

CASE STUDY AT A GLANCE

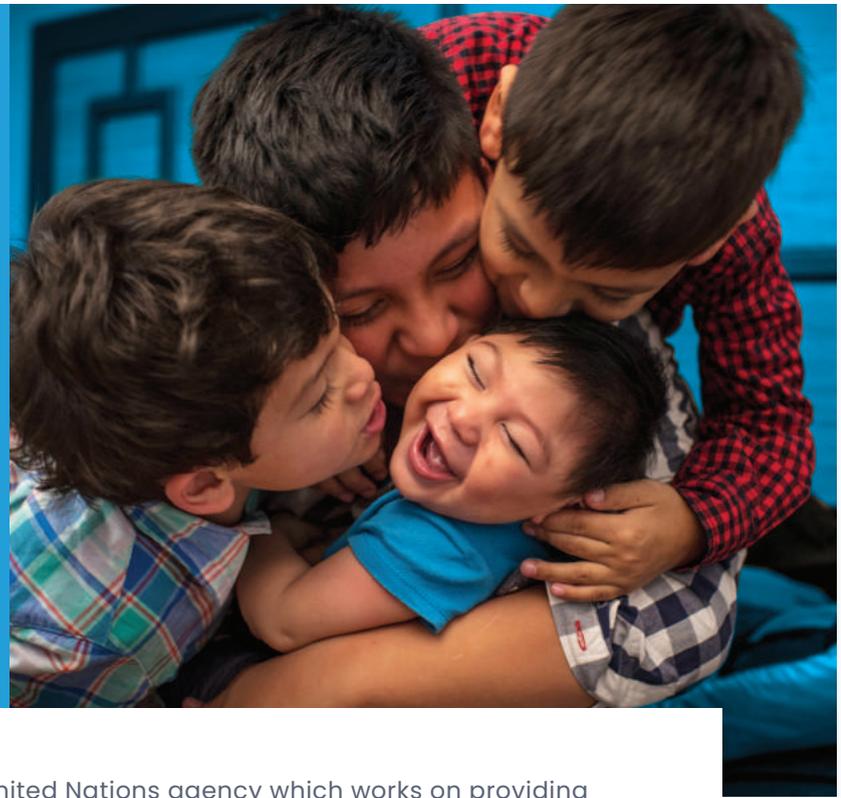


Use Case: Call Center Operations

Industry: NGO

Country: Afghanistan

Website: www.unicef.org



The United Nations Children's Fund (UNICEF) is a United Nations agency which works on providing humanitarian and developmental aid to children worldwide. At present, it works for more than 192 countries and territories to save children's lives, to protect their rights, and to help them fulfill their potential from early childhood through adolescence.

The Afghanistan branch of UNICEF is doing a noble cause of eliminating polio from Afghanistan. Afghanistan is one of the three remaining countries where polio is still endemic; the other two countries are Nigeria and Pakistan. As per the Government of Afghanistan, Polio High Council and the National Emergency Action Plan (NEAP) for Polio Eradication, the Polio Eradication Initiative (PEI) is one of the high programmatic priorities in Afghanistan.

To make the Polio Eradication program a success, the need to establish a Polio call center has been endorsed by the EOC (Emergency Operations Center) members and PEI partners in 2017. As of October 2017, the EOC has dedicated two furnished offices to be used for the call center that are equipped with facilities for 24 call operators. Though the call center was doing well, there were still some shortcomings and challenges that needed to be overcome in order to achieve the best results.

Below mentioned are the key challenges faced by the Afghanistan branch of UNICEF, and how HoduSoft helped them achieve the desired results by offering them the most reliable and efficient solution in the form of HoduCC Call Center Software. Have a glance:

CHALLENGES



Manual process of scheduling appointments for polio vaccination.



Manual process of collecting feedback and survey post-vaccination.



Lack of statistics and analytics for better decision making.



Usage of physical phones with limited features.



Call Monitoring and Quality Assurance was a challenge as Call Recordings were not available.

SOLUTION



Automation of calling through Auto and Predictive Dialers.



Automation of feedback and survey processes through IVR & Agent Survey Module.



Live dashboards for real-time statistics and analytics.



Live Agents and Supervisors Dashboards and Real-time Reports for better performance management.



Inbuilt WebRTC softphone in Agent and Supervisor portals with advanced calling features.



Each call is recorded whether inbound, outbound or transferred calls for better Monitoring and Quality Assurance.

RESULTS

28%

Increase in Daily Number of Calls

23%

Reduction in the Turn Around Time of feedback and survey collection



Better Reporting and Analytics helps in faster and accurate decision making

18%

Increase in Agent's efficiency

34%

Reduction in Cost through increased efficiency and better productivity of Agents



Increased the satisfaction of mothers, whose children were vaccinated, through automated feedback mechanisms from "Good" to "Excellent"

"I would like to thank all the team of HoduSoft regarding their great support, guidance and training as well as their flexibility."

- Wazir Khan,
MSE Officer, UNICEF
Afghanistan Country Office

HIGHLIGHTS



STUMBLING BLOCKS

The key issue that the Afghanistan branch of UNICEF faced while running its Polio Eradication program is scheduling appointments for polio vaccination. The manual process of scheduling appointments for vaccination was very tiring and not so efficient. Moreover, collecting feedback and performing surveys post-vaccination manually was a time-consuming process and more prone to human errors due to the lapse of human attention. Record retention and recall is another challenge faced by the organization when it comes to maintaining the record.

