



# Department of Public Social Services



**CUSTOMER SERVICE CENTER**

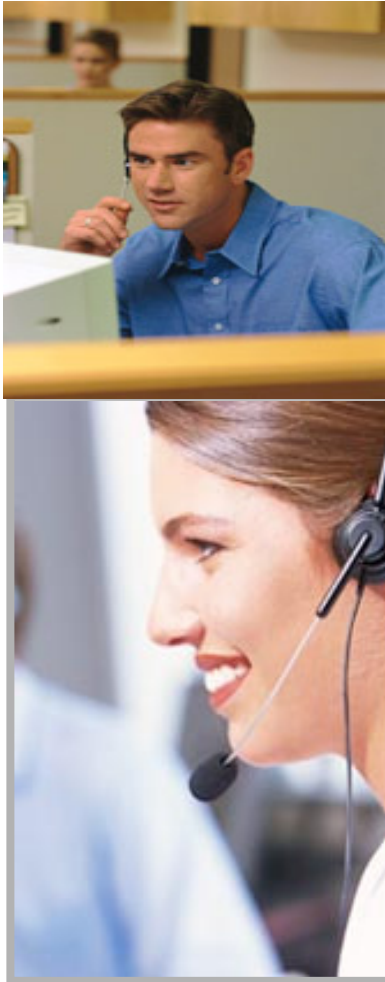


As a result of extensive research, DPSS implemented a call center that utilizes the state of the art technology to improve service access and delivery to our community

- The Customer Service Center pilot was implemented on January 16, 2007
- Access Hours were expanded, 7:30 a.m. to 5:30 p.m.
- Experienced Eligibility staff were selected based on customer service skills and experience
- Eligibility staff received comprehensive customer service and computer system training



- Initially, the pilot serviced only one District office:
  - ❖ San Gabriel Valley District
  - ❖ Total caseload of 30,451
- Provide services for Medi-cal, Food Stamps, CalWORKs and General Relief
- Services available in English, Spanish, Mandarin and Vietnamese
- Quick link to Emergency Services
- Using advanced technology for tracking, reporting and analysis



Throughout the pilot phase, three District offices were added to the Customer Service Center:

- San Gabriel district office on January 16, 2007
- Norwalk district office on May 15, 2007
- El Monte district office on August 21, 2007
- Combined caseload for all three offices is over 123,000
- Monthly call volume: over 61,000
- Monthly tracking tickets: over 34,000
- On January 29, 2008, a Self Service Interactive Voice Response System (IVR) was implemented

## Customer Benefits

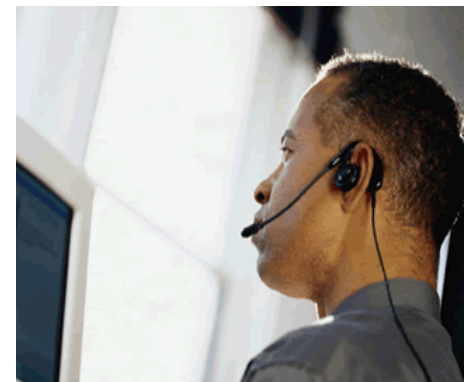
- Single point of contact
- Timely and accurate responses
- Calls are tracked and handled appropriately
- Priority handling of emergencies
- Greater accountability for case actions
- Accurate and uniform information through the use of knowledge based technology
- Expanded access to resource information
- Automated program and resource information
- Redeploy resources quickly during a disaster
- Customer surveys have proven a 99% customer satisfaction rate

## Organizational Benefits

- Immediate access to case information via DPSS' eligibility and benefits issuance system, LEADER
- Centralizes information sources to ensure accuracy
- Immediate access to current program information through the knowledge based system
- Provides an escalating system of alerts for tracking case actions done via a customer relationship management solution known as Frontlink
- Ensures Accountability and Quality Control
- Enhance management control through real time reporting
- Reduced district office traffic
- Reduced customer complaints

The customer service center is utilizing the most modern technology for the delivery of services:

- Cisco Voice over Internet Protocol (VoIP)
- Frontlink Tracking System – Lagan Technologies
  - New Lagan-IPCC-LEADER integration allows participant information to populate on a ticket, thus avoid manual query
  - High availability and load balancing to maximize performance between two servers
  - Business enhancements that allow more dynamic workflow of tracking tickets (reallocation, escalation, multiple links)
- IEX Corporation Forecasting System – Information Exchange
- NICE Reporter- Neptune Intelligent Computer Equipment
  - Insight from Interactions Solution
- Plasma wide screen panels
- Interactive Voice Response system (IVR)
- Reporting tools:
  - Oracle Discoverer Plus System
  - Cisco Webview Reporting System
  - NEC VXML Reporting

