



# Case Study: Business Process Consulting, Indiana 211 Contact Center

## CHALLENGE

In 2000, the Federal Communications Commission (FCC) designated 211 as the three-digit number for information and referrals to social services and other assistance. People who call or text 211 are assisted by trained representatives who help them access local resources to address social service needs. Now, there are more than 200 regional and local 211 contact centers, responding to more than 21 million requests for help each year.

To help Hoosiers better access State and community services for their health and well-being, the existing Indiana 211 merged with the State of Indiana's Family and Social Services Administration (FSSA) in 2020. Hoosiers who contact Indiana 211 can be connected with community-based resources for help with housing, food assistance, mental health support, and other needs.

## PROBLEM

With the focus on developing Indiana 211 as a one-stop shop for community and state services, FSSA sought assistance with:

- Liaising between Indiana 211 business leaders and technical teams
- Contact center metric reporting, such as the number of calls received, wait times, and after-call efficiency
- Workforce Management (WFM) services to coordinate the work schedules of more than 500 agents to ensure a sufficient number of appropriately trained representatives were available to respond to calls and texts within the specified timeframes
- Business Process Management, including documenting current processes and designing new call-tree configurations
- Onboarding newly hired contact center representatives
- Additional technical support

## SOLUTION

Noting our expertise in business process consulting and our familiarity with department policies and procedures, FSSA selected netlogx to support the Indiana 211 effort. netlogx' responsibilities included:

- Collecting and analyzing contact center metrics by hour, month, and year
- Reviewing call length and other metrics to identify trends
- Making recommendations to improve service efficiency and quality
- Documenting current interactive voice response (IVR) flows and recommending improvements
- Providing technical expertise to business leaders to optimize technology usage

In addition, the netlogx team led the implementation of a Genesys PureCloud WFM for the entire Indiana 211 organization. This effort involved transitioning twenty-nine (29) individual queues spanning five (5) lines of business to the new system. As part of this project, our team:

- Coordinated with the implementation vendor, the Indiana Office of Technology (IOT), and the Indiana 211 stakeholders to gather business requirements
- Translated business needs to technical requirements
- Led the user acceptance testing (UAT)
- Monitored timeline and coordinated end-user training
- Leveraged existing Genesys PureCloud WFM expertise to configure the WFM component
- Created and delivered training materials

netlogx also played an integral role in expanding Indiana 211 services during the COVID pandemic. When the COVID vaccine first became available in Indiana, appointments could only be scheduled by calling Indiana 211. netlogx supported the Indiana Department of Health's (IDOH) vaccine efforts by enhancing Indiana 211 services to facilitate scheduling COVID vaccine appointments and provide information about the vaccine. Later, the effort expanded to include scheduling COVID test appointments, help with accessing COVID test results, and assistance in accessing COVID vaccination records. netlogx' work involved:

- Designing contact center workflows to support vaccination initiatives
- Updating reference materials and contact center scripting to reflect rapidly changing requirements
- Training more than 500 contact center agents on the new information, while ensuring there were sufficient agents available to handle calls
- Using call data and call theme information to monitor and improve vaccine allotment and scheduling
- Leading the effort to implement a new rideshare telephony queue that helped Hoosiers get transportation to their COVID vaccination appointments

## RESULTS

While the work on this project is ongoing, the netlogx team has achieved significant milestones, including:

- Coordinating the seamless, on-time implementation of the Genesys PureCloud WFM telephony system
- Configuring the Indiana 211 workforce management module to optimize contact center representatives' work schedules to respond to community calls while minimizing lengthy wait times
- Implementing a new work stream to support the IDOH's COVID vaccination initiative on a tight timeframe

## ADVANTAGES

- netlogx' past experience with the Genesys PureCloud WFM system enabled the company to act as in-house Subject Matter Experts (SME) for the telephony system
- netlogx' prior experience with the Genesys PureCloud WFM system saved the state more than \$40,000, by configuring the Genesys PureCloud WFM system in house
- netlogx' strength in attention to detail led to clear and concise documentation and reference materials
- netlogx' ability to quickly adapt to changing situations played a critical role in expanding Indiana 211 services to include scheduling COVID vaccination appointments. As a result, more than 3.8 million people (approximately 59%) in the State of Indiana were fully vaccinated, and more than 4.3 million people had received at least one (1) dose by early December 2022