ACCESS CUSTOMER SERVICE CENTER

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.
ACCESS CUSTOMER SERVICE CENTER

FY 2009 - 2021 Access Customer Service Center Historical Performance

**Total Calls Received by Fiscal Year**

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

*Abandoned call rate for July 2021: 0.06%*
AWARD WINNING CALL CENTER

NACo 2020
ACHIEVEMENT
AWARD
Winner

50 YEARS OF INNOVATION

2021 NICE CX Excellence Award
CX Innovation
Access Customer Service Center
County of San Diego Health and Human Services Agency
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.
CLOUD-BASED CALL CENTER

INTO THE FUTURE…

- Continue supporting and strengthening relationships with CBOs.
- Continue improvement of 1st call resolution for customers. Current 1st 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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