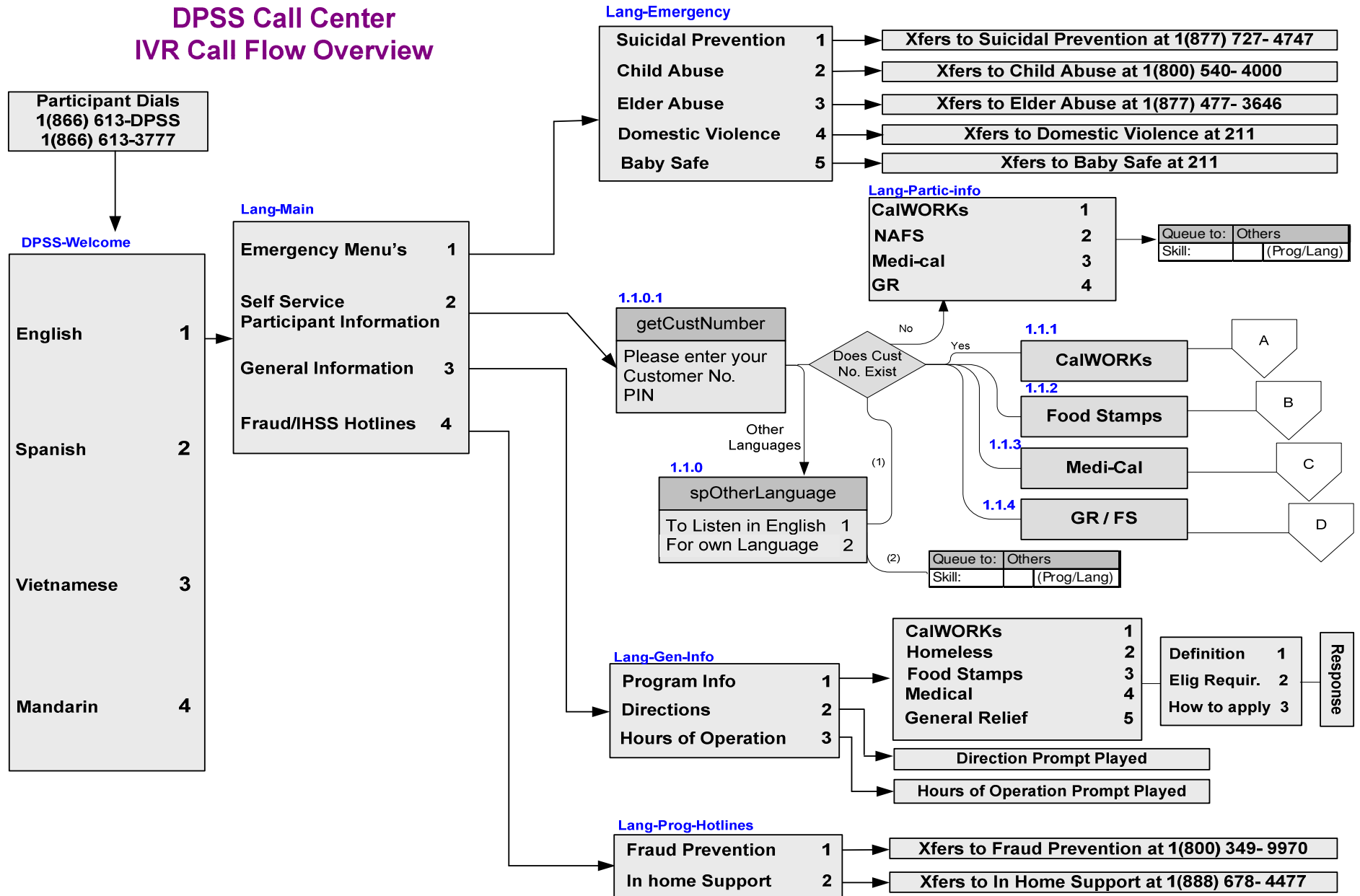


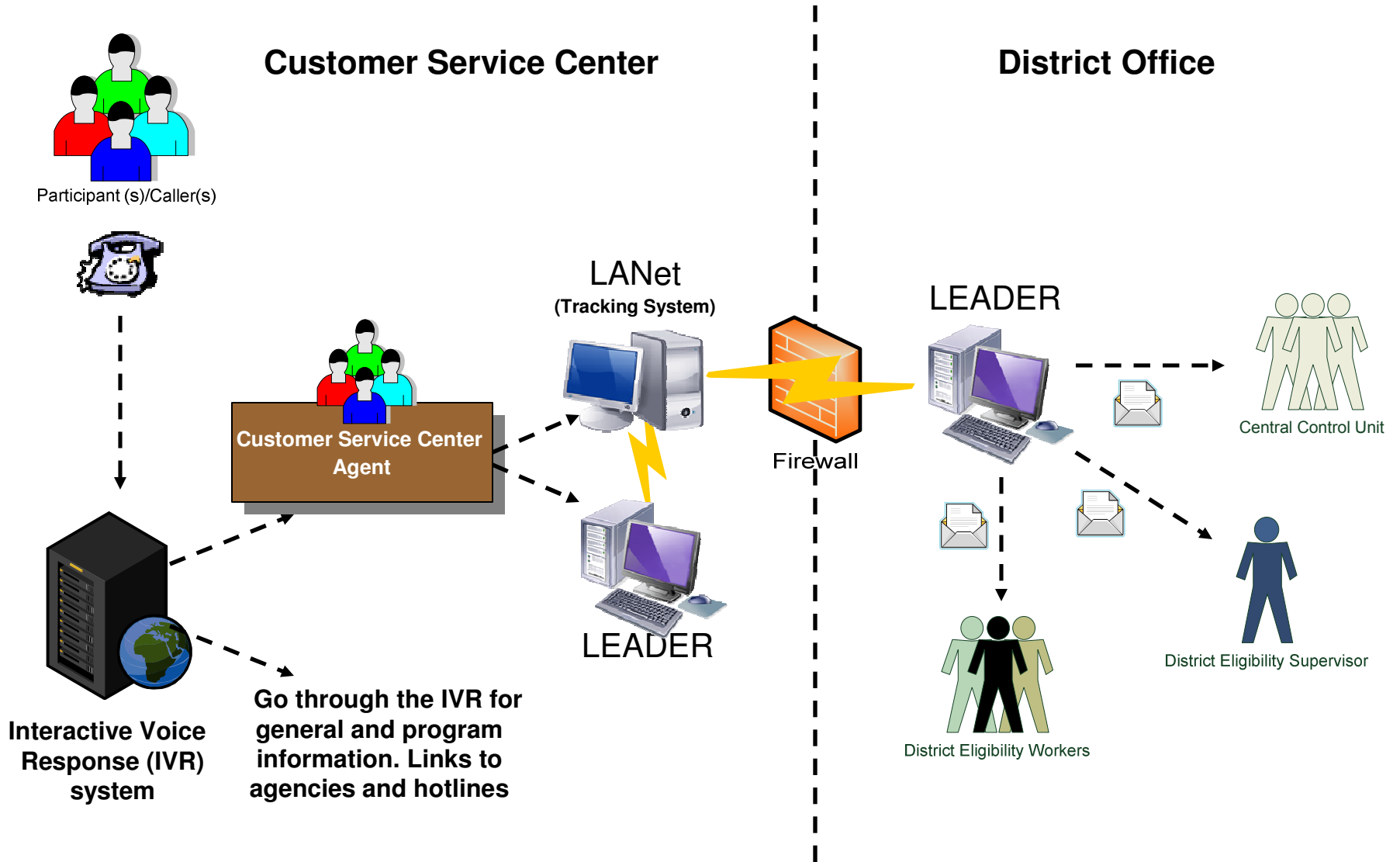


