

March 2010 Report LLL Breastfeeding Helpline – US

Call Metrics:

Total number of dials: 1,730
 Connected Live: 118
 Sent to Voicemail: 1,318 (646)
 Abandoned: 293

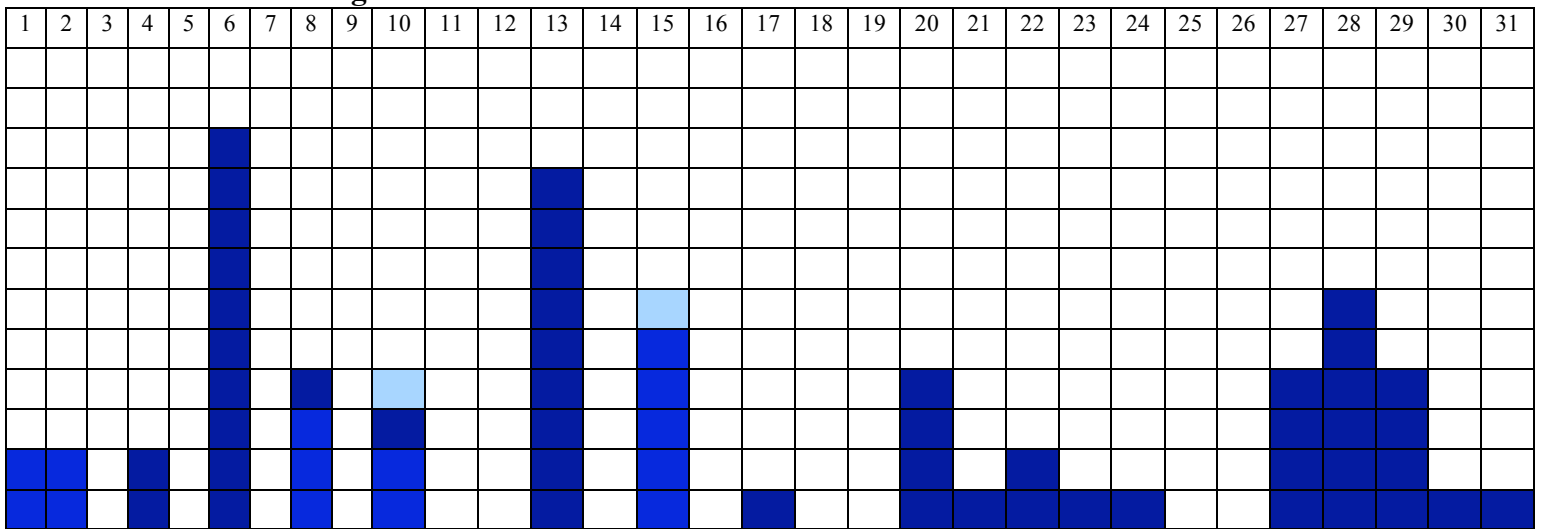
This makes a true number of callers helped this month (total subtracting the abandoned calls and dividing the voicemail number in half based on the information from the voicemail queens that about half of the voicemails that are received in the box are hang ups: 791
 ***Please remember that the total number of dials also includes “multiple” dials. This means that some callers may dial more than once trying to get to a live operator or to hear information repeated.

Logging Metrics:

Operators choose the source of the call (live, voicemail, or Spanish), so there may occasionally be a discrepancy in the data gathered.

178 live
 355 VM
 2 Spanish
 4 escalations
 535 total logged calls

Scheduling Metrics:



This chart shows how many hours per day are covered live per calendar day.

Treasury Update:

**Beginning Balance in all accounts
3/1/2010**

\$ 19,994.93

Description

Deposits to BB & T Corporate Contribution		\$ 1,636.00	
In Memory	\$		\$1586 In Memory of
Donations	1,636.00		Viola Lennon
Individual	\$		
	-		
Debits		\$ (1,931.65)	
Stipends - Coordinators	\$		
	(1,600.00)		
Aptela, Inc.	\$		
	(331.65)		
Operating Expenses	\$		
	-		
Helpline December 3/31/10 Subtotal			\$ (295.65)
HHS Beginning Balance 3/1/10		\$ 551.14	
HHS Income		\$ 3,919.50	
Contract quarterly payment	\$		Last payment arrived
	3,919.50		
HHS Income - Expenses Subtotal			\$ 3,919.50
HHS Contract Balance 3/31/10		\$ 4,470.64	No more payments
Less HHS March Income & Expenses		\$ 3,919.50	
Ending Balance 3/31/2010 in all Accounts			\$ 23,618.78