CASE STUDY

Supporting the British Government through a global crisis

Moving at pace to support the public through a global health crisis

When a global health crisis required fast action to help control the spread, the British Government had to find a way to support the public in tracking active cases of the disease. The Government had to move quickly to rapidly deploy a brand-new system to manage a crucial part of their response to the crisis. **Over 20,000 new homeworking contact centre agents were recruited and many of them had never worked in a contact centre before.**

For any service provider working on a Government project, they need to be able to demonstrate adherence to strict regulations, often granted in the form of certification or accreditations. With so much potential risk to the Government's reputation and to the well-being of the public, the selection process for choosing a provider is stringent. For this project, the Government needed to be sure that the company they chose to partner with could deliver exactly what they needed quickly and efficiently.

The challenge

Onboarding over 20,000 homeworking agents within a matter of days created a logistical challenge for training, as they had to learn brand new processes and be able to navigate their way easily through them. It was imperative that each call would be handled accurately and efficiently according to important procedural steps. Expecting agents to memorise processes and scripts before they made and received calls was unrealistic as it was essential that everything moved at pace. The Government needed a solution that would enable faster onboarding, reduced training times and provide reliable support for the agents who were taking the calls.

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The solution

The British Government selected our Awaken Scripting product Synergy, via our partner Sitel, as the platform that would support their contact centre agents through one of the most difficult times in modern history. This platform provided intelligent agent guidance capabilities, so that agents could be presented with the information they needed, exactly when they needed it, reducing call handling times and increasing capacity.

Awaken Scripting provided the appropriate guidance needed to reach out to citizens who may have come into contact with the disease. The agility of the platform and its adaptability to support large number of users meant that it could be swiftly utilised for other critical incidents, including working with Government agencies where businesses had gone into administration, or when companies had significant data breaches.

If a citizen tested positive for the disease, they received a call from one of the agents who followed a script, guided by Awaken Scripting, to explain the isolation steps they needed to take. With the use of intelligent guidance, the agent was also able to explain the necessary steps and capture the details of anyone who had come into contact with the infected person, enabling them to quickly step in to also contact those citizens.

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The results

With the implementation of our product, each agent was guided through their call with this intelligent and dynamic platform rather than having to go through weeks of training, something that is critical during a time of crisis. It linked multiple systems together and provided a single interface point meaning processes could be followed easily regardless of where information was housed. This seamless integration enabled the right script to be presented to the agent at the right time, so that they always followed the correct process. The consolidated desktop allowed the agent to relax into the interaction, confident that they were delivering the correct information. Although many of the agents had never worked in a contact centre before, let alone a home-based agent position, Awaken Scripting gave them the support they needed to confidently navigate through each call. With so many fast-moving situations, the Government were able to trust that each call was being handled in the right way to help protect the public.

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The benefits

By supporting the British Government to go live with one of the largest society-serving projects of recent years, our platform enabled people who had never worked in a contact centre before to feel confident in navigating important processes with minimal training. In recognition of the reliability and performance of Awaken Scripting, we were granted the status of an official approved software provider on the G-Cloud 12 Government hub, providing confidence to existing and future clients that Awaken is a trusted partner.

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