# SCOPE OF PROJECT

## DPSS Call Center IVR Call Flow Overview

Department of Public Social Services

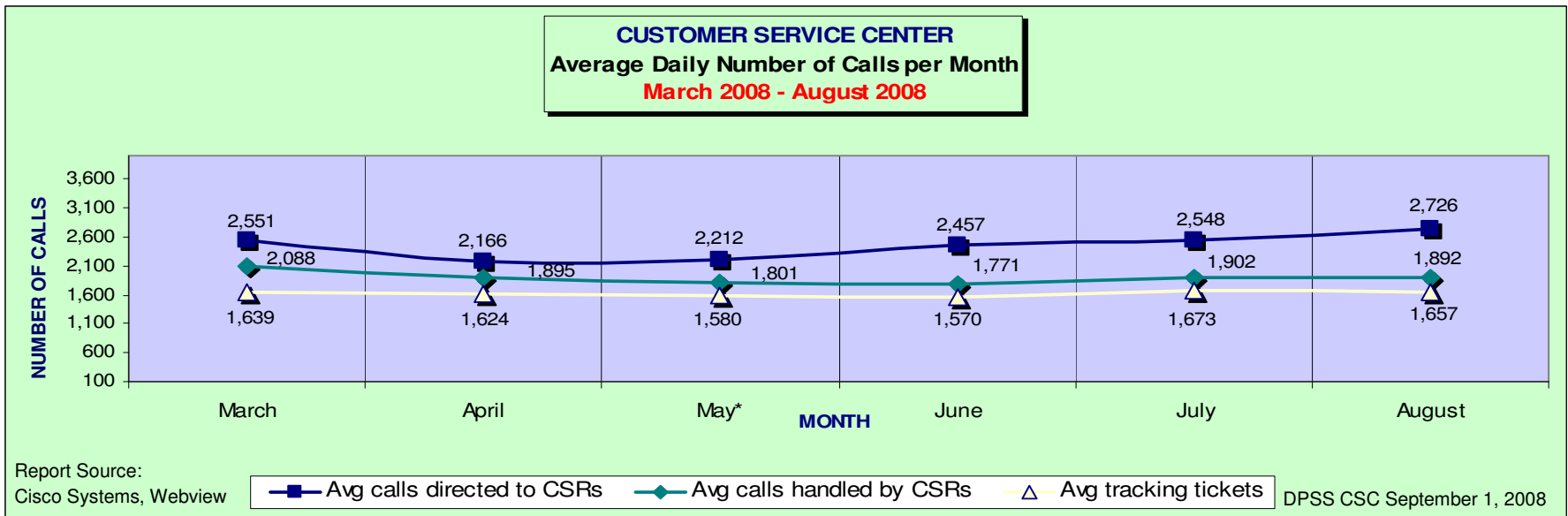
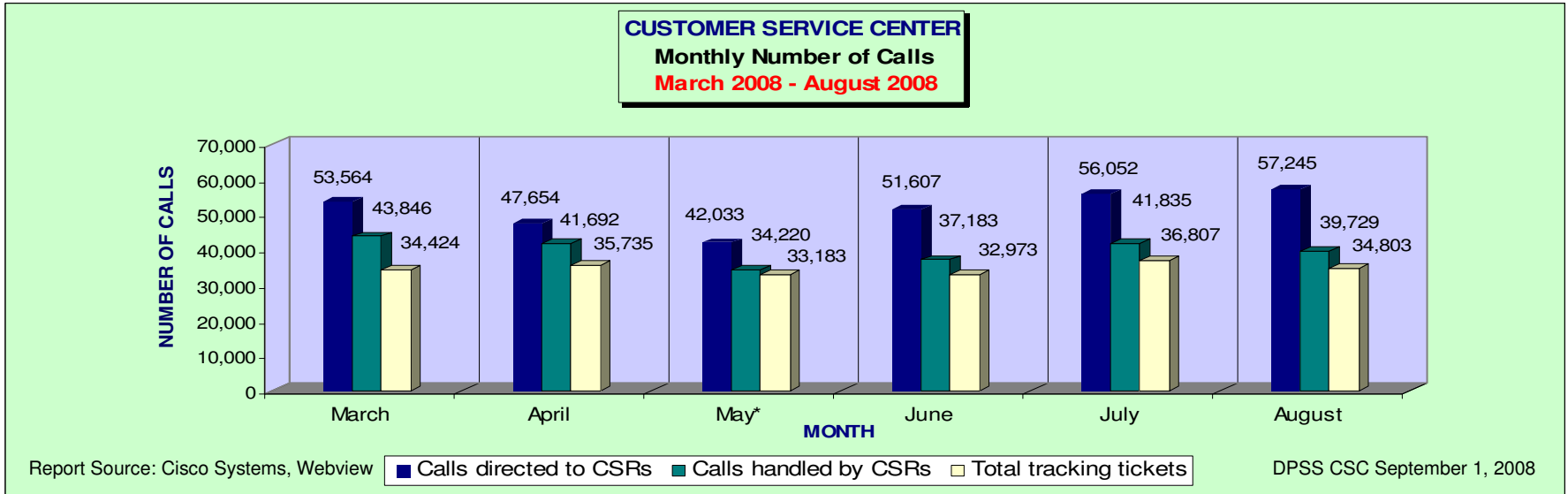






