

MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.
FOR THE MONTH/YEAR: September 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 DELAWAR SEPTEMBERES 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 POTTAWATOMIE PUSHMATAHA SEMINOLE SEQUOYAH

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

Area	# Calls	% of Total
Tulsa	8091	74.07%
Northeast OK	1123	10.28%
Southeast OK	755	6.91%
Other OK	259	2.37%
Not OK	100	0.92%
Unknown Location	596	5.46%
Total	10,924	100.00%

TOTAL NUMBER OF CONNECTED CALLS THIS MONTH BREAKDOWN

Type of Contact	# of Calls	% of Total
Advocacy (Connects caller to additional assistance)	8	0.07%
Assessment and Referral (Includes assessment of caller need and referral)	6,688	61.22%
Crisis (Mental health or life threatening intervention and connection to emergency services)	11	0.10%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	3,504	32.08%
Listening/Support (Support or redirection of callers with emotional distress or complex issues)	60	0.55%
Total Caller Contacts	10271	
Other (Administrative, prank, hang-ups)	653	5.98%
Total Calls Records	10924	
Total Calls Records	10924	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	50	0.46%
01:00-02:00 AM	35	0.32%
02:00-03:00 AM	15	0.14%
03:00-04:00 AM	14	0.13%
04:00-05:00 AM	18	0.16%
05:00-06:00 AM	27	0.25%
06:00-07:00 AM	69	0.63%
07:00-08:00 AM	254	2.33%
08:00-09:00 AM	944	8.64%
09:00-10:00 AM	1192	10.91%
10:00-11:00 AM	1331	12.18%
11:00-12:00 PM	1175	10.76%
12:00-01:00 PM	1082	9.90%
01:00-02:00 PM	1102	10.09%
02:00-03:00 PM	1008	9.23%
03:00-04:00 PM	958	8.77%
04:00-05:00 PM	534	4.89%
05:00-06:00 PM	336	3.08%
06:00-07:00 PM	272	2.49%
07:00-08:00 PM	203	1.86%
08:00-09:00 PM	111	1.02%
09:00-10:00 PM	82	0.75%
10:00-11:00 PM	65	0.60%
11:00-12:00 AM	47	0.43%

Total Calls 10,924 100.00%

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	2 min	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	22%	≤ 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 42seconds	
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 8seconds	

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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	6,668		
Random Calls Flagged for Quality Service Follow Up	354	5% of 6,668	5%
Number of Outgoing Calls Made for Follow Up	354		
Callers Contacted For Follow Up*	41	1% of 6,668*	2%
Average Number of Days Between Original Call and First Contact-	15		15
Results of Quality Service Follow Up			Goal
First Time to Call 211	22		
Callers Expressing Satisfaction with 211 Services	41	100% of 159	85%
Callers Who Plan to Use 211 again	41		
Callers Not Contacting Referral Agency	5	12% of 41	<20%
Callers Contacting Referral Agency	36	88% of 41	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	26	72% of 36	70%
Callers Contacting Agency Not Receiving Desired Services	10	28% 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	4		
Successful Verification of Connection to Crisis Services	2	50%	70%
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	2	25%	<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 September Have Multiple Needs or Requests

Major Needs	Definition	Count	Percent
Arts, Culture, Recreation	Community Events, Park and Recreation Activities	35	0.31%
Clothing, Personal, Household	Clothing assistance, thrift stores, household items, furniture and baby items including diapers	466	4.08%
Disasters, Emerging Events	Disaster relief, shelter and recovery services	14	0.12%
Education	Education and Facilities, School supplies, tutoring	118	1.03%
Employment	Job training, career counseling, job search	103	0.90%
Food, Meals	Food pantries, meals and emergency infant services for formula and baby food	1082	9.47%
Health	Medical information, free or sliding scale medical treatment and home health care, financial assistance with prescriptions	1443	12.63%
Housing, Utilities	Rent, Utility Assistance, Housing Expenses, Emergency Shelter, low income and supportive housing assistance	3376	29.55%
Income Support, Assistance	SS,SSDI, Workman's Comp, Unemployment , Taxes	233	2.04%
Indiv Family Community Support	Assistance with holiday gifts and meals, child care, animal services, misc financial assistance	495	4.33%
Information Services	Agency contact information w/o specified needs, I&R services and products for public & helping profession	2361	20.67%
Legal, Consumer, Public Safety	Free or sliding scale legal assistance, Victim Services, Law Enforcement	774	6.77%
Mental Health, Addictions	Mental Health Services, Suicide Assistance, Counseling , Case Management and Support Groups	527	4.61%
Other Government, Economic	Public Utility Services, City Services, Contact Information for State and Federal Offices	129	1.13%
Transportation	Assistance with transportation or transportation for special needs ,	207	1.81%
Volunteers, Donation	Volunteer and or Donation Opportunities	62	0.54%
Total Caller Needs:		11425	100.00%

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Notes and Seasonal Programs:

Call Volumes Analysis

June		July		August		September	
2009	2010	2009	2010	2009	2010	2009	2010
12,755	14,630	13,957	15,292	14,671	17,119	13,448	14,005
11480	12289	12,422	11,739	12,470	11,812	11,700	10,924
90%	84%	89%	78%	85%	69%	87%	78%
44 secs	1 min 20 secs	49 secs	2 min	1 min	3 min	1 min	2 min

- 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
- Added 1.5 FTE in September however 2 FTE are on extended medical leave
- Turnover in follow up specialist position impacted ability to reach 2% goal in September
- An upgrade to server solved speed issues with software

2-1-1 Helpline Highlights

- Expanded service area to include 19 new counties in SE Oklahoma June 2010. Service area totals 37 counties
- Upgraded to IRis 4.0 and migrated to taxonomy-based referrals in July 2010.
- Extensive resource data work in progress as a result of software conversion and importing Ada area data
- Compiled and distributed back to school resource lists
- Currently updating 100+ Holiday Assistance programs
- Have sent letters of introduction to all agencies in Southeastern Oklahoma
- Establishing contacts with United Ways and Native American Tribal Headquarters in service areas outside of Tulsa

Caller Needs and Trends

- 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
- The percentage of callers requesting housing assistance is higher than previous months- this may be due to more accurate reporting provided by the automated needs functionality Iris 4.0

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 September each year, 2-1-1 Helpline prescreens callers requesting an air-conditioner and refers potentially eligible callers to the Weather Coalition program.