

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

FOR THE MONTH/YEAR: June 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	26	0.23%
CHEROKEE	53	0.46%
CREEK	381	3.32%
MC INTOSH	24	0.21%
MUSKOGEE	140	1.22%
OKFUSKEE	6	0.05%
OKMULGEE	92	0.80%
OSAGE	75	0.65%
ROGERS	150	1.31%
SEQUOYAH	39	0.34%
TULSA	9349	81.45%
WAGONER	83	0.72%
Other OK	210	1.83%
Not OK	59	0.51%
Unknown Location	791	6.89%
Total Call Records	11478	100.00%

TOTAL NUMBER OF CONNECTED CALLS THIS MONTH BREAKDOWN

Type of Contact	# of Calls	% of Total
Advocacy (Connects caller to additional assistance)	4	0.03%
Assessment and Referral (Includes assessment of caller need and referral)	6,635	57.81%
Crisis (Mental health or life threatening intervention and connection to emergency services)	9	0.08%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	4,128	35.96%
Listening/Support (Support or redirection of callers with emotional distress or complex issues)	121	1.05%
Total Caller Contacts	10,897	
Other (Administrative, prank, hang-ups)	581	5.06%
Total Calls	11,478	100.00%

June 2008 8,327 3,150 (38%) Increase

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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	35	0.30%
1:00 -1:59AM	28	0.24%
2:00 – 2:59AM	20	0.17%
3:00 – 3:59AM	30	0.26%
4:00 – 4:59AM	19	0.17%
5:00 – 5:59AM	17	0.15%
6:00 – 6:59AM	87	0.76%
7:00 – 7:59AM	275	2.40%
8:00 – 8:59AM	783	6.82%
9:00 – 9:59AM	1173	10.22%
10:00 – 10:59AM	1285	11.20%
11:00 – 11:59AM	1237	10.78%
12:00 – 12:59PM	1135	9.89%
1:00 – 1:59PM	1154	10.05%
2:00 – 2:59PM	1216	10.59%
3:00 – 3:59PM	1042	9.08%
4:00 – 4:59PM	670	5.84%
5:00 – 5:59PM	370	3.22%
6:00 – 6:59PM	247	2.15%
7:00 – 7:59PM	247	2.15%
8:00 – 8:59PM	144	1.25%
9:00 – 9:59PM	127	1.11%
10:00 – 10:59PM	72	0.63%
11:00 – 11:59PM	65	0.57%
Total Call Records	11,478	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	44	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	10%	≤ 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 45 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 8 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	6,635		
Random Calls Flagged for Quality Service Follow Up	286	4% of 6,635	5%
Number of Outgoing Calls Made for Follow Up	597		
Callers Contacted For Follow Up	127	2% of 6,635	2%
Average Number of Days Between Original Call and Successful Follow Up Contact	14		15
Results of Quality Service Follow Up			Goal
Callers Expressing Satisfaction with 211 Services	127	100% of 127	85%
Callers Not Contacting Referral Agency	24	12% of 127	<20%
Callers Contacting Referral Agency	103	88% of 127	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	54	52% of 103	70%
Callers Contacting Agency Not Receiving Desired Services	49	48% of 103	<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	8	89%	70%
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	1	11%	<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	11		
Number of Outgoing Calls Made for At-risk Follow Up	14		
Percentage of Callers Flagged Contacted For At-Risk Follow Up	10	90% of 11	
Average Number of Days Between Original Call and Successful Follow Up Contact	3		3
Results of At-Risk Follow Up	#	%	Goal
Callers Expressing Satisfaction with 211 Services	10	100% of 10	85%
Callers Not Contacting Referral Agency	1	10% of 10	<20%
Callers Contacting Referral Agency	9	90% of 10	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	9	100% of 9	70%
Callers Contacting Agency Not Receiving Desired Services	0	0% of 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	131	1.20%
Spanish Language Calls	131	1.20%
Other Non-English Calls		0.00%
% Non English Calls Taken by Bilingual Call Specialists	70	53% of 131
% Non English Calls Translated by Tele-Interpreter	56	43% of 131
% Non English Calls Translated by 3rd Party on Call	6	4% of 131
Deaf Translation Calls Using 7-1-1 Relay Service	0	0.00%

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	4,100	32.44%
Financial Assistance	2,439	19.30%
Utilities	1521	
Rent/Housing Exp	639	
Gas/Car Repair/Bus	108	
Other	171	
Health Care and Medical Treatment	1,763	13.95%
Food Requests	762	6.03%
Housing & Shelter	544	4.30%
Government & Public Services	483	3.82%
Mental Health/Substance Abuse/Crisis	435	3.44%
Legal Issues	415	3.28%
Clothing and Household	391	3.09%
Employment/Income Security	140	1.11%
Other Requests	1,168	9.24%
Total Call Requests	12,640	100.00%

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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)	966	Faith Based
Utility Assistance -Tulsa (Boston Ave Helping Hands	724	Faith Based
Utility Assistance -Tulsa (Neighbor for Neighbor)	668	Non Profit
Utility Assistance –Tulsa (John 3:16 Mission)	667	Faith Based
Utility Assistance-Tulsa (First Baptist Church)	611	Faith Based
Utility Assistance-Tulsa Open Bible Fellowship)	414	Faith Based
Weather Coalition-Tulsa (Community Service Council)	383	Non Profit
Rent Assistance –Tulsa (Boston Ave Helping Hands)	334	Faith Based
Rent Assistance-Tulsa (Restore Hope Ministries)	322	Faith Based
Mobile Clinics-Tulsa (Good Samaritan)	275	Faith Based
Emergency Food-Tulsa (Catholic Charities)	216	Faith Based
Dental Clinic-Tulsa (Lansing Morton)	209	Government
Beldam Clinic-South St. Louis (OU)	207	Government
Directory Assistance-Free	202	Non Profit
Food Pantry-Tulsa (Christ for Humanity)	186	Faith Based
Other referrals	15,357	
Total Referrals	21,741	

Notes and Seasonal Programs:

Call Volumes and Caller Needs. 2-1-1 Helpline continues to experience increasing call volumes with June being the highest monthly increase to date of 3,000 calls over the same period in 2008. Requests for basic needs assistance including utility, rent assistance and food assistance and requests for low cost or free health care assistance are the most frequent drivers of call volumes.

After Hours 2-1-1 Service Agreement. 2-1-1 responded to 38 call contacts from the First Call 2-1-1 Bartlesville service area from June 1 through June 30th. Calls from the First Call service area are recorded in the First Call database.

Expansion of 2-1-1 Helpline Service Area: 2-1-1 Helpline and First Call 2-1-1 have made arrangements for 2-1-1 Helpline to assume coverage for the six counties, Craig, Delaware, Ottawa, Mayes, Nowata and Washington, currently in the First Call service Area. In June, 2-1-1 Helpline began the database and telephone service transition to become the designated call center for those counties on July 1st.

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. Unseasonably high temperatures in June created an earlier than normal demand for air conditioning assistance. In June, several Tulsa area TV and radio stations highlighted the Weather Coalition program and publicized 2-1-1 Helpline as the number to access heat safety and health-related air conditioning needs information.