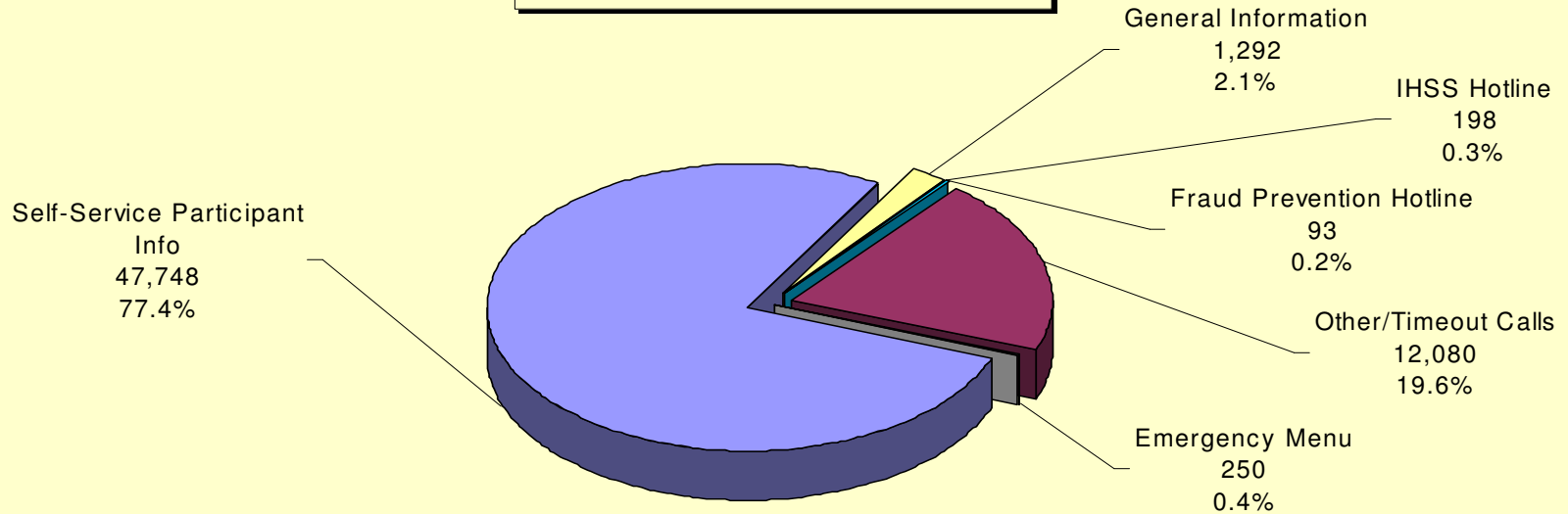
## Customer Service Representatives

- Evaluate Customer inquiries and requests
- Generate Tracking Tickets
- Provide general and case specific information
- Direct Referrals (i.e., 211,)
- Process requests for Mail Out Application (FS/MAO)
- Initiate Address Changes
- Initiate Add Individuals/Newborns
- Schedule appointments
- Submit request for replacement cards (BIC)
- Submit requests for MEDS account activation
- Complete MEDS transactions  
(Address, Birthdate and Aid Code changes)
- Initiate requests for replacements cards (EBT)
- Complete Case Comments



\*May 1<sup>st</sup> and May 2<sup>nd</sup> data has been lost due to a shut-down of the logging process on the main server.

