

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

FOR THE MONTH/YEAR: April 2008
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 | # of Calls | % of Calls |
|-----------------------|-------------------|-------------------|
| ADAIR | 11 | 0.14% |
| CHEROKEE | 22 | 0.28% |
| CREEK | 268 | 3.42% |
| MC INTOSH | 10 | 0.13% |
| MUSKOGEE | 68 | 0.87% |
| OKFUSKEE | 2 | 0.03% |
| OKMULGEE | 68 | 0.87% |
| OSAGE | 73 | 0.93% |
| ROGERS | 100 | 1.28% |
| SEQUOYAH | 7 | 0.09% |
| TULSA | 6,800 | 86.86% |
| WAGONER | 60 | 0.77% |
| Other OK | 110 | 1.41% |
| Not OK | 62 | 0.79% |
| Unknown | 168 | 2.15% |
| Total Contacts | 7,829 | 100.00% |

TOTAL NUMBER OF INCOMING CALLS THIS MONTH BREAKDOWN

| Type of Contact | # of Calls | % of Total |
|--|-------------------|-------------------|
| Advocacy (Connects caller to additional assistance) | 4 | 0.05% |
| Crisis (Mental health or life threatening intervention and connection to emergency services) | 5 | 0.06% |
| Information Only (Information about specified agency or program in response to a direct inquiry by caller) | 2,694 | 32.42% |
| Problem Solving (Intervention or redirection of callers with emotional distress or complex issues) | 146 | 1.76% |
| Referral (Includes assessment of caller need and referral) | 4,980 | 59.93% |
| Subtotal of Caller Contacts | 7,829 | |
| Dropped Calls | 41 | 0.49% |
| Hang-up/Prank | 236 | 2.84% |
| Staff Call-In | 78 | 0.94% |
| Wrong Number (Caller states that he/she has reached the wrong number) | 126 | 1.52% |
| Total Connected Calls | 8310 | 100% |

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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 | 31 | 0.37% |
| 1:00 -1:59AM | 25 | 0.30% |
| 2:00 – 2:59AM | 15 | 0.18% |
| 3:00 – 3:59AM | 13 | 0.16% |
| 4:00 – 4:59AM | 16 | 0.19% |
| 5:00 – 5:59AM | 14 | 0.17% |
| 6:00 – 6:59AM | 50 | 0.60% |
| 7:00 – 7:59AM | 169 | 2.03% |
| 8:00 – 8:59AM | 602 | 7.24% |
| 9:00 – 9:59AM | 905 | 10.89% |
| 10:00 – 10:59AM | 947 | 11.40% |
| 11:00 – 11:59AM | 894 | 10.76% |
| 12:00 – 12:59PM | 848 | 10.20% |
| 1:00 – 1:59PM | 946 | 11.38% |
| 2:00 – 2:59PM | 881 | 10.60% |
| 3:00 – 3:59PM | 633 | 7.62% |
| 4:00 – 4:59PM | 480 | 5.78% |
| 5:00 – 5:59PM | 205 | 2.47% |
| 6:00 – 6:59PM | 242 | 2.91% |
| 7:00 – 7:59PM | 156 | 1.88% |
| 8:00 – 8:59PM | 89 | 1.07% |
| 9:00 – 9:59PM | 50 | 0.60% |
| 10:00 – 10:59PM | 52 | 0.63% |
| 11:00 – 11:59PM | 47 | 0.57% |
| | 8,310 | 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 | 22 seconds | ≤ 45 seconds |
| Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist | 5.5 % | ≤ 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 26 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 25 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 | 4,980 | | |
| Random Calls Flagged for Quality Service Follow Up | 265 | 5% of 4,980 | 5% |
| Number of Outgoing Calls Made for Follow Up | 423 | | |
| Callers Contacted For Follow Up | 132 | 3% of 4,980 | 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 | 129 | 98% of 132 | 85% |
| Callers Not Contacting Referral Agency | 11 | 8% of 132 | <20% |
| Callers Contacting Referral Agency | 121 | 92% of 132 | 80% |
| Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending | 105 | 87% of 121 | 70% |
| Callers Contacting Agency Not Receiving Desired Services | 16 | 13% of 121 | <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 | 5 | | |
| Successful Verification of Connection to Crisis Services | 3 | 60% of 5 | 70% |
| Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns | 2 | 40% of 5 | <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 | 17 | | |
| Number of Outgoing Calls Made for At-risk Follow Up | 26 | | |
| Percentage of Callers Flagged Contacted For At-Risk Follow Up | 14 | 82% of 17 | |
| Average Number of Days Between Original Call and Successful Follow Up Contact | 9 | | 3 |
| Results of At-Risk Follow Up | # | % | Goal |
| Callers Expressing Satisfaction with 211 Services | 14 | 100% of 14 | 85% |
| Callers Not Contacting Referral Agency | 2 | 14% of 14 | <20% |
| Callers Contacting Referral Agency | 12 | 86% of 14 | 80% |
| Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending | 9 | 75% of 12 | 70% |
| Callers Contacting Agency Not Receiving Desired Services | 3 | 25% of 12 | <30% |

