



# ACCESS CUSTOMER SERVICE CENTER

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*Social Services Advisory Board*

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## IN THE BEGINNING

- A Centralized Call Center was created with a group of Human Services Specialists selected from various Family Resource Centers (FRC) to serve customers and providers with inquiries regarding CalWORKs, Medi-Cal, CalFresh, General Relief and Cash Assistance Program for Immigrants.
- Opened March 30, 2009, with only 14 Human Services Specialists supporting one Family Resource Center.
- Initially had one location.
- Utilized basic onsite call distribution technology.
- No ability to text or call out customers.
- Due to high call volume and lack of call center business practices and staffing resources, calls were throttled to no more than 143 at a time.
- Callers often received busy signal at various times throughout the workday.



## TODAY

- Cloud-based technology implemented on December 13, 2019.
- Ability to receive, call out, send text, and automated messages from anywhere. No longer required to be inside a County building.
- 350 staff.
- 2 locations.
- Teleworking.
- Staff trained as Universal workers to assist customers calling about CalFresh, CalWORKs, Medi-Cal and other Self-Sufficiency programs.
- Implemented Community Based Organization (CBO) call line for community partners and advocates.
- Implemented call center industry business practices in order to deliver world-class customer service.
- Now send hundreds of thousands of informational notices and reminders via text messages.
- Calls no longer throttled - Customers never receive a busy signal.
- Self-Sufficiency Services Access Customer Service Center is on the same cloud-based platform as Child Welfare Services (CWS), Aging and Independence Services (AIS), and 211 for redundancy and disaster preparedness purposes.



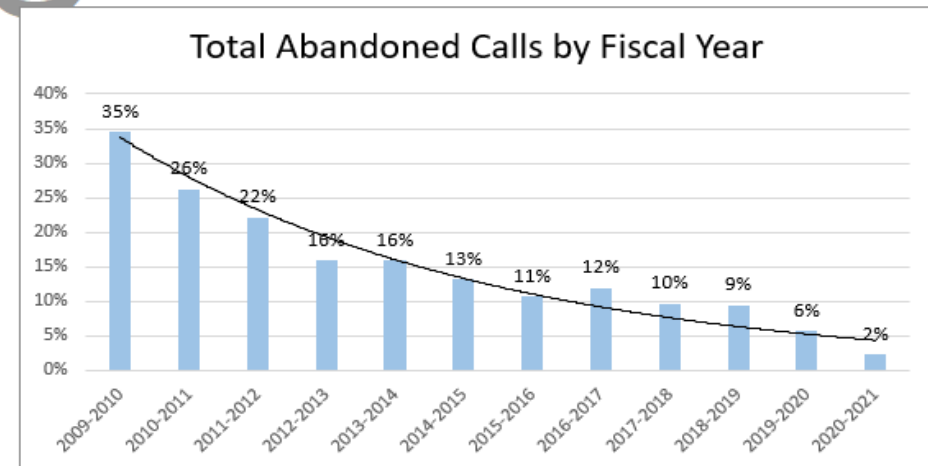
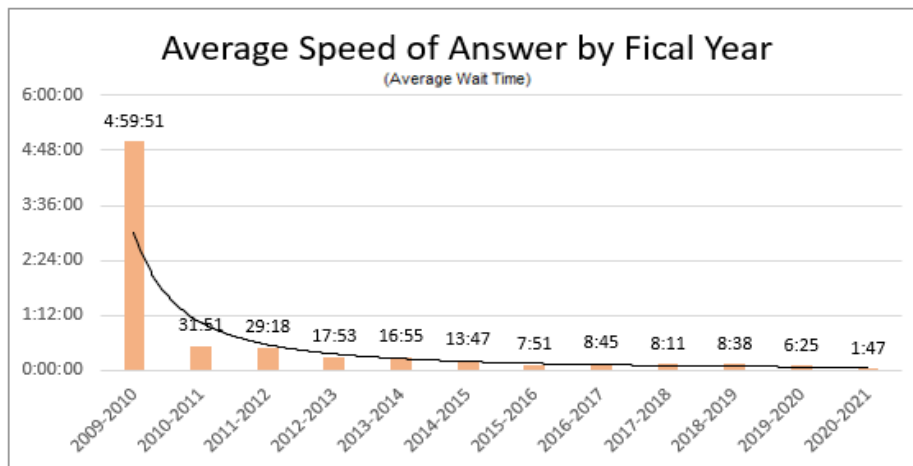
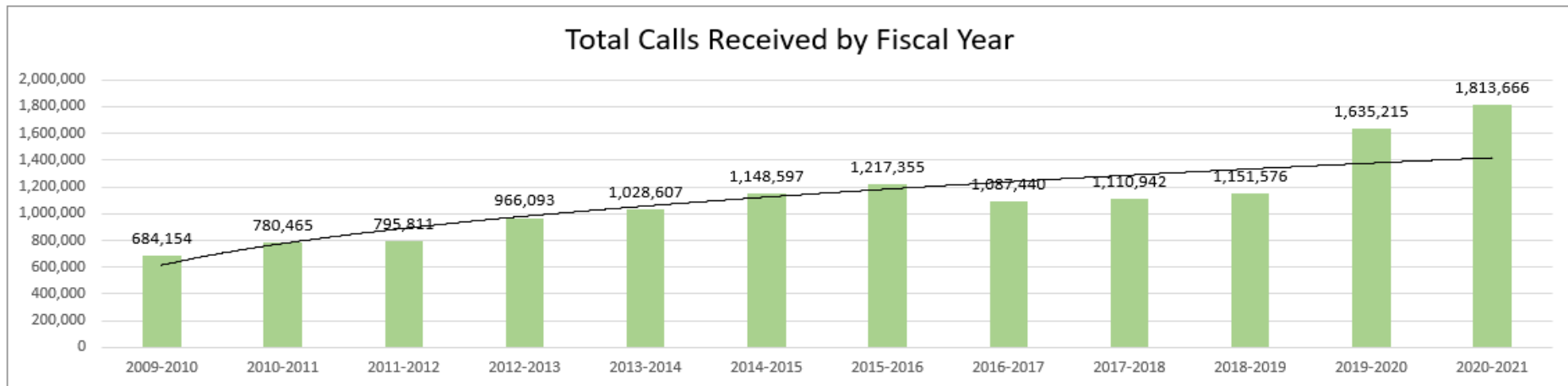
## CALL CENTER BUSINESS PRACTICES

