Our Customers Speak for Our Solutions
An OAISYS Case Study

bc211 we can help
In partnership with the United Way

Vancouver, British Columbia

BC211 is a 24/7 public service society and call center providing information on and referral to services throughout the Province of British Columbia.

BC211 has a comprehensive database of community, government and social services and answers calls in areas such as addiction, homelessness, mental health, income assistance and public safety just to name a few. They handle an average of 2,500 calls a week and are expanding their service.

The society needed to upgrade its phone system and were well into the process of due diligence. Through some discovery questions it appeared that a phone switch with automatic call distribution (ACD) would provide a partial solution. OAISYS Authorized Channel Partner Optinet Systems introduced BC211 to the value of the OAISYS Tracer voice documentation and contact center management solution combined with the ShoreTel Enterprise Contact Center software.

Optinet's Denise Maschewski set up a web demonstration of Tracer with OAISYS Sales Engineering. "The IT administrator and the IT manager were totally impressed," Maschewski said. The successful demonstration led to another in which BC211's Executive Director, Myrna Holman, participated.

Holman's extensive call center background and experience led her to easily see the value in Optinet Systems' proposal.

Holman compared offerings from different suppliers before making a final decision. "We had a few vendors come in. We liked the ease of using OAISYS. Unlike some organizations, we actually delete most calls within a short period of time, but were happy with the capacity to store what we needed to." The society makes use of Tracer's ability to stage and purge calls automatically, saving administrative time and effort.

Another feature Holman particularly appreciates is Tracer's powerful search functionality. Calls can be searched for using a variety of criteria, making locating and playing back calls quick and straightforward. "We really liked how easy it is to find an agent's calls and use them for our call quality process."

When Holman came to the organization, it was not leveraging technology as fully as she knew it could. "The benefits that I wanted to see were things like improved customer service, efficiency, being able to look at how people are handling calls and where the system might be letting them down. When you're listening to a call and realizing how hard it is to find a resource, for example, then you know that's what's taking the time."

She admires Tracer's contribution to improving how BC211 trains it agents. "I think it is a good tool to help you compare what your training plan is to what you really need. Are there consistent gaps that wouldn't have been recognized unless you were able to listen to the call? I think it shows us where we train really well and

where we have training gaps. I think for new staff, when we're training them, the ability to listen to recorded calls that have been handled well is important so that throughout their training as they learn each of the lines, we can play calls for them. That's a plus in terms of our training results."

The scope of that process is daunting when you consider the wide array of services and scenarios an agent has to deal with each day. BC211 provides 211 service as well as a Drug and Alcohol Information and Referral Line, Problem Gambling Help Line, Youth Against Violence Line and VictimLink BC. Agents are trained to assess callers' needs and direct them to the appropriate service. One call could be someone with a gambling problem looking for assistance. The next could be a domestic violence victim in need of a shelter. The third could be a homeless teen in trouble. The list goes on and on.

Regarding the service, Maschewski said, "From your phone, you can dial BC211 and your call will be answered by an Information and Referral Specialist. Regardless of your need, those Specialists answer for all the lines; so they're highly trained individuals."

Efficiency and ease of administration are vital when dealing with calls of this nature, and Holman is a fan of Tracer's performance in these areas. "I think it's definitely efficient," she said, "so that a team lead from their station can go in and pull up calls and then do coaching on that call. It's really simple to find the call, bring the agent over and go over it."

Maschewski notes, "In addition to the integration with the phone system, it was the whole range of Tracer's features that led to it being the recording solution of choice for BC211. The power OAISYS offers, such as the encryption and watermarking, is exceptional. Security is paramount for BC211. They're very concerned about someone unauthorized being able to play back these recordings or the recordings falling into the wrong

hands because they value the confidential nature of their service and protecting the privacy of their clients. We really reinforced that in both the online and onsite demonstrations. The fact that you can share a call but set the link to expire after a certain time really made them feel comfortable."

Combining OAISYS Tracer with ShoreTel's Enterprise Contact Center demonstrated to BC211 how real-time event feeds can provide queue and agent information and performance metrics.
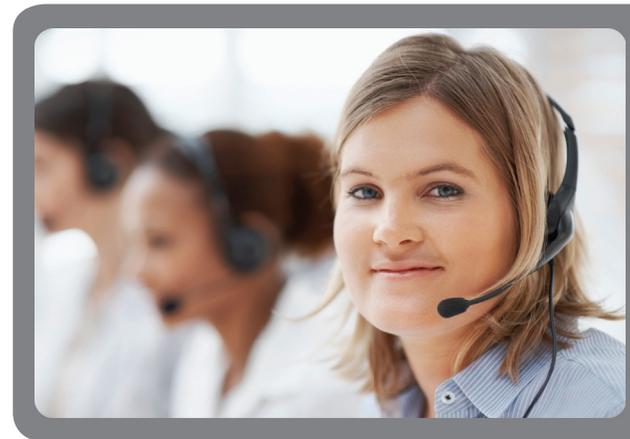
This comprehensive reporting capability would enable BC211 to show their funding organizations and providers how they had performed in their specific area, increasing the overall value of information and expanding business intelligence.

"The total solution comprised of OAISYS and the ShoreTel Enterprise Contact Center was the winning combination," Maschewski said. "It's ultimately what set us apart from the contenders."