

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

FOR THE MONTH/YEAR: March 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	
ADAIR	7	0.10%
CHEROKEE	40	0.55%
CREEK	224	3.09%
MC INTOSH	10	0.14%
MUSKOGEE	67	0.92%
OKFUSKEE	11	0.15%
OKMULGEE	48	0.66%
OSAGE	52	0.72%
ROGERS	108	1.49%
SEQUOYAH	6	0.08%
TULSA	6,280	86.54%
WAGONER	40	0.55%
Other OK	132	1.82%
Not OK	35	0.48%
Unknown	197	2.71%
Total Contacts	7,257	100.00%

TOTAL NUMBER OF INCOMING CALLS THIS MONTH BREAKDOWN

Type of Contact	# of Calls	% of Total
Advocacy (Connects caller to additional assistance)	6	0.08%
Crisis (Mental health or life threatening intervention and connection to emergency services)	6	0.08%
Information Only (Information about specified agency or program in response to a direct inquiry by caller)	2504	32.49%
Problem Solving (Intervention or redirection of callers with emotional distress or complex issues)	131	1.70%
Referral (Includes assessment of caller need and referral)	4,610	59.82%
Subtotal of Caller Contacts	7,257	
Dropped Calls	26	0.34%
Hang-up/Prank	199	2.58%
Staff Call-In	72	0.93%
Wrong Number (Caller states that he/she has reached the wrong number)	153	1.99%
Total Connected Calls	7,707	100%

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CALL CENTER MANAGEMENT STATISTICS

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

Hour of Calls	# Calls	% of Calls
12:00 – 12:59AM	29	0.41%
1:00 -1:59AM	26	0.37%
2:00 – 2:59AM	19	0.27%
3:00 – 3:59AM	20	0.28%
4:00 – 4:59AM	15	0.21%
5:00 – 5:59AM	23	0.33%
6:00 – 6:59AM	45	0.64%
7:00 – 7:59AM	122	1.73%
8:00 – 8:59AM	504	7.13%
9:00 – 9:59AM	783	11.07%
10:00 – 10:59AM	874	12.36%
11:00 – 11:59AM	830	11.74%
12:00 – 12:59PM	891	12.60%
1:00 – 1:59PM	949	13.42%
2:00 – 2:59PM	871	12.32%
3:00 – 3:59PM	608	8.60%
4:00 – 4:59PM	402	5.69%
5:00 – 5:59PM	202	2.86%
6:00 – 6:59PM	168	2.38%
7:00 – 7:59PM	145	2.05%
8:00 – 8:59PM	48	0.68%
9:00 – 9:59PM	31	0.44%
10:00 – 10:59PM	48	0.68%
11:00 – 11:59PM	54	0.76%
	7707	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	20 seconds	≤ 45 seconds
Percent of Abandoned Calls: Callers responding to auto attendant message and abandoning call without a connection to a call specialist	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 31 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 30 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	4,610		
Random Calls Flagged for Quality Service Follow Up	244	5% of 4,610	5%
Number of Outgoing Calls Made for Follow Up	439		
Callers Contacted For Follow Up	167	4% of 4,610	2%
Average Number of Days Between Original Call and Successful Follow Up Contact	11		15
Results of Quality Service Follow Up	#	%	Goal
Callers Expressing Satisfaction with 211 Services	165	99% of 167	99%
Callers Not Contacting Referral Agency	17	10% of 167	<20%
Callers Contacting Referral Agency	150	90% of 143	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	132	88% of 130	70%
Callers Contacting Agency Not Receiving Desired Services	18	12% of 130	<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	6		
Successful Verification of Connection to Crisis Services	5	83% of 6	70%
Attempted Verification Not Successful Includes, Callers Declining, Caller Hang Ups and Confidentiality Concerns	1	17% of 6	<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	16		
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	11		3
Results of At-Risk Follow Up	#	%	Goal
Callers Expressing Satisfaction with 211 Services	5	100% of 5	85%
Callers Not Contacting Referral Agency	0	0%	<20%
Callers Contacting Referral Agency	5	100% of 5	80%
Callers Contacting Referral Agency Receiving Services Including Those with Applications Pending	5	100% of 5	70%
Callers Contacting Agency Not Receiving Desired Services	0	0%	<30%

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NON ENGLISH SPEAKING CALLS AND DEAF TRANSLATION CALLS

Language and Translation & Percent of Contacts	#	%
Non-English Calls Total	136	1.87%
Spanish Language Calls	136	1.87%
Other Non-English Calls	0	0.00%
Calls Taken by Bilingual Call Specialists	74	1.02%
Calls Translated by Tele-Interpreter Service	36	0.50%
Calls Translated by 3 rd Party Interpreter on Call	26	0.36%
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*	2,493	28.09%
Financial Assistance	1,579	17.79%
Utilities	1024	
Rent/Housing Exp	378	
Gas/Car Repair/Bus	74	
Other	103	
Health Care and Medical Treatment	1,101	12.40%
Government & Public Services	643	7.24%
Food Requests	520	5.86%
Mental Health/Substance Abuse/Crisis	452	5.09%
Housing & Shelter	373	4.20%
Legal Issues	300	3.38%
Clothing and Household	268	3.02%
Transportation	115	1.30%
Other Requests	1,032	11.63%
Total Call Requests	8,876	

*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)	549	Faith Based
Utility Assistance -Tulsa (Boston Ave Helping Hands	540	Faith Based
Utility Assistance –Tulsa (John 3:16 Mission)	540	Faith Based
Utility Assistance –Tulsa (Neighbor for Neighbor	514	Non Profit
Utilities -Tulsa-Tulsa (Open Bible Fellowship)	271	Faith Based
Mobile Clinics-Tulsa (Good Samaritan)	224	Faith Based
Rent Assistance –Tulsa (Restore Hope Ministry)	224	Faith Based
Free Directory Assistance (National Hotline)	182	Non Profit
Income Tax Preparation- Tulsa (CAPTC)	169	Non Profit
Emergency Food-Tulsa (Catholic Charities)	144	Faith Based
Emergency Food-Tulsa (Christ for Humanity)	142	Faith Based
Dental Clinic-Tulsa (Morton)	140	Non Profit
Bedlam Clinic-Tulsa-(OU)	129	Government
Emergency Food-Tulsa (John 3:16 Mission)	125	Faith Based
Dental Clinic –Tulsa- (Morton Clinic)	132	Non Profit
Other referrals	11,141	
Total Referrals	15,166	

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Notes and Seasonal Programs:

In March of 2008, 2-1-1 Helpline began a marketing campaign targeting Spanish speaking callers. 2-1-1 Family Crisis advertisements were run in Spanish newspapers and Spanish radio spots. La Preciosa radio station aired an interview with one of 2-1-1 Helpline’s Spanish speaking service specialists. Spanish language calls have significantly increased from 71 calls in February to 165 calls in March. 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.

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