Informing Our Community – How to Set up a "Pop Up" Call Center in Less Than 3 Days

County Welfare Directors Association
Oct 7, 2020 - 1:45 – 2:45 p.m.

Welcome!

- Mandy Sharp
  Deputy Director of HHS, Human Services Division

- A few words about
  our format- "Zoom"

- What is a Pop-Up Call Center?

Presenters & Contributors

Other Contributors

▶ Dieter Wittenberg

▶ Hillory Courtney

▶ Katie Combs-Prichard

▶ Greg Geisler

Live at Conference

▶ Lisa Soto

▶ Katie Kenoyer

▶ Mary Barker

▶ Mandy Sharp

Our First Polling Question

Who is our audience?
Let us know what type of work you do-

POLLING QUESTION

1. Eligibility Worker (non-Call Center)
2. Employment Counselor
3. Economic/Workforce Development
4. Technical/IT/Help Desk
5. Call Center
6. Public Information
7. Administration- clerical, fiscal, leadership
8. Emergency – Disaster
9. Protective Services – Adults or Children
10. Housing
11. Other

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Things to Consider During this Workshop

▶ Other ways it could be used

▶ Short term

▶ Call volume

▶ Mix between VM and live
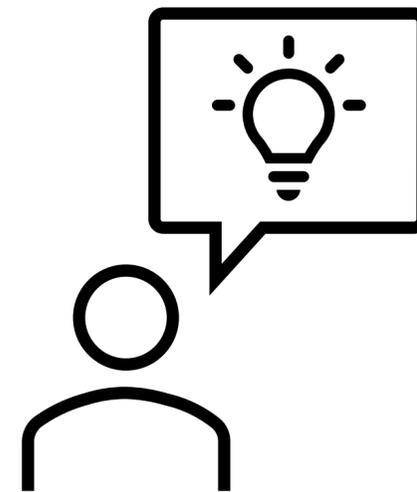
A Brief Background

- **Emergency – COVID-19**

- **Public Health Nurses-**
  - "Contagious Disease Hotline"

- **Human Services staff are "emergency workers"**
  - Opportunity to serve and share our skills for the public good

Worker Supervisor- Phase One

VIDEO HERE

▶ Mary Barker

Eligibility Specialist Supervisor
Department of Health and Human Services | Human Services Division

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What drove the need?

Overwhelming Volume of Calls

Existing System not intended for this need

Potentially not able to respond to the public- lost calls

211 not available

Historically un-precedented

Consistency of messaging

Opportunity to listen

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Important Roles in our Project

Our Second Polling Question

POLLING QUESTION

Has your organization needed to communicate with your community on a pressing or important issue in the past 12 months?

▶ Yes

▶ No

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Video Contributors

Discussion – Database/Liaison

▶ Look to your existing infrastructure

▶ Be clear on what you want to accomplish

▶ Adapt to changes as new issues emerge
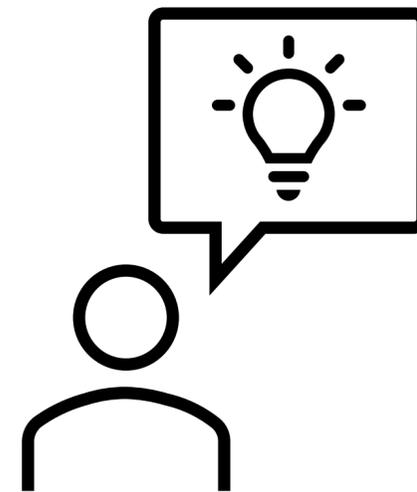
▶ Be ready to collaborate

   ▶ Check Chat Box
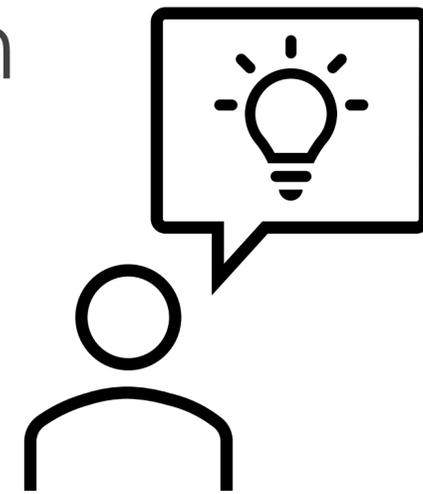
Maximize Your IT Resources

