

MONTHLY 2-1-1 CALL CENTER REPORTING, *ctd.*
FOR THE MONTH/YEAR: October 2010
2-1-1 HELPLINE

CALL CENTER: 2-1-1 Helpline

COUNTIES COVERED: 37 counties in Eastern Oklahoma

Tulsa County,

Northeastern Oklahoma Counties: ADAIR, CHEROKEE, CRAIG, CREEK, DELAWARE, MAYES, MUSKOGEE, NOWATA, OKMULGEE, OSAGE, OTTAWA, ROGERS, WASHINGTON

Southeastern Oklahoma Counties: ATOKA, BRYAN, CARTER, CHOCTAW, COAL, GARVIN, HASKELL, HUGHES, JOHNSTON, LATIMER, LEFLORE, LOVE, MARSHALL, MCCURTAIN, MCINTOSH, OKFUSKEE, PITTSBURG, PONTOTOC, PUSHMATAHA, SEMINOLE, SEQUOYAH,

CALL VOLUME BY AREA(Number & Percentage of Total Calls):

COUNTY	# of Calls	%
Tulsa	8767	64.74%
Northeast OK	1206	8.91%
Southeast OK	687	5.07%
Other OK	276	2.04%
Not OK	95	0.70%
Unknown Location	2511	18.54%
Total Calls	13542	100.00%

TOTAL NUMBER OF CONNECTED CALLS THIS MONTH BREAKDOWN

Type of Contact	# of Calls	% of Total
Advocacy (Connects caller to additional assistance)	22	0.16%
Assessment and Referral (Includes assessment of caller need and referral)	7,265	53.65%
Crisis (Mental health or life threatening intervention and connection to emergency services)	7	0.05%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	5,525	40.80%
Listening/Support* (Support or redirection of callers with emotional distress or complex issues)	56	0.41%
Total Caller Contacts	12,875	
Other (Administrative, prank, hang-ups)	667	4.93%
Total Calls Records	13,542	
Total Calls Records	13,542	100.00%

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CALL CENTER MANAGEMENT STATISTICS

CALL VOLUME BY HOUR AND PERCENT (IRIS 3.0 call frequency report):

Time	# of Calls	
12:00-01:00 AM	36	0.27%
01:00-02:00 AM	39	0.28%
02:00-03:00 AM	25	0.18%
03:00-04:00 AM	25	0.18%
04:00-05:00 AM	27	0.20%
05:00-06:00 AM	29	0.22%
06:00-07:00 AM	63	0.47%
07:00-08:00 AM	283	2.09%
08:00-09:00 AM	1032	7.62%
09:00-10:00 AM	1572	11.61%
10:00-11:00 AM	1603	11.84%
11:00-12:00 PM	1573	11.61%
12:00-01:00 PM	1434	10.59%
01:00-02:00 PM	1471	10.86%
02:00-03:00 PM	1357	10.02%
03:00-04:00 PM	1121	8.28%
04:00-05:00 PM	656	4.85%
05:00-06:00 PM	358	2.65%
06:00-07:00 PM	264	1.95%
07:00-08:00 PM	195	1.44%
08:00-09:00 PM	120	0.89%
09:00-10:00 PM	107	0.79%
10:00-11:00 PM	77	0.57%
11:00-12:00 AM	76	0.56%
Total Calls	13,542	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	1 min 19 seconds	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	15%	≤ 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 52 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 53 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	7265		
Random Calls Flagged for Quality Service Follow Up	410	6% of 7265	5%
Number of Outgoing Calls Made for Follow Up	746		
Callers Contacted For Follow Up*	162	2% of 7265	2%
Average Number of Days Between Original Call and First Contact-	8		15
Results of Quality Service Follow Up			Goal
First Time to Call 211	75	46%	
Callers Expressing Satisfaction with 211 Services	161	99% of 162	85%
Callers Who Plan to Use 211 again	148	91% of 162	
Callers Not Contacting Referral Agency	19	12% of 162	<20%
Callers Contacting Referral Agency	143	88% of 41	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	100	70%of 143	70%
Callers Contacting Agency Not Receiving Desired Services	43	30% of 36	<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%

NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS

Language and Translation & Percent of Contacts	#	% of Contact
Non-English Calls Total	128	1.17%
Spanish Language Calls	128	1.17%
Other Non-English Calls or Deaf Translation	0	0.00%
% Non English Calls Taken by Bilingual Call Specialists	37	29%
% Non English Calls Translated by Tele-Interpreter	90	70%
% Non English Calls Translated by 3rd Party on Call	1	>1%
Deaf Translation Calls Using 7-1-1 Relay Service	0	

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Caller Needs/Request Categories: A Caller October Have Multiple Needs or Requests

Major Needs	Definition	Count	Percent
Arts, Culture, Recreation	Community Events, Park and Recreation Activities	43	0.31%
Clothing, Personal, Household	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	488	3.47%
Disasters, Emerging Events	Disaster relief, shelter and recovery services	7	0.05%
Education	Education and Facilities, School supplies, tutoring	121	0.86%
Employment	Job training, career counseling, job search	131	0.93%
Food, Meals	Food pantries, meals and emergency infant services for formula and baby food	1080	7.68%
Health	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1323	9.41%
Housing, Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	3501	24.89%
Income Support, Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	231	1.64%
Indiv Family Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	3050	21.68%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	2484	17.66%
Legal, Consumer, Public Safety	Free or sliding scale legal assistance, Victim Services, Law Enforcement	730	5.19%
Mental Health, Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	508	3.61%
Other Government, Economic	Public Utility Services, City Services, Contact Information for State and Federal Offices	105	0.75%
Transportation	Assistance with transportation or transportation for special needs ,	203	1.44%
Volunteers, Donation	Volunteer and or Donation Opportunities	61	0.43%
Total Caller Needs:		14066	100.00%

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Notes and Seasonal Programs:

Call Volumes Analysis

	June		July		August		September		October	
	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
Incoming	12,755	14,630	13,957	15,292	14,671	17,119	13,448	14,005	15,888	15,934
Answered	11480	12289	12,422	11,739	12,470	11,812	11,700	10,924	13,346	13,542
Connectivity	90%	84%	89%	78%	85%	69%	87%	78%	84%	85%
Avg time to Answer	44 secs	1 min 20 secs	49 secs	2 min	1 min	3 min	1 min	2 min	2 min 16 secs	2 min 52 secs

- Staffed for 12,000 incoming calls with 90% connectivity
- Incoming calls exceed 14,000 - August was 17,119
- Transitioning to Iris 4.0 learning curve and technology issues negatively impacted July and August 2-1-1 service. New server has solved technology issues.
- Added 1.5 FTE Service Specialists in October. New staff has completed 211 Helpline training program.
- Added Holiday Message Queue for Holiday Assistance Information Only Calls

2-1-1 Helpline Highlights for October

- Compiled and updated Holiday Assistance programs for the 37 county area. The number of Holiday Assistance programs increased from 25 to 100+ with the expanded service area.
- Holiday Assistance lists are distributed through the 2-1-1 Helplines Newsletters and are available on-line at 211tulsa.org. Holiday Assistance lists are frequently updated as program sign up and distribution information changes.
- 2-1-1 implemented Holiday Messages queues for callers needing Holiday Assistance Information Only. 211 responded to 2,608 requests for holiday assistance in October.