- Previously, the Interactive Voice Response (IVR) for Access was over 100 pages in length. Customers would spend several minutes navigating the complicated service menu.
- Implemented simplified service menu for customers resulting in a customer connecting with a live agent in a much more efficient manner.
- An automated call back option feature is now offered to customers, if they choose, instead of waiting hold.
- Language options offered English, Spanish, and other languages.
- Other languages offered via contracted translation services.
- Implemented a two-tier call handling system. Tier 1 handles more simple informational questions and case inquiries. Tier 2 handles more complicated eligibility transactions.
- Implemented ability for customer to do Semi-Annual Report (SAR) via Access with voice recording for CalWORKs and CalFresh.

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## FY 2009 - 2021 Access Customer Service Center Historical Performance



\*Average Speed of Answer for July 2021: 0:18 seconds

\*Abandoned call rate for July 2021: 0.06%

# AWARD WINNING CALL CENTER





## COVID-19 RESPONSE

In response to COVID-19, we had multiple options to maintain operations and assist our customers throughout the County of San Diego.

- Redirecting Resources.
- Distributing IT Telework Bundles.
- Using Telephonic Recorded Signatures.
- Added staffing resources to Access in order to enhance a more virtual service delivery model.



## RESCHEDULE LINE

- Customers now call one phone number: 1-833-246-6948.
- Previously 15 separate phone numbers to reschedule intake or renewal appointments.
- Current Average Speed of Answer is less than 1 minute.
- Average calls received monthly is 1,500-2,000. Pre-COVID, it was over 5,000.
- Text reminder of new appointment date and time is sent to customer.
- Reschedule line is handled by 211 San Diego.





## INTO THE FUTURE...

- Continue supporting and strengthening relationships with CBOs.
- Continue improvement of 1<sup>st</sup> call resolution for customers. Current 1<sup>st</sup> call resolution rate is 94%.
- Continue improving the customer call experience.
- Continue improving the call center agent experience – Gamification.
- Identifying future technological opportunities to improve customer service such as Chat, Artificial Intelligence (AI), etc.

# QUESTIONS?

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