**Monthly Average Call Breakdown**  
Main Menu  
March 2008 - August 2008



| Main Menu Call Breakdown      |               |               |                  |               |               |               |
|-------------------------------|---------------|---------------|------------------|---------------|---------------|---------------|
|                               | March         | April         | May <sup>1</sup> | June          | July          | August        |
| Emergency Menu                | 121           | 267           | 212              | 304           | 324           | 272           |
| Self Service Participant Info | 25,447        | 46,316        | 45,571           | 52,551        | 58,903        | 57,701        |
| General Information           | 978           | 1,704         | 1,201            | 1,549         | 1,437         | 883           |
| Fraud Prevention Hotline      | 65            | 80            | 102              | 101           | 131           | 81            |
| IHSS Hotline                  | 139           | 201           | 200              | 269           | 214           | 167           |
| Other/Timeout <sup>2</sup>    | 27,302        | 14,131        | 6,097            | 5,386         | 9,278         | 10,283        |
| <b>Total Calls</b>            | <b>54,052</b> | <b>62,699</b> | <b>53,383</b>    | <b>60,160</b> | <b>70,287</b> | <b>69,387</b> |

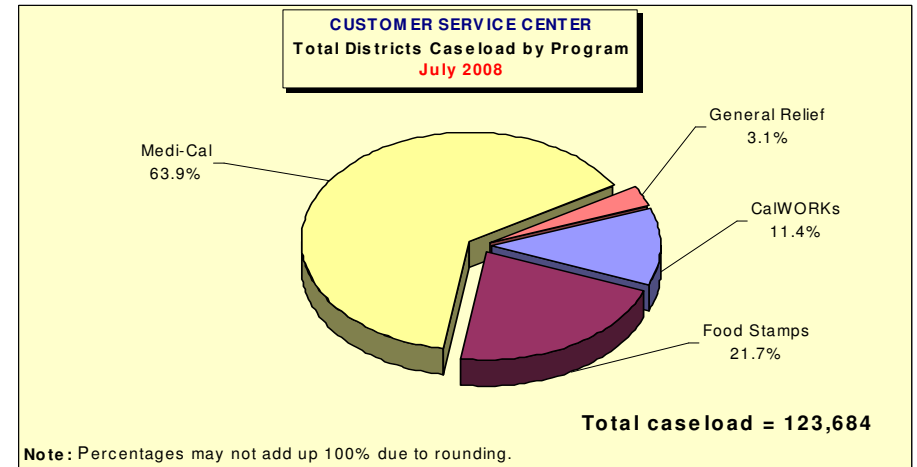
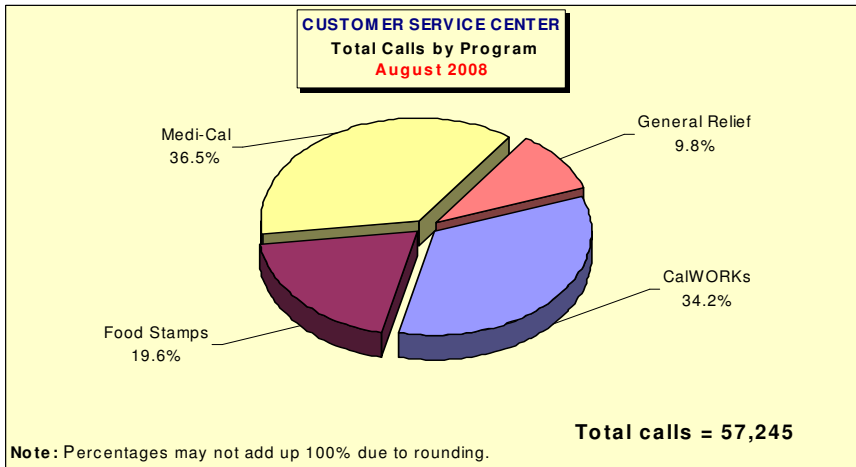
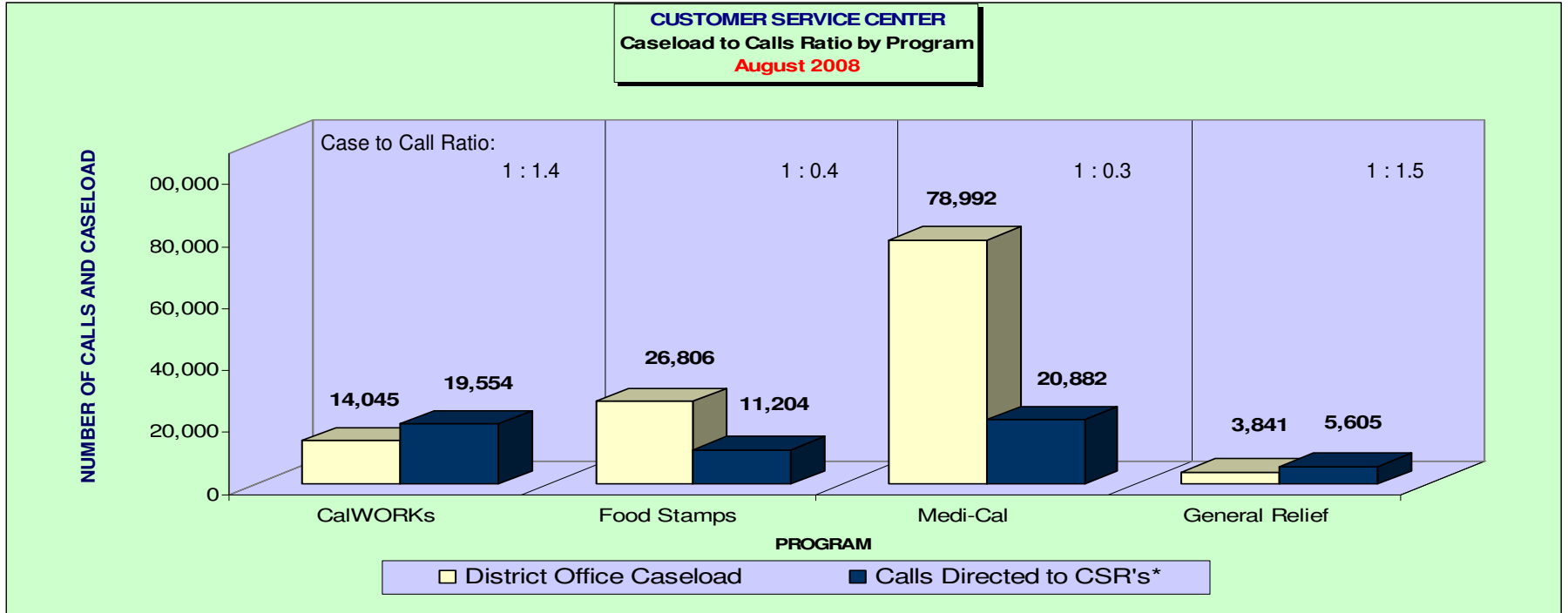
Report Source: Cisco Systems, Webview

