Humach

SUCCESS STORY

Flexible solutions to offset the impact of COVID-19

INDUSTRY
Government

LOCATION
North America

WE CANNOT WAIT TO SEE YOU AGAIN. STAY SAFE.

Challenge

At the height of the COVID-19 pandemic, this state's government agency offices were forced to close abruptly, jeopardizing an estimated $50 billion in annual revenue, and leaving the state in desperate need of both remote resident and operational support.

Solution

The state trusted Humach for operations management, live agents, and cloud migration to an omnichannel contact center platform to alleviate existing agent backlogs and develop a more flexible service and support strategy that scales and adapts to meet their needs in any circumstance.

Impact

Humach got the state's offices scaled up quickly to meet the increase in demand, returned internal staff responsibilities back to normal, eliminated backlogged requests, and recovered their annual revenue - while complying with all pandemic safety precautions.

Getting rid of the negative stereotype

If you've interacted with a government agency recently, chances are in some cases you've unknowingly experienced Humach working behind the scenes. However, you probably didn't wait in an infamously long line for your number to be called for a face-to-face conversation. Instead, you most likely spoke with a friendly Humach agent to schedule a reservation for an in-person visit or receive a status update on paperwork you filed online. But it wasn't always this simple.

In March of 2020, to help slow the spread of COVID-19, government offices were closed until further notice. While agencies scrambled to move agents into the home quickly, paperwork processing halted and call volumes increased dramatically, which caused backlogs to grow at an unprecedented rate.

This agency's main priority was to mitigate unintended consequences to residents, but officials could see the extensive backlog would quickly make that an impossibility if action wasn't taken soon. After taking a closer look at gaps within their operations and customer journey, state officials realized it was time to find an agile contact center partner who understood their sense of urgency and commitment to top-tier customer support.

Within two months, Humach was able to scale the agency's program up to 350 agents and achieve their KPI goals.
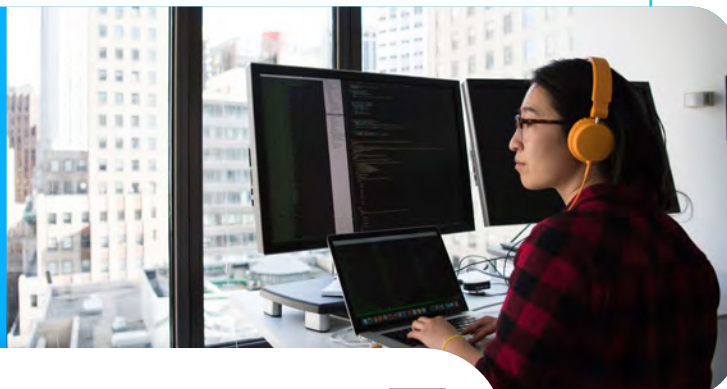
Program Launch 1 week `100%`

Goals Met 2 months `100%`

Flexible solutions to offset a historically rigid experience

Limited resources operating with a wide range of new online processes in a remote environment, with basic, out-of-the-box solutions had created the perfect storm.

Once offices could re-open in June, visits required a reservation in advance because offices had limited capacity. Residents were instructed to file paperwork, make reservations, and resolve over 60 other transactions online, but struggled to adopt the new online infrastructure and procedures - taxing the already overloaded agency even further.

Employees who typically processed transactions started handling calls due to the massive increase, which caused transactions to back up quickly as well.

With this, officials knew they needed a contact center partner that supported this vision of providing uninterrupted, reliable support and could scale to relieve their inundated internal teams.

Thanks to Humach's unique Humach-at-Home contact center model and wide network of live

agents, the program was fully scoped, planned, and launched in less than a week – less than a third of the time it typically takes the agency to train one agent.

Humach also 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.

Humach's Director of Technology Enablement, Jennifer Lundberg, elaborated on why this was critical for the program's success. "Once we knew what the client needed to accomplish, suggesting TalkDesk was a no brainer. However, having agents rely on multiple, out-of-the-box solutions makes it difficult for them to reference and keep customer data organized. To maximize agent productivity and minimize costly add-ons for our client, we created custom integrations into the agency's resource libraries so agents could do their job more effectively."

No need is "too complex"

Due to the diverse demographics the agency supports, properly trained, bilingual agents were a huge priority for the State agency. Humach was able to recruit, hire, and train both English and Spanish speaking agents on 11 different call types, in less than 60 days. Charlotte Fauser, Humach's Vice President of Program Management says, "Government programs are uniquely specific because agents need credentials, autho-rizations, and a clear understanding of processes and procedures. As any government worker will attest, it isn't the most exciting stuff. However, with our expertise in developing custom training curriculum and a variety of different dynamic learning methods, we're able to keep agents engaged and train them properly and quickly."

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Upgrading from a solutions provider to a true partner

Thanks to the adaptability of Humach's remote contact center model and their endlessly adaptable approach to contact center solutions, the state now has reliable support and a continuity plan for their state agency programs, and a proactive strategy for the future of resident support. With Humach's one-stop-shop approach to customer experience, service level will continue to improve by monitoring caller satisfaction, adjusting agent performance metrics, and scaling capacity as needed. State officials are also exploring additional opportunities to leverage Humach's live agent solutions for other programs at the state, county, and city levels to simplify their resident's experience.

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