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NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS

| Language and Translation & Percent of Contacts | # | % |
|---|----------|----------|
| Non-English Calls Total | 178 | 2.27% |
| Spanish Language Calls | 178 | 2.27% |
| Other Non-English Calls | 0 | 0.00% |
| Calls Taken by Bilingual Call Specialists | 93 | 1.19% |
| Calls Translated by Tele-Interpreter Service | 48 | 0.61% |
| Calls Translated by 3 rd Party Interpreter on Call | 37 | 0.47% |
| 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 | # of | |
|---|----------------|----------------|
| | Request | % |
| Request for Agency Contact Information* | 2,857 | 30.09% |
| Financial Assistance | 1,857 | 19.56% |
| Utilities | 1270 | |
| Rent/Housing Exp | 406 | |
| Gas/Car Repair/Bus | 66 | |
| Other | 115 | |
| Health Care and Medical Treatment | 1,124 | 11.84% |
| Government & Public Services | 586 | 6.17% |
| Food Requests | 593 | 6.25% |
| Mental Health/Substance Abuse/Crisis | 444 | 4.68% |
| Housing & Shelter | 358 | 3.77% |
| Legal Issues | 311 | 3.28% |
| Clothing and Household | 343 | 3.61% |
| Transportation | 127 | 1.34% |
| Other Requests | 895 | 9.43% |
| Total Call Requests | 9,495 | 100.00% |

*Requests for agency contact information and caller does not specify a specific need

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TOP 15 REFERRALS CATEGORIZED BY AGENCY TYPE:

Each caller may multiple referrals.

| Service – Location (Agency Name) | # Referrals | Agency Type |
|--|--------------------|--------------------|
| Utility Assistance.-Tulsa (Salvation Army Center/Hope) | 769 | Faith Based |
| Utility Assistance -Tulsa (Boston Ave Helping Hands | 761 | Faith Based |
| Utility Assistance –Tulsa (Neighbor for Neighbor | 742 | Non Profit |
| Utilities -Tulsa-Tulsa (Open Bible Fellowship) | 522 | Faith Based |
| Utility Assistance –Tulsa (John 3:16 Mission) | 449 | Faith Based |
| Rent Assistance –Tulsa (Restore Hope Ministry) | 235 | Faith Based |
| Rent Assistance –Tulsa (Boston Helping Hands) | 221 | Faith Based |
| Mobile Clinics-Tulsa (Good Samaritan) | 200 | Faith Based |
| Emergency Assistance-Tulsa (Emergency Infant Services) | 169 | Non Profit |
| Free Directory Assistance (National Hotline) | 167 | Non Profit |
| Emergency Food-Tulsa (Catholic Charities) | 162 | Faith Based |
| Dental Clinic-Tulsa (Neighbor for Neighbor) | 146 | Non Profit |
| Emergency Food-Tulsa (Christ for Humanity) | 144 | Faith Based |
| Dental Clinic-Tulsa (Morton) | 137 | Non Profit |
| Intake Hotline (Legal Aid Services) | 128 | Non Profit |
| Other referrals | 11,025 | |
| Total Referrals | 15,977 | |

Notes and Seasonal Programs:

Marketing. 2-1-1 Helpline’s Spanish outreach campaign begun in March of 2008 continues to positively impact the number of Spanish speaking callers. 178 Spanish speaking callers received information and referral assistance this month as compared to 40 inquiries for the same period in 2007. The needs of the Spanish speaking callers reflect similar patterns to English speaking callers with 40% of caller requests for basic needs (food, clothing and housing assistance) and 20% of the requests for health care assistance.

Disaster Response/Recovery. 2-1-1 Helpline received 45 disaster related calls in April including 40 callers needing debris or limb removal assistance related to 2007 ice storm and 5 requests for assistance in the aftermath of floods impacting residents of the 2-1-1 Helpline service area this month. 2-1-1 Helpline was the recent recipient of the Oklahoma Family Resource Coalition (OFRC)’s 2008 Exceptional Service Award for the agency’s work in the December 2007 Ice Storm.

Call Volumes. Monthly call volumes for 2008 continue to show increases at 1,000 or more calls greater than the same period in 2007.