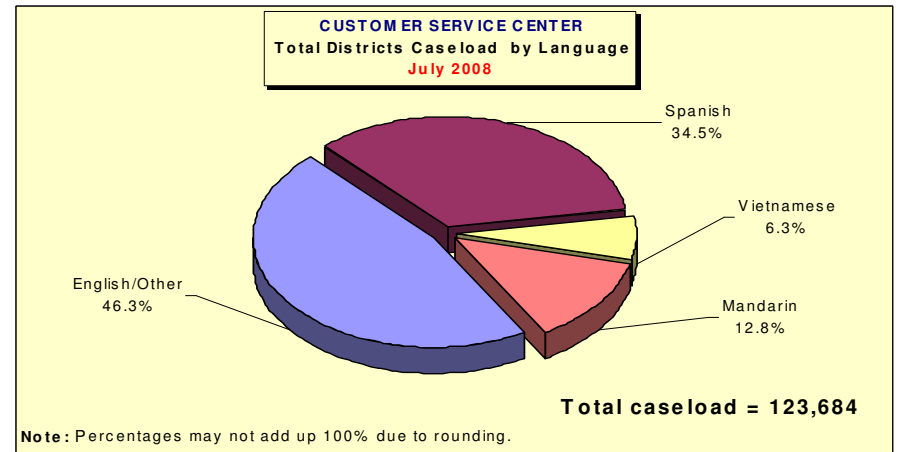
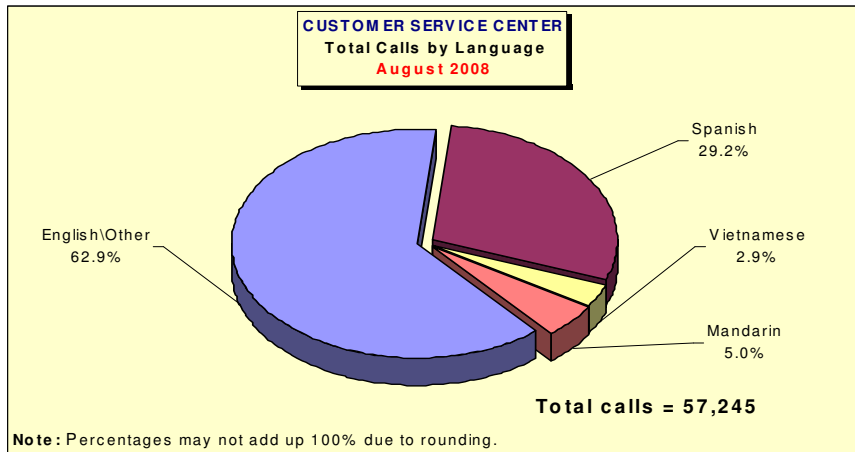
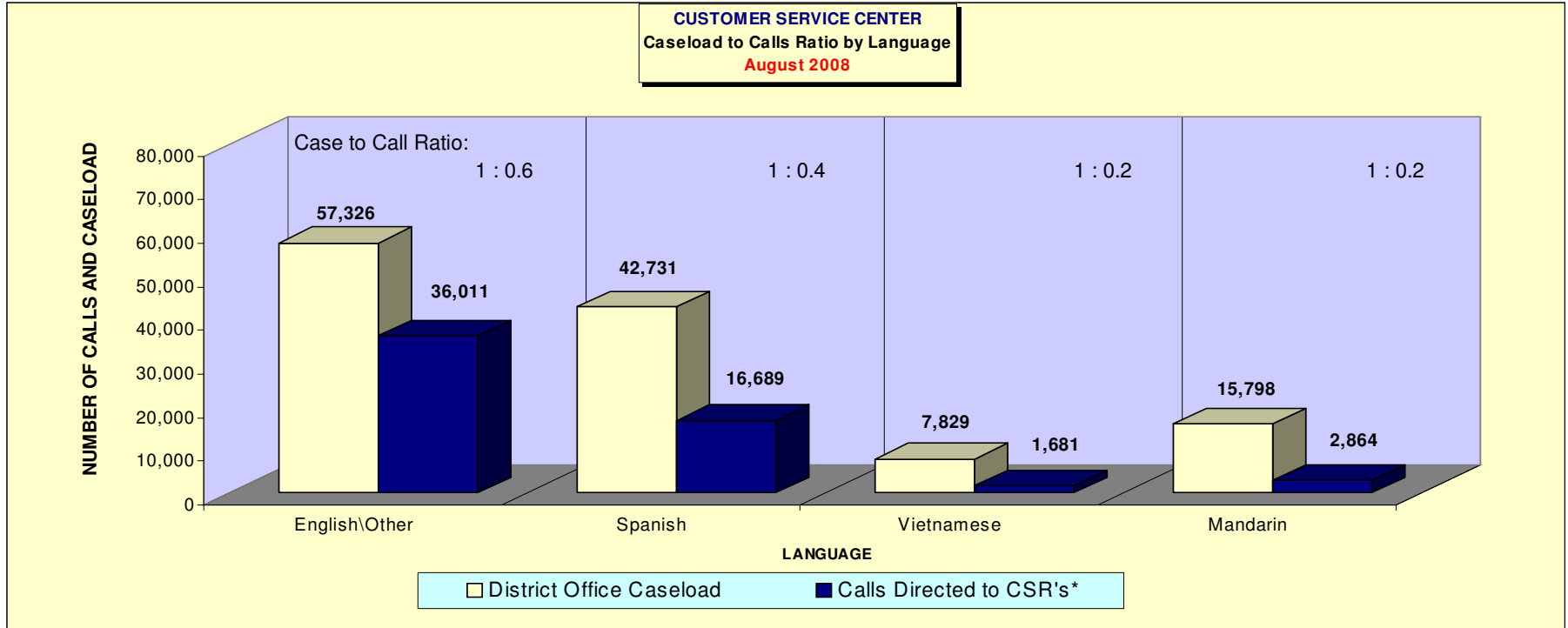
<sup>1</sup>May 1st and May 2nd data has been lost due to a shut-down of the logging process on the main server.

