

MONTHLY 2-1-1 CALL CENTER REPORTING, *ctd.*
FOR THE MONTH/YEAR: November 2009
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	26	0.20%
CHEROKEE	58	0.45%
CRAIG	26	0.20%
CREEK	410	3.20%
DELAWARE	37	0.29%
MAYES	74	0.58%
MC INTOSH	28	0.22%
MUSKOGEE	123	0.96%
NOWATA	12	0.09%
OKFUSKEE	12	0.09%
OKMULGEE	95	0.74%
OSAGE	85	0.66%
OTTAWA	49	0.38%
ROGERS	152	1.19%
SEQUOYAH	37	0.29%
TULSA	9939	77.49%
WAGONER	85	0.66%
WASHINGTON	181	1.41%
Other OK	98	0.76%
Not OK	72	0.56%
Unknown Location	2015	15.71%
Total Calls	13614	106.14%

TOTAL NUMBER OF CONNECTED CALLS THIS MONTH BREAKDOWN

Type of Contact	# of Calls	% of Total
Advocacy (Connects caller to additional assistance)	6	0.04%
Assessment and Referral (Assessment of caller need and referral)	7,851	57.67%
Crisis (Mental health or life threatening intervention and connection to emergency services)	14	0.10%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	3,720	27.32%
Listening/Support (Support or redirection of callers with emotional distress or complex issues)	126	0.93%
Total Caller Contacts	11717	
Other (Administrative, prank, hang-ups)	662	4.86%
Total Calls Records	12379	
Holiday Message- Information Only	1235	9.07%
Total Calls Records plus Holiday Message Only Calls	13614	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	54	0.44%
1:00 -1:59AM	31	0.25%
2:00 – 2:59AM	23	0.19%
3:00 – 3:59AM	16	0.13%
4:00 – 4:59AM	28	0.23%
5:00 – 5:59AM	27	0.22%
6:00 – 6:59AM	86	0.69%
7:00 – 7:59AM	372	3.01%
8:00 – 8:59AM	994	8.03%
9:00 – 9:59AM	1379	11.14%
10:00 – 10:59AM	1506	12.17%
11:00 – 11:59AM	1324	10.70%
12:00 – 12:59PM	1237	9.99%
1:00 – 1:59PM	1187	9.59%
2:00 – 2:59PM	1176	9.50%
3:00 – 3:59PM	1073	8.67%
4:00 – 4:59PM	671	5.42%
5:00 – 5:59PM	318	2.57%
6:00 – 6:59PM	219	1.77%
7:00 – 7:59PM	191	1.54%
8:00 – 8:59PM	156	1.26%
9:00 – 9:59PM	135	1.09%
10:00 – 10:59PM	107	0.86%
11:00 – 11:59PM	69	0.56%
Total Call Records*	12379	100.00%

**Does not include the 1,235 callers opting to receive holiday information via recorded message*

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	1 min	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	18%	≤ 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 min 15 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	7,851		
Random Calls Flagged for Quality Service Follow Up	475	6% of 7851	5%
Number of Outgoing Calls Made for Follow Up	617		
Callers Contacted For Follow Up	154	2% of 7851	2%
Average Number of Days Between Original Call and First Contact-	20		15
Results of Quality Service Follow Up			Goal
Callers Expressing Satisfaction with 211 Services	154	100% of 154	85%
Callers Not Contacting Referral Agency	28	18% of 154	<20%
Callers Contacting Referral Agency	126	82% of 154	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	95	75% of 120	70%
Callers Contacting Agency Not Receiving Desired Services	31	25% of 120	<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	12		
Successful Verification of Connection to Crisis Services	10	83%	70%
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	2	17%	<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	6		
Number of Callers Flagged for At-Risk Follow Up	23		
Number of Outgoing Calls Made for At-risk Follow Up	43		
Percentage of Callers Flagged Contacted For At-Risk Follow Up	15	65% of 23	70%
Average Number of Days Between Original Call and First Contact	13		3
Results of At-Risk Follow Up	#	%	Goal
Callers Expressing Satisfaction with 211 Services	100	100% of 15	85%
Callers Not Contacting Referral Agency	2	13% of 15	<20%
Callers Contacting Referral Agency	13	87% of	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	12	92% of 13	70%
Callers Contacting Agency Not Receiving Desired Services	1	8% 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	199	1.55% of total calls
Spanish Language Calls	199	1.55% of total calls
Other Non-English Calls		0.00% of total calls
% Non English Calls Taken by Bilingual Call Specialists	114	57% of Spanish Calls
% Non English Calls Translated by Tele-Interpreter	17	39% of Spanish calls
% Non English Calls Translated by 3rd Party on Call	8	4% 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	12	0.08%
Clothing/Personal/Household (Basic Need)	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	477	3.37%
Disaster Services	Disaster relief, shelter and recovery services	4	0.03%
Education	Education and Facilities, School supplies, tutoring	80	0.57%
Employment	Job training, career counseling, job search	89	0.63%
Food/Meal (Basic Needs)	Food pantries, meals and emergency infant services for formula and baby food	887	6.27%
Health Care	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1420	10.04%
Housing Expenses/Shelter (Basic Need)	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	2876	20.34%
Income Support/Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	185	1.31%
Individual, Family and Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	2090	14.78%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	4056	28.69%
Legal/Consumer/Public/Safety	Free or sliding scale legal assistance, Victim Services, Law Enforcement	605	4.28%
Mental Health/Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	629	4.45%
Other Government/Economic Services	Public Utility Services, City Services, Contact Information for State and Federal Offices	426	3.01%
Transportation	Assistance with transportation or transportation for special needs ,	227	1.61%
Volunteer/Donations	Volunteer and or Donation Opportunities	76	0.54%
	Total	14139	100.00%

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Notes and Seasonal Programs:

Call Volumes and Caller Needs.

Nov 08	10,945	
Nov-09	13,614	
Increase	2669	24%

2-1-1 Helpline is NOT actively promoting itself in the media. Call increases have resulted from a rise in awareness of 2-1-1 as a resource for both people needing assistance and professionals assisting clients. Requests for H1N1 information, holiday assistance and the October start date for stimulus funding homeless prevention assistance have driven call volumes to over 13,000 calls in the months of October and November. As call volumes have increased, caller wait times and caller abandonment rate times have increased.

H1N1 and Flu Related Calls: 2-1-1 Helpline update the resource database to include information on seasonal flu vaccinations and the distribution of H1NI vaccine. The Oklahoma State Department of Health is operating a 1-800 flu information hotline for public health information and flu related information other than locations vaccination sites. In October, 211 Helpline began tracking the number of H1N1 and Flu related inquiries and has responded to more than 400 flu related calls (October 289 and November 137).

Holiday Programs: 2-1-1 provides updated holiday assistance information to callers via recorded messages, Service Specialist assistance and downloadable pdfs through the website. In the months of October and November, 2-1-1 has responded to over 3,600 holiday assistance requests including 1,755 callers receiving assistance through the holiday recorded message.

Homeless Prevention and Rapid Re-Housing (HPRP). In the Tulsa area, The Day Center for The Homeless is the administrator of the HPRP program. The October start date of the Homeless Prevention and Rapid Re-Housing program contributed to a sharp increase of inquiries regarding rent and rent assistance in last half of 2009, (3,000 from Jan to June as compared to 7,946 July to Nov) with over 1,800 referrals to Day Center HPRP program.