▶ Dieter Wittenberg

IT Telecommunications Manager
Information Technology Department

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Discussion – IT/Telecom

▶ Start with a vision of the solution

▶ Prepare to work quickly

    ▶ Use existing equipment & facilities

▶ Understand your customer's need

▶ Be ready to collaborate

    ▶ Check Chat Box
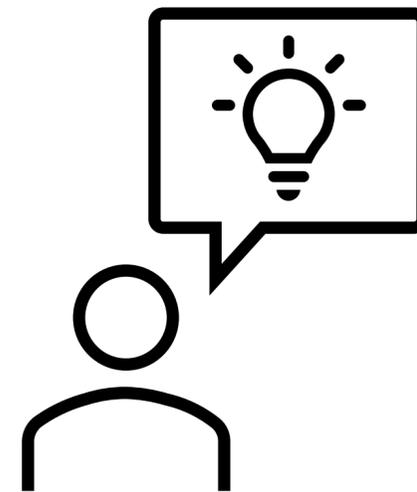
Public Information, Liaison

► Katie Combs-Prichard

Public Information | Health and Human Services

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Discussion – PIO Liaison

▶ Take the pulse of the community

▶ Consult Subject Matter Experts to adjust your messaging

▶ Set up a regular feedback loop

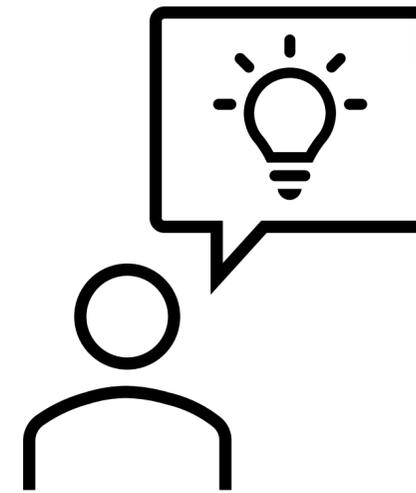▶ Listening is key

  ▶ Check Chat Box

Our Third Polling Question

POLLING QUESTION

Does your organization currently have a call center in operation?

