

SUCCESS STORY

Live Agent Support to Simplify Vaccine Scheduling

INDUSTRY
Government

LOCATION
North America



Challenge

A government agency needed an agile IVR solution, live agent support, and an omnichannel contact center platform that would allow users to schedule appointments quickly and easily for COVID-19 vaccinations. And it all needed to happen over one weekend.



Solution

The agency trusted Humach as their customer experience solutions provider for more in-depth reporting to keep state and city officials informed, and a more agile IVR solution and remote workforce that could adapt as quick and often as vaccine procedures evolved.



Impact

With Humach, the agency was able to address the crisis quickly and ramp up with 500 remote agents in less than 72 hours. SLAs improved 22% with a more adaptive IVR solution and real-time reporting that allows them to make changes on the fly to ensure citizen's needs are met.

Better support for vaccine scheduling

When the first case of COVID-19 in this U.S. city was found in 2020, the entire state quickly became an epicenter for the pandemic. As vaccine operations began in early December of 2020, officials created a distribution for the state. However, due to lack of immediate infrastructure, which was further complicated by more demand than supply, the initial roll out of the coronavirus vaccine was less than perfect.

Lines outside healthcare facilities began to grow as eligibility requirements and appointment scheduling processes evolved. An online vaccine finder tool was launched, but a patchwork of scheduling systems between providers and different government websites for making appointments caused confusion – raising immediate concerns about how older, less tech-savvy citizens would gain access.

With that philosophy in mind, the agency did not have time to waste on complex and confusing scheduling systems and solutions that could not be quickly adapted to provide their diverse population with support in real-time. After taking a closer look at their existing solutions, city officials realized it was time to find a contact center partner that shared their emphasis on agile disaster relief, and urgent service and support.

The agency views Humach as a long-term partner in their citizen support journey. Not only has Humach reduced the burden on their internal staff, but they also **exceeded local government's high expectations** for speed and implementation. Using seamless API integrations, custom call routing, expertly trained contact center agents, and the ability to quickly make changes on the fly, Humach launched the program **in less than 72 hours**.

Program Launch 72hrs

100%

The value of agile support and real-time solutions

This Government Agency's officials observed that in addition to complex scheduling, their existing support solutions did not provide them with the flexibility and control they needed to scale and make changes on the fly. Their existing systems lacked clear insight into external data sources for real-time aggregated scheduling and eligibility information, which limited live agent capacity and prevented them from providing citizens with the best experience from start to finish.

Agency decision makers quickly zoned in on Humach as a vendor with a reputation for delivering agile, best-of-breed support and unparalleled support. And due to the critical nature of this process – the agency needed a responsive vendor with the capacity and experience to help them accomplish this quickly without taxing their internal resources.



Leveraging the flexibility of remote, cloud-based systems

Thanks to Humach's unique Humach-at-Home model, the agency has a vast network of remote contact center agents using deeply integrated cloud-based platforms, that empower them to provide a better, faster, more simple experience to more citizens. Agents can see important scheduling and eligibility information at a glance to schedule more vaccinations and help the city better accomplish their vaccination distribution objectives.

With their rich history of top-tier program management team and remote, cloud-based platforms, Humach can also train agents in record time without burdening the city's internal staff.

Humach's Vice President of Program Management, Charlotte Fauser says, "It was a mad house those first three days, but that's why we have a 13-year average client tenure. That's why clients choose us and that's why they stay with us - for our unparalleled commitment to providing exceptional customer support and our relentless dedication to their goals. A crazy 72 hours is nothing."



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A more simple and efficient path forward

Call recording and easy access to custom reports and contact center KPIs, also help the agency in more ways than one. Humach's contact center supervisors can tailor coaching to specific agent needs and provide feedback to constantly improve the citizen's experience, while city officials stay informed on the satisfaction of citizens and see their progress toward vaccination goals in real-time.

With Humach's one-stop-shop approach to customer experience and endlessly adaptable cloud-based technology architecture, the city is also exploring opportunities to automate eligibility and health screening questions on multiple channels to expedite the scheduling process and allow live agents to focus more on assisting citizens with complex inquiries.

With Humach as their partner in providing the best, most agile, and simple user experience, the agency's team will continue to build its loyal reputation by empowering citizens with better support to help keep them safe. As vaccine scheduling and distribution protocol continues to evolve, Humach will continue their work as a loyal partner in providing the agency with new ways to simplify and more effectively communicate and support citizens.