:::: Humach

SUCCESS STORY

Disaster Relief Hot Line: Live in 24-Hours

INDUSTRY
Government

LOCATION
North America

Challenge

This major US city saw a wave of unprecedented disasters which impeded citizen support through their government hot line. Due to contact center agent and technology limitations, the city realized they needed more adequate solutions for disaster relief and continuity.

Solution

The city chose Humach to augment their existing contact center solutions provider for a more flexible, cloud-based contact center strategy with additional live agents and an omnichannel contact center platform that could scale and adapt to meet their needs in any circumstance.

Impact

With Humach, the city was able to go-live in 24 hours and scale up to 180 agents in less than 30 days. Their hot line contact center now has custom training curriculum, real-time reporting, a QA application, and experienced management staff that can scale and adapt quickly.

More reliable resident support

As most major metropolitan areas do, this city offers a 24-hour hot line citizens can call for assistance with a wide variety topics. While agents once helped with mundane concerns about street repairs or noise complaints, when the first case of COVID-19 was announced, the hot line quickly became a lifeline for some several million residents.

Escalating both in frequency and urgency, residents were now calling about wellness checks, hospital capacity, quarantine protocols, and other human safety concerns. At the height of the pandemic, the hot line reached nearly 200,000

calls a day. However, in order to mitigate the spread, local government had to reduce their workforce by 50 percent. The city scrambled to move agents into the home but call volume was at an all-time high and agent capacity had never been lower.

This prompted agency officials to take a closer look at their existing solutions and find a contact center partner who shared their concern for reliable support, data-driven decision-making, and could also help with significant upgrades in staffing and technology.

Partnering with a team who prioritizes data-driven decision-making

As information requests and needs from residents escalated, city officials knew they needed to ramp up support capabilities. Decision makers looked to Humach as a vendor with a reputation for delivering agile, best-of-breed support and an unparalleled experience to its customers.

When city officials were searching for a vendor, a data-driven approach to support was their main priority. Humach's contact center expertise training agents on government programs made them an easy choice, but their pragmatic approach to creating a proactive experience was what ultimately sealed the deal.

Jennifer Lundberg, Humach's Director of Technology Enablement says, "We saw an opportunity to help the city leverage and improve their hot line service . Yes, it can provide residents with information and support, but it can also serve as a vast data-gathering vessel for the city to develop a more proactive approach."

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With great flexibility comes great proactivity

Humach's unique, data-driven approach to customer experience is what makes them so valuable to the city. Charlotte Fauser, Vice President of Program Management at Humach said, "We knew the city needed two things: a wide talent pool of agents who were experts in various resident-related topics, and a team of advisors who could mine request information, look for trends, and share insights. By doing this we saw a way to help the city proactively enhance not just their resident's experience, but the city's response as well."

Humach partners with a wide variety of top-rated contact center platforms and tools, and tailors each solution to maximize agent performance and keep their clients informed. Jennifer Lundberg, Humach's Director of Technology Enablement   explained why this is important, "Out-of-the-box solutions lack important integrations to external databases and resource libraries that agents need to do their job effectively. To maximize agent productivity and minimize costly add-ons for our clients, we customize the platform to meet their individual needs."

To keep the city informed in real-time, Humach implemented TalkDesk's cloud-based omnichannel platform. Easy access to call recordings, custom reports and contact center KPIs gives city officials a clear view into what residents are experiencing. "We actively track 17 different call types and constantly monitor data for new trends. By spotting new trends early, we can make the city aware of potential issues which allows them to make more proactive, data-driven decisions when developing an appropriate response strategy", Lundberg says.

A relentless commitment to exceptional support

Humach's flexible remote contact center model has helped combat the hot line's traditionally high call volumes as well as spikes caused by COVID-19 relief programs, fourth of July weekend, tropical storm Isaias, and the first day of school - just to name a few. Having access to a wider talent pool, Humach was able to recruit, hire, and train more qualified agents in less time, and reduce average wait time by 16% the first week and 24% the first month.

Proper training was a huge priority for the city because agents are handling such a wide range of inquiries. However, due to the unexpected and urgent nature of the partnership, the city relied on heavily on Humach's expertise for program training, management, and personnel. Thanks to Humach's team of custom curriculum develop-ers, training was not just thorough – it was engaging.

"The city had so much on their plate already - they didn't have time or resources to spare for training agents. However, training agents for government programs is unique because in-depth knowledge on laws and regulations isn't common sense (especially when you don't live in that area), but agents must be experts," Fauser said. "Our team did a full curriculum build and used a variety of proven dynamic learning tech-niques to keep agents engaged. We recruited, hired, and trained agents, and deployed a custom omnichannel contact center platform in 24 hours" she continued, "It was a crazy 24 hours, but it just illustrates how committed we are to our client's success."

City officials view Humach as a critical asset to their resident support and disaster relief strategy. Not only has Humach become an extension of the city's existing staff, but they also exceeded local government's high expectations for speed and implementation.

Using custom training curriculum, seamless API integrations, custom call routing, expertly trained agents, and the ability to make changes on the fly, Humach got the city's program off the ground in less than 24 hours.

The value of true partnership

After a year of unprecedented events and general uncertainty, the city now has reliable support, a continuity plan for their hot line, and a proactive strategy for the future of resident communication. With Humach's one-stop-shop approach to customer experience and endlessly adaptable cloud-based technology architecture, the city will continue to improve service levels by monitoring resident satisfaction, adjusting agent performance metrics, and scaling capacity as needed. City officials also plan to look closer at other Humach's solutions for other opportunities to simplify the resident experience.

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