

Integrated Case Management System for National and International Helplines on BOT model

CASE STUDY

Company Profile

Childline Kenya is a National Non-Governmental Organization based in Kenya working towards promotion of Child Rights and Protection culture which it achieves through various initiatives. One of such initiative is the 24 x 7 National Child Helpline 116 program that was started by Childline Kenya. National Child Helpline 116 is a joint venture between Childline Kenya and Government of Kenya through the Department of Children Services in the Ministry of Gender, Children and Social Development. Core objective of this 24 x 7 helpline is to provide effective protection services to children and young people who are in need of care and protection from abuse, violence and exploitation.

Business Situation

This initiative was a major achievement for Childline Kenya and Department of Children Services, Government of Kenya wherein more than 7600 cases were addressed and solved successfully. As this program started gaining trust and belief of people in need of help the demand for the 24 hours helpline services increased rapidly leading to congestion of the helpline service. Adding to it were other issues like low network connectivity, lack of adequate computers and phones, minimal report generation, old call center infrastructure. Childline Kenya was receiving close to 40,000 calls per month out of which only 5,000 calls were handled with approximately 77% being dropped.

At this point of time, Childline Kenya realized the serious need for upgrading their existing call center infrastructure to reduce the rate of call abandonment and increase rate of calls answered and cases solved.

Customer

Childline Kenya is a National NGO working to promote culture of Child Rights and Protection in Kenya.

Industry

NGO

Business Situation

Out of 40,000 calls received in a month, Childline Kenya was able to answer only 5,000 and rest were dropped due to issues like low connectivity, increasing demand for the 24 x 7 Helpline Program, lack of computers or phones

Solution

Techno Brain BPO / T4T implemented its innovative Helpline Case Management System developed on Build, Operate and Transfer (BOT) model enabling Childline Kenya to answer all the calls, solve all cases and reduce call abandonment rate to less than 1%.

Benefits

- ❖ Call abandonment rate reduced to less than 1% from 77%
- ❖ Cases resolved rate increased to 80% from 2%
- ❖ Enhanced Performance, Service Delivery and Productivity with excellent Network Connectivity, Robust CRM, Centralized Database, Report Tracking and Generating Systems

CASE STUDY

Solution

Techno Brain BPO/T4T analyzed the challenges associated with Childline Kenya's existing Helpline infrastructure and proposed upgrading of the entire call center infrastructure with its unique and innovative Helpline Case Management System developed on Build, Operate and Transfer (BOT) model. After the ICT upgrade, Childline Kenya experienced improvement of its call center performance to a considerable level wherein all the calls were answered immediately, rate of cases resolved is close to 80% and most importantly, call abandonment rate has been decreased to less than 1%.

With upgrade of call center infrastructure, Childline Kenya now has all advanced facilities including high network connectivity, robust intranet portal with knowledge based documents, quality manuals, report templates for all donors and Childline policies and upgraded hardware. Childline Kenya has been provided with built in VoIP phones with 100% call recording facility, 24 x 7 x 365 days technical support and high-end CRM with step-by-step process flow details.

This BOT model solution comprised of various features including Inbound contact center, Close cases by contacting children via outbound facility, Inbound and Outbound SMS – Text messaging centers, IP-based digital telephony technology, call records log and history, auto pop-up of records, voice logger, an in-built quality management system, integrated SMS and Chat features, intelligent call queue management system, echo cancellation and call muting functionality, voice response, report generation functionality, among others.

Benefits

- ❖ Call abandonment rate reduced to less than 1%, Resolved cases close to 80% and Answered all calls
- ❖ Centralized database with a unique ID scheme to track all cases
- ❖ Effective data analysis performed and process workflows changed for faster resolution
- ❖ Quick, easy and immediate access to real-time information
- ❖ Robust report tracking system and Real-time dashboard and report generation
- ❖ Automated call log recording, Structured Case Management life cycle
- ❖ Automated reminders for follow-ups
- ❖ Integration with soft-PBX for automated case retrieval and creation
- ❖ Improved Efficiency, Service Delivery and Productivity