Another key challenge faced by the Afghanistan branch of UNICEF was the inability to make the better decision due to the lack of statistics and analytics availability. Additionally, manual monitoring and management of agents and supervisors is quite difficult with huge chances of missing out on ways to better enhance the agent's performance. The usage of physical phones with limited features was another weak point that was affecting the performance of the organization. As features like call recording were not available, call monitoring and quality assurance was a big challenge.

While searching for the right solution to overcome all the above-mentioned challenges, the Afghanistan branch of UNICEF came into contact with HoduSoft - a leading business VoIP solutions provider. HoduSoft dedicatedly worked as a team with the organization to understand their key requirements so that they can provide the best possible solution to troubleshoot the concerns of the Afghanistan branch of UNICEF and help them in achieving success while performing the noble cause of eradicating polio from Afghanistan.

SURMOUNTING THE CHALLENGES

Keeping in mind the whole scenario, HoduSoft presented the best suitable solution for the Afghanistan branch of UNICEF. With a step-by-step systematic approach, HoduSoft suggested its HoduCC – Call Center Software, which was the most competent solution for the concerns encountered by the Afghanistan branch of UNICEF.

HoduSoft commenced upon resolving its primary challenge of scheduling appointments for polio vaccination by offering auto and predictive dialers that prevented the need for manual dialing by facilitating automation of calling. Placing outbound calls for a large number of people is a time-consuming process. The auto dialer and predictive dialer software assured a modernized and scalable approach for the outbound calling process while empowering the organization to achieve more with fewer resources. Moreover, the predictive dialer allowed reaching more customers with key functionalities like predicting the call drop ratio, analyzing agents' wait time, and routing calls automatically to the available agents in the queue.



While optimizing operations and improving productivity the dialer assured that the calls are connected to agents only when the customer picks up the call. This helped in increasing the daily number of calls by 28%.

HoduCC's IVR & Agent Survey Module further automated the feedback and survey processes, which prevented the need of manually collecting feedback and survey post-vaccination. This reduced the turnaround time of feedback and survey collection by 23%.

HoduSoft's, HoduCC- call center software also provides a discrete facility of real-time analytics and reporting. The feature assists in gathering all the important data while generating assorted reports that assist in making faster and informed decisions. It helps in mapping customer journeys through live dashboards and provides complete access to call center data for real-time statistics and analytics. Moreover, HoduSoft's advanced reporting system provides high-level customizations like report templates, data columns, filtering, grouping, sorting, and more.

Besides, the live agents and supervisor's dashboards and real-time reports for better performance management feature of HoduCC prevented the need of manual monitoring and management of agents and supervisors. This resulted in increased agent efficiency by 18%.

Furthermore, the inbuilt WebRTC softphone in Agent and Supervisor portals facilitated the Afghanistan branch of UNICEF with advanced calling features while completely eliminating the need of using physical phones that have limited features. By implementing advanced technology like WebRTC softphone, the organization experienced increased efficiency and better productivity of agents. Additionally, the costs also reduced by 34%.

Last but not the least, the call monitoring and quality assurance were among the biggest challenges for the organization as call recordings were not available. With the help of HoduCC software, each and every call can be recorded whether inbound, outbound or transferred call for better monitoring and quality assurance. This resulted in increased satisfaction among mothers whose children were vaccinated, through automated feedback mechanisms from "Good" to "Excellent".

SOLUTION THAT COMMANDED EXPANSION

Consequently, the Afghanistan branch of UNICEF could manage its Polio call center operations smoothly and efficiently. They can now easily schedule appointments for polio vaccination without missing on the target population. After carrying out the vaccination process, they can collect valuable feedback and perform surveys to make their vaccination process more efficient. Surveys also help in accurately estimating the data for coverage measurement and for managing activities such as monitoring vaccine supply and requisitions and sending vaccination reminders.

The availability of real-time statistics and analytics, allowed them to make better decisions regarding the polio vaccination program. The live agents and supervisors dashboards along with real-time reports completely eliminated the need of manual monitoring and management of agents and supervisors. It further resulted in enhanced efficiency of agents. At present, the organization is efficiently managing its Polio vaccination program with the help of feature-rich inbuilt WebRTC softphone in Agent and Supervisor portals. They are able to record each and every call so as to monitor the agent's performance and maintain quality assurance.

With the help of HoduSoft's HoduCC call center

software, the Afghanistan branch of UNICEF is doing well in achieving their target of eradicating Polio and assuring an infection and disease free nation.



ABOUT HODUSOFT

HoduSoft is one of the well-renowned Voice over Internet Protocol (VoIP) solution providers in India since 2015. With years of experience in the VoIP industry, HoduSoft has launched various innovative products to redefine communication. With a dedicated approach towards developing world-class solutions and a huge variety of products, HoduSoft ensures the best returns on technological investments. Till now, HoduSoft has served 200+ customers in 32 countries spread across 6 continents along with 51 partners offering the products across the globe.

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