

MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.
FOR THE MONTH/YEAR: May 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	# of Calls	%
ADAIR	16	0.14%
CHEROKEE	60	0.54%
CRAIG	19	0.17%
CREEK	377	3.41%
DELAWARE	32	0.29%
MAYES	78	0.70%
MC INTOSH	38	0.34%
MUSKOGEE	199	1.80%
NOWATA	10	0.09%
OKFUSKEE	9	0.08%
OKMULGEE	95	0.86%
OSAGE	100	0.90%
OTTAWA	57	0.52%
ROGERS	136	1.23%
SEQUOYAH	28	0.25%
TULSA	8732	78.91%
WAGONER	75	0.68%
WASHINGTON	161	1.45%
Other OK	117	1.06%
Not OK	40	0.36%
Unknown Location	687	6.21%
Total Calls	11066	100.00%

TOTAL NUMBER OF CONNECTED CALLS THIS MONTH BREAKDOWN

Type of Contact	# of Calls	% of Total
Advocacy (Connects caller to additional assistance)	2	0.02%
Assessment and Referral (Includes assessment of caller need and referral)	6,658	60.17%
Crisis (Mental health or life threatening intervention and connection to emergency services)	8	0.07%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	3,741	33.81%
Listening/Support (Support or redirection of callers with emotional distress or complex issues)	171	1.55%
Total Caller Contacts	10580	
Other (Administrative, prank, hang-ups)	486	4.39%
Total Calls Records	11066	
Total Calls Records	11066	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	61	0.55%
1:00 -1:59AM	22	0.20%
2:00 – 2:59AM	22	0.20%
3:00 – 3:59AM	28	0.25%
4:00 – 4:59AM	26	0.23%
5:00 – 5:59AM	25	0.23%
6:00 – 6:59AM	99	0.89%
7:00 – 7:59AM	325	2.94%
8:00 – 8:59AM	1014	9.16%
9:00 – 9:59AM	1158	10.46%
10:00 – 10:59AM	1286	11.62%
11:00 – 11:59AM	1173	10.60%
12:00 – 12:59PM	1070	9.67%
1:00 – 1:59PM	1086	9.81%
2:00 – 2:59PM	985	8.90%
3:00 – 3:59PM	933	8.43%
4:00 – 4:59PM	463	4.18%
5:00 – 5:59PM	324	2.93%
6:00 – 6:59PM	298	2.69%
7:00 – 7:59PM	212	1.92%
8:00 – 8:59PM	169	1.53%
9:00 – 9:59PM	127	1.15%
10:00 – 10:59PM	89	0.80%
11:00 – 11:59PM	71	0.64%
Total Call Records	11066	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	59 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	1 minutes 48seconds	
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	6,658		
Random Calls Flagged for Quality Service Follow Up	443	7% of 6,658	5%
Number of Outgoing Calls Made for Follow Up	485		
Callers Contacted For Follow Up*	159	2% of 6,658	2%
Average Number of Days Between Original Call and First Contact-	13		15
Results of Quality Service Follow Up			Goal
Callers Expressing Satisfaction with 211 Services	159	100% of 159	85%
Callers Not Contacting Referral Agency	27	17% of 159	<20%
Callers Contacting Referral Agency	132	83% of 159	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	100	76% of 132	70%
Callers Contacting Agency Not Receiving Desired Services	32	24% of 132	<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	8		
Successful Verification of Connection to Crisis Services	6	75%	70%
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	2	25%	<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	2		
Number of Callers Flagged for At-Risk Follow Up	7		
Number of Outgoing Calls Made for At-risk Follow Up	16		
Percentage of Callers Flagged Contacted For At-Risk Follow Up	3	43%	70%
Average Number of Days Between Original Call and First Contact		2	3
Results of At-Risk Follow Up			Goal
Callers Expressing Satisfaction with 211 Services	3	100%	85%
Callers Not Contacting Referral Agency	0		<20%
Callers Contacting Referral Agency			80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	3	100%	70%
Callers Contacting Agency Not Receiving Desired Services	0		<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	121	12.48%
Spanish Language Calls	120	12.48%
Other Non-English Calls or Deaf Translation	1	>1%
% Non English Calls Taken by Bilingual Call Specialists	42	35%
% Non English Calls Translated by Tele-Interpreter	77	64%
% Non English Calls Translated by 3rd Party on Call	1	1%
Deaf Translation Calls Using 7-1-1 Relay Service	1	

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	61	0.49%
Clothing/Personal/Household	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	352	2.84%
Disaster Services	Disaster relief, shelter and recovery services	22	0.18%
Education	Education and Facilities, School supplies, tutoring	129	1.04%
Employment	Job training, career counseling, job search	110	0.89%
Food/Meal	Food pantries, meals and emergency infant services for formula and baby food	770	6.21%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1473	11.88%
Housing Expenses/Shelter	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	2788	22.48%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment, Taxes	222	1.79%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	220	1.77%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	3981	32.10%
Legal/Consumer/Public/Safety	Free or sliding scale legal assistance, Victim Services, Law Enforcement	745	6.01%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling, Case Management and Support Groups	645	5.20%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	564	4.55%
Transportation	Assistance with transportation or transportation for special needs,	276	2.23%
Volunteer/Donations	Volunteer and or Donation Opportunities	45	0.36%
Total		12403	100.00%

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Notes and Seasonal Programs:

Call Volumes and Caller Needs.

May 2009	9,497	
May 2010	10,973	
Increase	1,476	16%

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.

Year to Date 2-1-1 Helpline Call Volume

Jan -May	2009	2010
Calls Connected	48824	56167
# calls increase		7343
% increase in calls connected		15%
Connectivity Rate	94%	89%
Total Incoming Calls	51940	63109
# increase in total calls		11169
% increase in incoming calls		21%

The 2010 Tulsa Area Basic Services Directory, or Blue Book.

2-1-1 Helpline launched sales of the Blue Book in April. The Blue Book is a comprehensive listing of hundreds of organizations serving Creek, Okmulgee, Osage, Rogers, Tulsa and Wagoner Counties. Back by popular demand, this is the first edition of the Blue Book since 2004. The Blue Book is ideal for case managers, social workers, client services professionals, teachers, members of the clergy and anyone working in the field of human services. Order forms and information on purchasing Blue Books can be found at www.211tulsa.org.

Seasonal Programs: The Tulsa Weather Coalition is a program of the Community Service Council that loans room sized air-conditioners to seriously ill people in Tulsa County who cannot go to a cool place during the hottest part of the day. Beginning in May each year, 2-1-1 Helpline prescreens callers requesting an air-conditioner and refers potentially eligible callers to the Weather Coalition program.