<sup>2</sup>As of April 2008, these are dropped calls only.

Note: Percentages may not add up 100% due to rounding.

DPSS CSC September 1, 2008

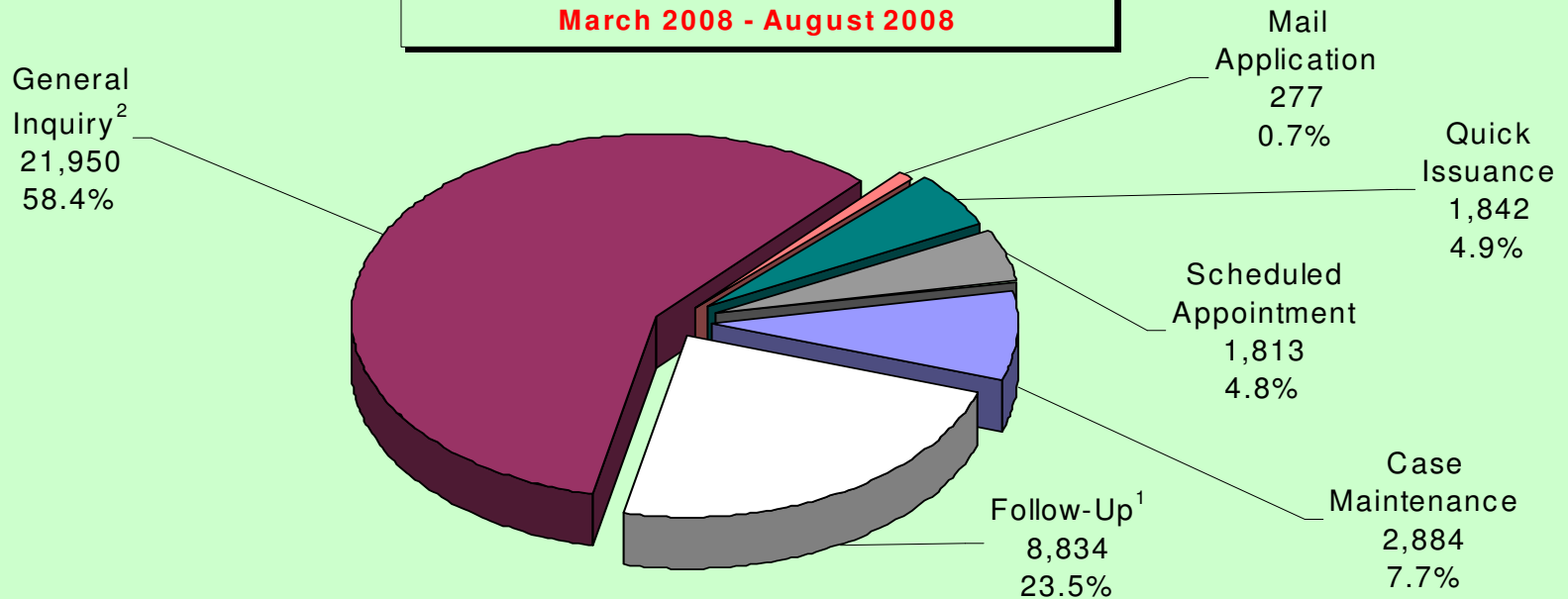






# Monthly Tracking Ticket Breakdown

**CUSTOMER SERVICE CENTER**  
**Monthly Average Tracking Ticket Breakdown**  
**March 2008 - August 2008**



|                               | March         | April         | May           | June          | July          | August        |
|-------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Case Maintenance              | 2,463         | 2,533         | 2,661         | 2,918         | 3,509         | 3,218         |
| Follow-Up <sup>1</sup>        |               |               | 4,030         | 9,999         | 11,057        | 10,248        |
| General Inquiry <sup>2</sup>  | 28,138        | 28,880        | 22,602        | 16,363        | 18,195        | 17,522        |
| Mail Application              | 292           | 271           | 250           | 271           | 284           | 292           |
| Quick Issuance                | 1,821         | 2,165         | 1,948         | 1,630         | 1,777         | 1,712         |
| Scheduled Appointment         | 1,710         | 1,886         | 1,692         | 1,792         | 1,985         | 1,811         |
| <b>Total tracking tickets</b> | <b>34,424</b> | <b>35,735</b> | <b>33,183</b> | <b>32,973</b> | <b>36,807</b> | <b>34,803</b> |

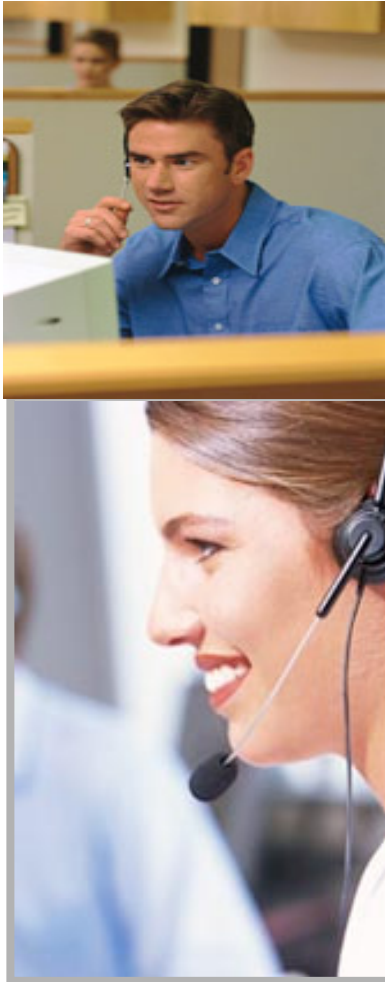
Report Source: Oracle Discoverer Plus

<sup>1</sup>Effective May 19th, 2008, a new tracking ticket called Follow-Up was added to the CSC.

<sup>2</sup>As of May 19<sup>th</sup>, all general inquiries tracking tickets are handled and closed at the CSC.

Note: Percentages may not add up 100% due to rounding.

DPSS CSC September 1, 2008



- Expand IVR
- Expand countywide - multiple full service call center locations serving as one virtual center
- Service all 32 LA County district offices
- Caseload of 1.1 million and over 2 million participants

## Long Term Plans:

- Incorporate other programs
- Incorporate other customer services numbers/hotline numbers
- Internet based automated services



- Bureaus and Divisions/Section within the Department
- Other Departments and Organizations
  - ✓ Internal Services Department (ISD)
  - ✓ Child Support Services Department
  - ✓ Department of Children and Family Services
  - ✓ 211 Information Line
  - ✓ Molina Medical Center
  - ✓ Didi Hirsch Community Mental Health Center
  - ✓ Employee Unions/Bargaining Groups (Local 721)
- Community Agencies and Advocacy Groups
- County Contracted Vendors:
  - NEC
  - First Data Government Solutions
  - Lagan Technologies
  - UNISYS
  - CISCO Corporation
  - IEX Corporation

- Research, research, research
- Get a consultant
- Plan the entire scope of the project
- Plan for the future – Growth and Expansion
- Include all partners
- Community Agencies and Advocacy Groups
- Employee Unions/Bargaining Groups
- Plan to work closely, hand-in-hand with the vendors
- Plan for friendly maintenance & upgrades
- Professional training and certificate programs for Customer Service Representatives
- Plan staffing based on call centers



# QUESTIONS?