands	537	Faith Based
Utility Assistance –Tulsa (John 3:16 Mission)	497	Faith Based
Utility Assistance -Tulsa (Neighbor for Neighbor)	452	Non Profit
Utility Assistance-Tulsa (First Baptist Church)	426	Faith Based
Mobile Clinics-Tulsa (Good Samaritan)	288	Faith Based
Bedlam Clinic-Tulsa (OU)	227	Government
Rent Assistance-Tulsa (Restore Hope Ministries)	222	Faith Based
Emergency Food-Tulsa (Catholic Charities)	217	Faith Based
Google 4-1-1	217	For Profit/Free Service
Dental Clinic-Tulsa (Neighbor for Neighbor)	198	Non Profit
Rent Assistance-Tulsa (Helping Hand Ministries)	195	Faith Based
Dental Clinic-Tulsa (Morton)	194	Non Profit
Directory Assistance-Free	158	Non Profit
Hotline-Tulsa (Legal Aid of Oklahoma)	145	Non Profit
Other referrals	13,450	
Total Referrals	18,071	

Notes and Seasonal Programs:

Call Volumes and Caller Needs. 2-1-1 Helpline’s 1st quarter call volume has increased by more than 9,000 calls over the same period in 2008. Requests for utility and rent assistance are typical drivers of call volumes in March. In a follow up survey to 202 callers requesting basic needs from November, 2008 to February 2009, 62% of the callers indicated that they had not previously requested assistance. Of those callers previously requesting assistance, 60% reported their need this time as twice as much or more.

After Hours 2-1-1 Service Agreement. 2-1-1 responded to 63 call contacts from the First Call 2-1-1 Bartlesville service area from March 1st through March 31st. Calls from the First Call service area are recorded in the First Call database.

Insure Tulsa: 2-1-1 Helpline coordinated efforts with “Insure Tulsa,” an initiative to enroll uninsured Tulsans in the Oklahoma Employee/Employer Partnership for Insurance Coverage (OEPIC). Over a nine day period, 2-1-1 Service Specialists surveyed callers regarding health insurance status. Callers without insurance were asked to participate in the Insure Tulsa survey. 374 surveys were conducted including callers requesting additional information about eligibility requirements for OEPIC insurance.