



Contact Center and Digital Interface Synergies

Enhancing disaster and emergency response by deploying a full service contact center combined with a cloud-based digital web-interface platform and data system

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Introduction

A comprehensive disaster or emergency response is most effectively delivered by leveraging a digital web-based platform and a full-service contact center, seamlessly integrated through a structured data system. Optimal deployment is achieved when an experienced provider who is familiar with the system can ensure smooth data sharing and complementary design functionality.

Effectively managing and scaling repeatable processes along with 24/7 access for all stakeholders during a disaster necessitates utilizing a cloud-based digital platform. Combining this with a contact center enhances communication clarity, provides essential human interaction for resolving complex issues, and enables adaptive outreach campaigns. Strategic data structuring is crucial to optimize the workflows between the digital platform and contact center, harnessing their combined value and efficiency in a comprehensive disaster response approach.

Disaster-induced damage to interdependent community systems and services necessitates a dynamic solution for a successful response. While state and local government emergency management teams may understand the value of deploying a digital platform and contact center in tandem, without a shared technological foundation, teams may find themselves juggling inter-system operations rather than enhancing efficacy. Employing a technology solution that harmonizes the digital platform with the contact center, orchestrated by a single provider, enables disaster management offices to circumvent the pitfalls and hasty decision-making associated with forcibly integrating disparate tools during an evolving event.

The mission of an Emergency Management Office is to swiftly and equitably distribute aid, while minimizing up-front and downstream costs. Navigating through the tedious tasks of integrating a contact center with a digital interface can divert attention from this vital work. Entrusting this to a single experienced provider who has designed both of these systems to be seamlessly integrated through a shared technology platform ensures that focus remains on providing compassionate and efficient aid where it's needed most.

The Role of a Technology and Enterprise Solutions Provider

An experienced disaster-focused technology and enterprise solutions provider manages the following processes which involve integrating both the contact center and a web-based platform:

- Coordinated Messaging
- Applicant / Survivor Data Intake
- Live Data Accessibility, Updating and Sharing
- Survivor Need Assessment and Eligibility Processing
- Issue and Complaint Resolution
- Reporting and Program Metrics Analysis
- Risk Management

An enterprise solution provider thoughtfully designs workflows and data structures to seamlessly connect processing and communication aspects of a response, ensuring that well-trained staff can deploy an immediately effective system in demanding situations.

Identifying the Roles of Response Support Systems

1. Centralized Communication Hub:

- Ensures a rapidly evolving situation is met with reliable, consistent, and up-to-date information for all parties involved.

2. Digital Web-Interface Platform and Data System:

- Allows for the intake and storage of data in an organized manner
- Automates tasks involved with the prioritization, review, and approval of those seeking assistance, allowing for the ability to respond quickly and efficiently to the need

A contact center primarily serves as a centralized communication hub. In times of stress, reaching a human being on the other end of a phone is an important way to assuage fear, promote calm, and ensure clear instructions between the responder and the survivor. The ability to identify and coordinate issues and their resolutions requires a contact center employee to comprehensively navigate a data system, and ensure that the issue is correctly identified, any necessary corrections are made, and all actions are taken to process the delivery of aid efficiently. A contact center is most effective when using a system familiar to employees, which shares and combines interaction data with platform processes, and allows for complete data visibility to all necessary parties.

A cloud-based digital web-interface platform and data system is a software solution designed to streamline the collection of data and facilitate the assistance distribution process. This system will automate and organize processes such as application intake, the review and approval of applications, compliance tracking, risk monitoring and generative reporting. Centralized data collection allows administrators to see need and delivery trends in real time, identify priority populations, facilitate detailed risk management reports, and log important communications and messaging histories for those contact center employees interacting with the platform.

Cost-Savings and Labor Optimization of Response

Reducing variable costs is a function of being able to scale workflow processes and route issues effectively. Complex issues and complaints exert undue pressure on response program processes and are typically not accounted for in program workflow timelines and budgets. As such, when these issues are not resolved quickly, redundancies and duplications of effort that occur when data access or updates are delayed, become a burden for program staff, and hinder the delivery of timely aid.

Contact center staff are at the forefront of complex issue resolution, and these issues are a major driver of excess variable costs. By empowering these staff members with live data access, clear visibility into case history, and a familiar interface



with which to interact, the time to close complex complaints and resolve issues is minimized and cost efficiencies are realized.

Allowing live data to be dynamically shared between a contact center and a digital platform provides visibility into trends in complaint resolution, type, and needed actions. By providing response managers with clear insight into evolving program needs, a fully integrated data system improves the overall efficiency of response and delivery of aid to those in need.

Synergies in Data Security and Risk Management

Risk trends within a response program are identified and mitigated faster when analyzing complete, real-time data sets, both from an automated portal interaction and live-agent support quality review perspective. This synergy improves reaction times to risk trends, which are key to prohibiting Fraud, Waste, and Abuse (FWA). Increased FWA activity in disaster assistance programs highlights the need to consolidate all data around documentation, interaction, and response processes to ensure risks are appropriately monitored.

The following are real-world examples where a dual-faceted contact center and digital platform requires a real-time and well-organized technology foundation:

1. The effect of delays in issue/complaint resolution:

- People with outstanding issues tend to file repeated complaints, and outreach intensifies the longer a resolution is delayed or goes without a human interaction.
- An influx of repeated support requests overwhelms staff and deflects from newly submitted and time-sensitive issues.
- Resolutions are increasingly delayed at a time when they are needed most, further accelerating the dynamic of stress applied to system processes.
- This compounding effect can lead to unforeseen consequences which present themselves in other areas of administration.

2. When time and cost sensitive data collection or verification needs arise, it challenges a response plan, impeding the scaling of direct outbound contact, coordinated with an accessible digital

interface platform to provide up-to-date and accurate information.

- Contact Center passes tailored instructions via a human being to a person in need.
- Data system analyzes cross program datapoints to identify population and provide contact information efficiently.

Examples of processes that experience unique issues:

- Compliance resolutions and document verification.
- Evacuations and other sudden changes in messaging and survivor instructions.

3. Linking a contact center and data/portal system allows for faster resolution times, and means fewer minor issues that develop into major escalations. This is made possible by both the case worker and direct point of contact having full visibility into a survivor's status, eligibility requirements, and expected next steps with which to inform applicants and move issues to resolution in real-time.

Conclusion

Preparing a contact center and a digital web-based platform together in advance ensures efficient design in data structures and workflows.

Deploying a ready-to-go solution activates all essential processes at once, enhancing the experience for all involved parties and providing substantial value by automating routine tasks and optimizing direct communications. Ultimately, the unified approach of both solutions offers a secure, cost-effective, and adaptable response.

Embracing the strategic approach of “Preparing, Activating, and Responding” encapsulates a seamless, proactive, and adaptive methodology to optimize both digital and human resources during critical events.

For more information on our program support, contact us today.



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