

Integrated Helpline Case Management System for National and International Helplines

CASE STUDY

Company Profile

Established in 1997, Uganda Child Rights NGO Network (UCRNN) is a coalition of child focused civil society organizations including National and International and Community based Organizations (CBOs) working to promote the rights of children in Uganda. The overall mandate of UCRNN is to coordinate the various child focused NGOs for better information sharing, undertaking joint initiatives and formulating a collective voice on child rights issues. Since 2005 UCRNN has been providing Child Helpline service with the name SAUTI 116 through its member organizations ANPPCAN Uganda Chapter and Action for Children. Primary objective of this helpline is to protect children from abuse and violence and provide counseling via telephone and enable them to live in a safe and secured environment.

Business Situation

After few years of operation, this helpline encountered several problems which affected UCRNN from offering 24 x 7 helpline services to children across the country. At this point, UCRNN approached UNICEF to help them improve operations of their Child Helpline initiative. UNICEF commissioned a technical assessment of the Helpline's operation and identified various issues including:

- ❖ Helpline services were not available 24 x 7
- ❖ Phone lines were not reliable and usually down for weeks
- ❖ Call drop rate was high due to low network connectivity
- ❖ Children had limited access to help line and had to pay for the call
- ❖ No proper Case Management System to track cases
- ❖ Limited resources

After the assessment, UCRNN realized the serious need for upgrading their existing helpline infrastructure which would help them overcome all the issues and provide effective and immediate services to children who were in need of protection and support across Uganda.

Customer

Uganda Child Rights NGO Network is a coalition of child focused civil society organizations working towards promotion of children rights in Uganda.

Industry

NGO

Business Situation

UCRNN was facing many operational issues due to low network connectivity resulting in limited access to children, unreliable phone lines which were down for weeks and lack of follow-up mechanism as they did not have proper case management system to track open or pending cases.

Solution

Techno Brain BPO / T4T implemented its innovative Helpline Case Management System, enabling UCRNN to answer all the calls, resolve 80% of cases, reduce call abandonment rate and provide children with easy and quick access to the helpline service

Benefits

- ❖ Call abandonment rate reduced
- ❖ All calls handled immediately
- ❖ 24 x 7 operations ensured
- ❖ Enhanced Performance, Service Delivery and Productivity with excellent Network Connectivity, Robust CRM, Centralized Database, Report Tracking and Generating Systems

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Solution

Techno Brain BPO/T4T analyzed the finding given in UNICEF's assessment report and proposed upgrading the entire helpline call center infrastructure of UCRNN with its unique and innovative Helpline Case Management System. After the ICT upgrade, UCRNN experienced a drastic improvement in its call center performance to a considerable level wherein all the calls were answered immediately, the rate of cases resolved increased and most importantly, the call drop rate decreased to a notable level.

With the upgrade of the helpline call center infrastructure, UCRNN 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. UCRNN 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.

The solution comprised various features including Inbound contact center, outbound facility (to close cases by contacting children), 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 80% of cases 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