

MONTHLY 2-1-1 CALL CENTER REPORTING, ctd.
FOR THE MONTH/YEAR: September 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	20	0.17%
CHEROKEE	62	0.53%
CRAIG	22	0.19%
CREEK	373	3.18%
DELAWARE	43	0.37%
MAYES	80	0.68%
MC INTOSH	32	0.27%
MUSKOGEE	161	1.37%
NOWATA	4	0.03%
OKFUSKEE	10	0.09%
OKMULGEE	84	0.72%
OSAGE	106	0.91%
OTTAWA	60	0.51%
ROGERS	149	1.27%
SEQUOYAH	41	0.35%
TULSA	9169	78.29%
WAGONER	101	0.86%
WASHINGTON	203	1.73%
Other OK	147	1.26%
Not OK	61	0.52%
Unknown Location	784	6.69%
Total Calls	11712	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)	6,912	59.02%
Crisis (Mental health or life threatening intervention and connection to emergency services)	0	0.00%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	4,070	34.75%
Listening/Support (Support or redirection of callers with emotional distress or complex issues)	136	1.16%
Total Caller Contacts	11122	
Other (Administrative, prank, hang-ups)	590	5.04%
Total Calls	11712	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	36	0.31%
1:00 -1:59AM	36	0.31%
2:00 – 2:59AM	24	0.20%
3:00 – 3:59AM	18	0.15%
4:00 – 4:59AM	22	0.19%
5:00 – 5:59AM	18	0.15%
6:00 – 6:59AM	56	0.48%
7:00 – 7:59AM	228	1.95%
8:00 – 8:59AM	877	7.49%
9:00 – 9:59AM	1246	10.64%
10:00 – 10:59AM	1382	11.80%
11:00 – 11:59AM	1308	11.17%
12:00 – 12:59PM	1238	10.57%
1:00 – 1:59PM	1247	10.65%
2:00 – 2:59PM	1129	9.64%
3:00 – 3:59PM	950	8.11%
4:00 – 4:59PM	635	5.42%
5:00 – 5:59PM	332	2.83%
6:00 – 6:59PM	285	2.43%
7:00 – 7:59PM	207	1.77%
8:00 – 8:59PM	161	1.37%
9:00 – 9:59PM	113	0.96%
10:00 – 10:59PM	97	0.83%
11:00 – 11:59PM	67	0.57%
Total Call Records	11712	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	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	13%	≤ 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 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 min	

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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	6,912		
Random Calls Flagged for Quality Service Follow Up	388	6% of 6,912	5%
Number of Outgoing Calls Made for Follow Up	429		
Callers Contacted For Follow Up	134	2% of 6,912	2%
Average Number of Days Between Original Call and First Contact-	8		15
Results of Quality Service Follow Up			Goal
Callers Expressing Satisfaction with 211 Services	134	100% of 134	85%
Callers Not Contacting Referral Agency	30	22% of 134	<20%
Callers Contacting Referral Agency	104	78 % of 134	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	74	71% of 101	70%
Callers Contacting Agency Not Receiving Desired Services	30	29% of 101	<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	None		
Successful Verification of Connection to Crisis Services	0	0	70%
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	0	0%	<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	8		
Number of Outgoing Calls Made for At-risk Follow Up	17		
Percentage of Callers Flagged Contacted For At-Risk Follow Up	4	50% of 8	
Average Number of Days Between Original Call and First Contact	5		3
Results of At-Risk Follow Up	#	%	Goal
Callers Expressing Satisfaction with 211 Services	100	100% of 4	85%
Callers Not Contacting Referral Agency	1	25% of 4	<20%
Callers Contacting Referral Agency	3	75% of 4	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	3	100% of 4	70%
Callers Contacting Agency Not Receiving Desired Services	0	0% of 9	<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	157	1.41%
Spanish Language Calls	157	1.41%
Other Non-English Calls	0	0.00%
% Non English Calls Taken by Bilingual Call Specialists	102	65% of Spanish Calls
% Non English Calls Translated by Tele-Interpreter	54	34% of Spanish calls
% Non English Calls Translated by 3rd Party on Call	3	1% of Spanish Calls
Deaf Translation Calls Using 7-1-1 Relay Service	1	less than 1%

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	4437	34.07%
Financial Assistance	2515	19.31%
Utilities	1597	
Rent/Housing Exp	654	
Gas/Car Repair/Bus	119	
Other	145	
Health Care	1600	12.29%
Food Requests	838	6.44%
Housing & Shelter	555	4.26%
Mental Health/Substance Abuse/Crisis	505	3.88%
Clothing and Household	462	3.55%
Government & Public Services	458	3.52%
Legal Issues	366	2.81%
Education*	114	0.88%
Other Requests	1172	9.00%
Total Call Requests	13022	100.00%

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Notes and Seasonal Programs:

Highlights of third quarter January through September Call Volumes and Caller Needs

- Deteriorating economic conditions and surges in call volumes created by seasonal requests related to the summer cooling bill assistance and back to school assistance contribute to record call volumes exceeding 12,000 calls a month.
- Responded to 96,893 a 26% increase in calls over same time period in 2008
- Monthly call volumes continue to increase at 3,000 call increase over the same time period in 2008
- Projected call volume for 2009 = 130,000 calls
- Caller request patterns consistently reflect a third of calls are related to basic needs assistance, financial assistance with utilities, rent, food, clothing, shelter and housing
- Requests for employment related searches and unemployment benefit information represent less than 100 callers a month however requests have more than doubled in past year.
- 12% of callers request assistance with free or sliding scale health care
- Requests for food assistance have increased by more than 40% between June and July
- Follow up to random sampling of callers requesting basic need assistance indicate that over 60% are first time callers for assistance or have not requested assistance in past year. Over 80% of repeat callers report that need is twice as much or more than previous requests.
- In July, 2-1-1 Helpline expanded its service area to include the six counties, Craig, Delaware, Ottawa, Mayes, Nowata and Washington, previously served by First Call 211. 2-1-1 Helpline responds to an average of 400 calls a month from residents of these counties.

Seasonal Programs:

Flu Related Calls: 2-1-1 is updating 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.

Holiday Programs: The 2-1-1 Helpline Resource Department is updating the resource with Thanksgiving and holiday assistance program information. In addition to dialing 2-1-1 the public and agencies can access holiday assistance information through the 2-1-1 Helpline website, distributed through 2-1-1 Helpline newsletters. The information will be available in mid October.