▶ Yes

▶ No

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Manager Role

- Live discussion
- Narratives
- Communication up and down
 - Check Chat Box

PUBLIC HEALTH & TRAINING RM 1

Supervisor in Phase Two

- Live Discussion
  - Picking the right people
  - Tools – technology to track
  - Health & Safety issues
  - Feedback loop
    - Team communication
  - Patience and Flexibility
    - Check Chat Box
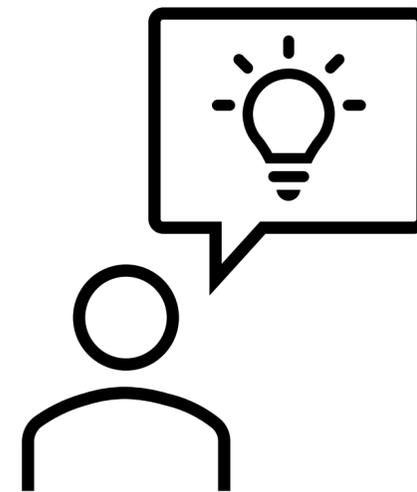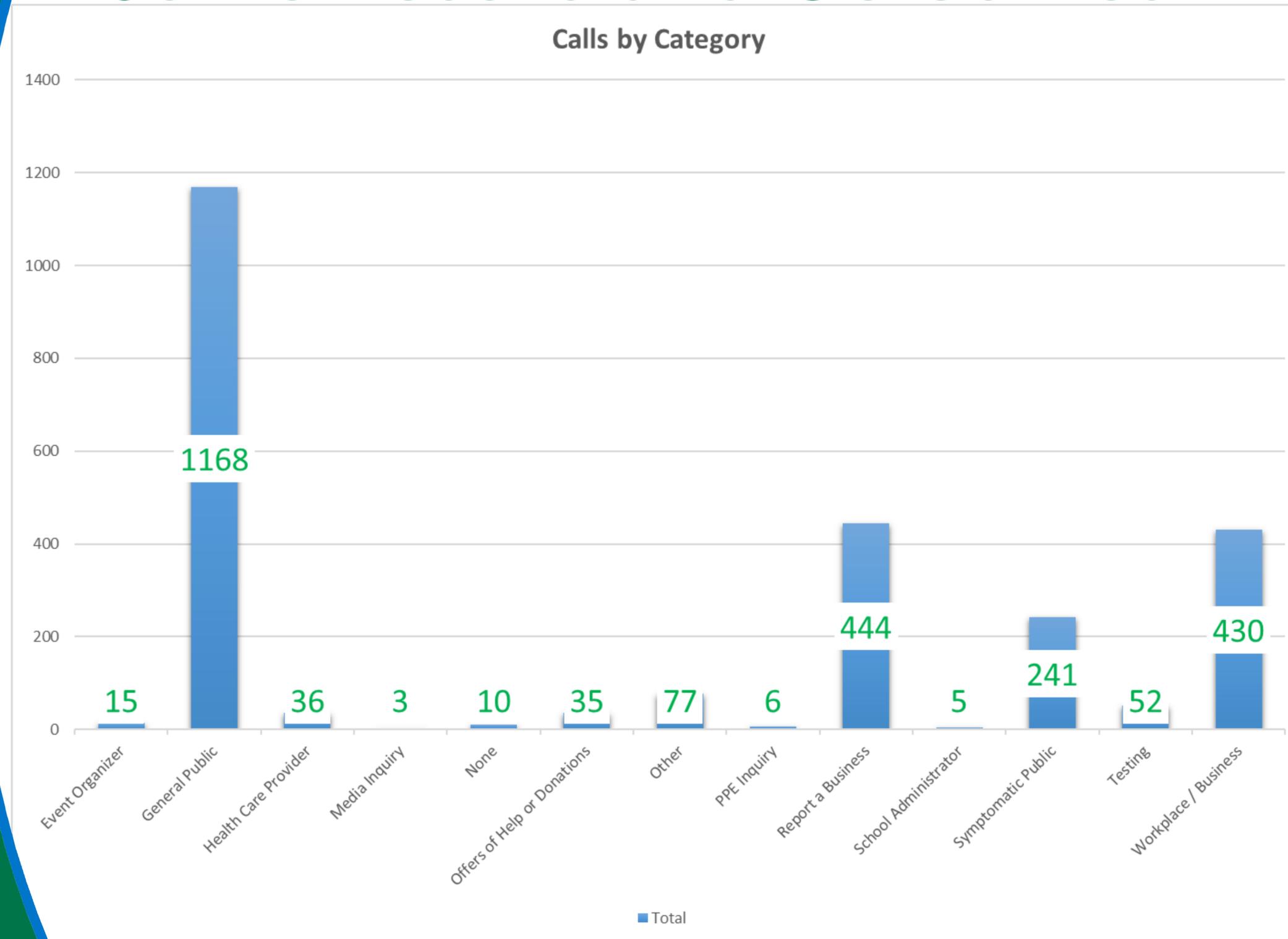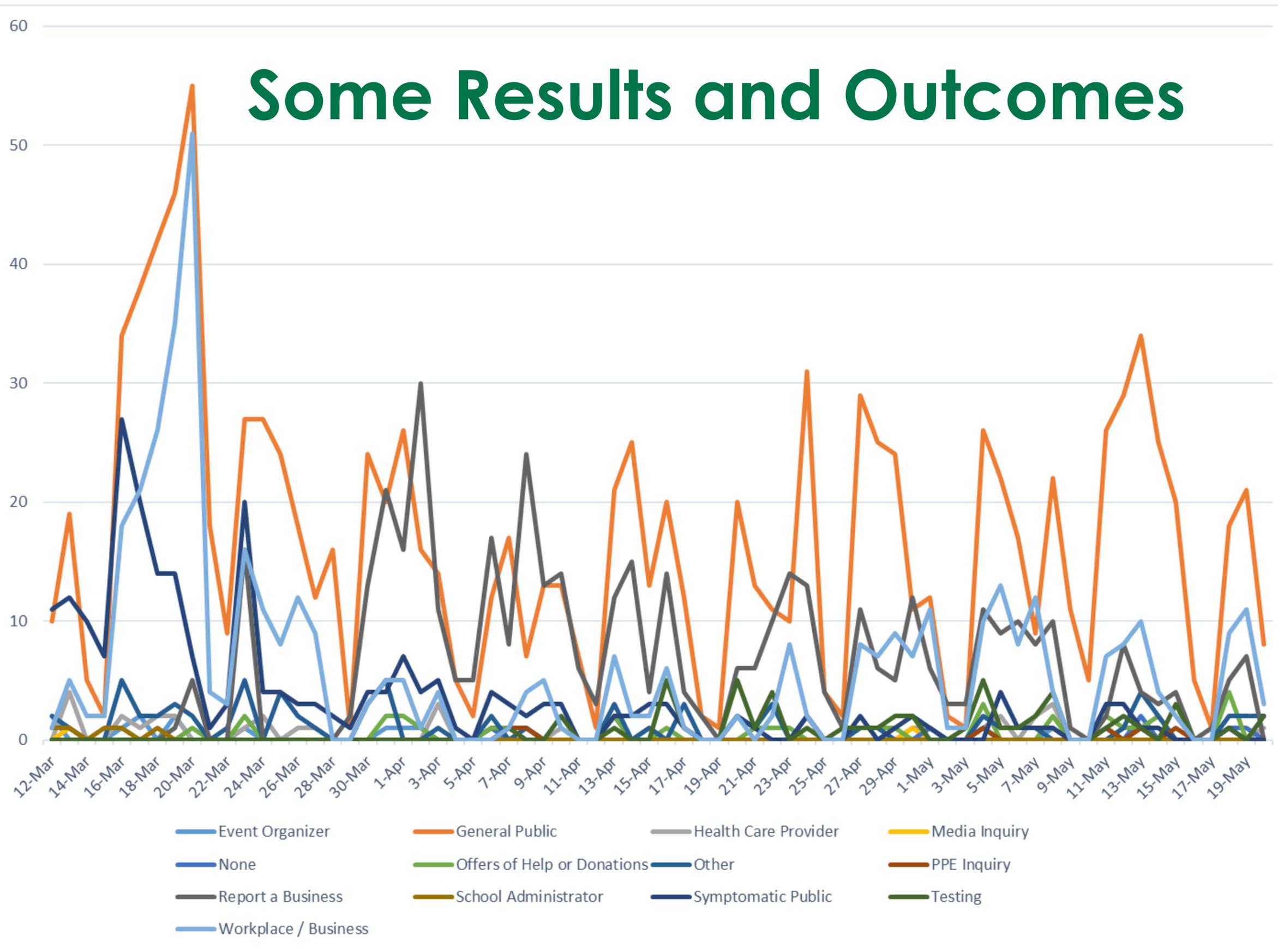
Transition to 211

