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-

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
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

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

Historically unprecedented

Consistency of messaging

Opportunity to listen

Potentially not able to respond to the public - lost calls

211 not available
Important Roles in our Project

- Call takers/Workers
- IT/Telecom
- Script Writer
- Reporting Staff
- Pop Up Call Center
- Liaison to Technology & County Admin Office
- Liaison- to Subject Matter Expertise (PH)
Our Second Polling Question

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

- Yes
- No
Getting Started: Assessing Available Tools

Hillery Courtney
Business Relationship Manager
Information Technology Department
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
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
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

Does your organization currently have a call center in operation?

- Yes
- No
Manager Role

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Organizer</td>
<td>15</td>
</tr>
<tr>
<td>General Public</td>
<td>36</td>
</tr>
<tr>
<td>Health Care Provider</td>
<td>3</td>
</tr>
<tr>
<td>Media Inquiry</td>
<td>10</td>
</tr>
<tr>
<td>None</td>
<td>35</td>
</tr>
<tr>
<td>Office of Help or Services</td>
<td>77</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
</tr>
<tr>
<td>PPE Inquiry</td>
<td>444</td>
</tr>
<tr>
<td>Report a Business</td>
<td>5</td>
</tr>
<tr>
<td>Social Administrator</td>
<td>241</td>
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<tr>
<td>Symptomatic Public</td>
<td>430</td>
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<tr>
<td>Testing</td>
<td>52</td>
</tr>
<tr>
<td>Workplaces/ Business</td>
<td></td>
</tr>
</tbody>
</table>
Some Results and Outcomes
Our Fourth 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
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

Does your county have 211 service?

- Yes
- No
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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