



0 to 25,000 in 5 days

HealthDirect Australia had 5 days to provide a National Helpline, delivering 25,000 calls a day to 1000 agents.

As part of the Australian Government COVID-19 response, HealthDirect Australia needed to rapidly establish the National Coronavirus Helpline, one place for the community and health professionals to get consistent, up-to-date information on the coronavirus.

HealthDirect Australia is a national, government-owned, not-for-profit organisation who deliver a range of innovative services to provide every Australian with access to trusted health information and advice, when and where they need it.

The Commonwealth of Australia tasked HealthDirect to create the National Coronavirus Helpline, with 1000 agents (including nurses and clinicians) located throughout the country answering 25,000 calls per day.

This critical service provides information to both the general public and health professionals across Australia. It was essential to relieve pressure on existing health services with a target to be up and running in five days.

Key Points

- HealthDirect Australia had five days to create a National Coronavirus Helpline for health professionals and the community.
- The solution needed to take 25,000 calls a day and host 1000 agents.
- Amazon Connect was the ideal solution for its scalability, capability and speed to deploy.
- Operata was used to automate load-testing and measure performance with predicted customer demand.
- Running tests and seeing results in real-time gave Healthdirect Australia the confidence needed for a national launch.
- Every 15 minutes automated pulse tests provide end-to-end assurance with escalations if target parameters are not met.
- The service performance on day one and beyond has exceeded expectations of callers.

Case Study Health

"The combination of the critically important National Coronavirus Hotline and very rapid delivery timeframes meant we needed to work safely and with agility. With Amazon Connect and Operata, we were able to launch a 100% new service with the assurance that it would scale with high quality performance."

Grant Sayer, Chief Technology Officer, HealthDirect Australia.

HealthDirect Goals

- One place to provide, consistent, accurate, up to date information on COVID-19.
- Support live agents providing contextual guidance to both the general public and health professionals
- A centralised service gathering caller information across Australia on impact and concerns.
- Capture feedback from stakeholders to influence public policy and messaging.

Operata Solution

- Continuous performance monitoring
- Automated load testing
- Insights & Analytics
- Operata - PagerDuty alerts Integration

How Operata Helped

Scale, capability and timescales made Amazon Connect the ideal solution, but how would Healthdirect gain the confidence they needed for a National launch?

HealthDirect used the Operata platform to create multiple campaigns that tested the performance and Amazon Connect contact flow logic under load.

As part of an initial production readiness program, 21,000+ test calls were made over a two hour period, 17 campaigns and over 110,000 test call minutes. The largest campaigns delivered 5,000 concurrent calls at a delivery rate of 10 calls per second, navigating all the menu options of HealthDirect's Amazon Connect contact flows. The campaigns were created and run using Operata campaign wizards with the results analysed in real-time by Healthdirect CTO, Grant Sayer.

When completed the call-by-call results were exported with links to all the test call recordings, samples of which were used to confirm voice quality within Amazon Connect.

Of the 21,000 test calls only 2 failed to be answered by the Amazon Connect platform within 0.3 seconds, even at full load. All calls successfully navigated the contact flow logic with no errors logged within AWS.

For ongoing service assurance Operata pulse tests are run every 5 mins to each state/territory phone number. Automated escalations are made via simple PagerDuty alerts if target parameters are not met.

The National Coronavirus Hotline was successfully launched within 5 days, with more than 25,000 calls per day answered from when the service launched. This important community service has added to the confidence of the general public and health professionals in the National response to the COVID-19 pandemic.