- Relief
- Able to share our knowledge
- Able to set reporting expectations
- Cross-training
  - Check Chat Box

Some Results and Outcomes

Calls by Category
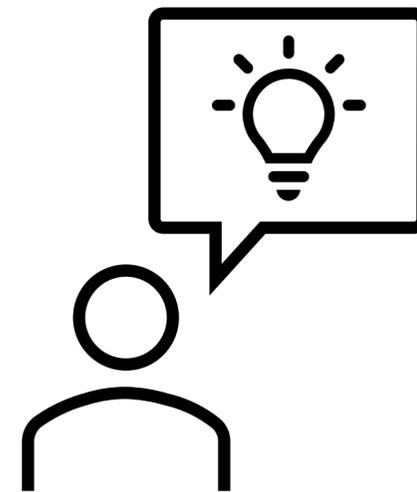
Some Results and Outcomes

Our Fourth Polling Question

POLLING QUESTION

Do you have a plan, process or service that could be implemented within a few days to help address a high volume of community concerns?
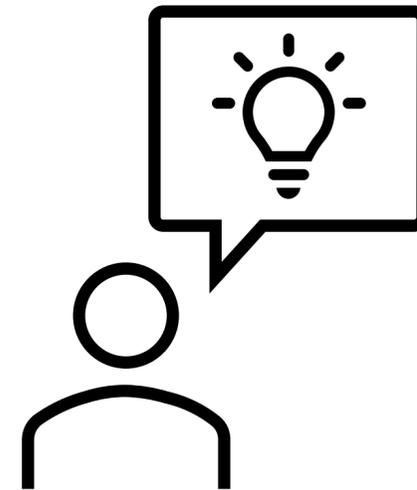
▶ Yes

▶ No

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How else could a Pop Up Call Center be used?

- What else?
- Use your Chat to comment!

Discussion – Chat Results

- Open discussion
  - Check Chat Box

Our Fifth Polling Question

POLLING QUESTION

Does your county have 211 service?
- ▶ Yes
- ▶ No

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Lessons Learned

- Data helps design
  - 211
  - Economic Development
- All hands on deck
- Use your resources
  - People, phones, buildings, systems
- Communication flow
- Prepare contact option in advance
  - Summary

Questions ?

Thank you from all of us in Placer County!

Contact Us –

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