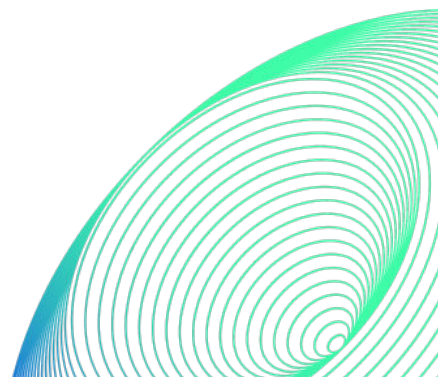# Supporting the British Government through a global health crisis

How Awaken Intelligent Agent powered the NHS's Covid-19 Track & Trace Program

CASE STUDY

awaken

Awaken Intelligence rapidly scale agent guidance software for the NHS Track & Trace program to power agent interactions and help keep the population safe

Government Crisis Management

In the event of a national or global health crisis, Governments need to be able to act quickly to take control of the situation and swiftly put effective contact channels in place. Crisis situations have the potential to escalate quickly and change daily, so any supporting contact centre solutions have to be reliable, innovative, agile and cost-effective.

Awaken's Intelligent Agent platform was selected by the British Government as the best solution to ensure strict process and compliance requirements were met while creating a seamless, user-centric experience for every person the agents spoke to via the UK's Track & Trace program.

The challenges Awaken Intelligence needed to solve

When a global health crisis required fast action to help control the spread, the British Government had to find a way to move at pace and support the public in tracking active cases of the disease. The ability to rapidly deploy a brand-new system to fully support contact centre agents was a crucial part of their response to the crisis.

Over 20,000 new homeworking contact centre agents were recruited and many of them had never worked in a contact centre before. The new platform, therefore, had to solve 3 specific challenges.

1. **Link multiple systems together to increase efficiency and reduce call handling times** - With many of the agents never having worked in a contact centre before, information being housed across multiple systems, and an anticipated high volume of calls, it was vital that the information agents needed could be accessed quickly and easily to avoid unnecessary increases in handling times.

The Government required a solution that would link multiple systems together and present agents with the right information at exactly the right time to enable seamless, reliable and efficient support for the general public.

2. **Meet the strict regulatory criteria required for Government projects** – For any service provider working on a Government project, they have to be able to demonstrate adherence to strict regulations, often granted in the form of certification or accreditations. With so much potential risk to the Government's reputation and to the well-being of the public, the selection process for choosing a provider is stringent. For this project, the Government needed to be sure that the company they chose to partner with could meet all regulatory criteria.

3. **Enable faster onboarding, reduced training times and provide reliable support for the agents** - Onboarding over 20,000 homeworking agents within a matter of weeks created a logistical challenge for training, as they had to learn brand new processes and be able to navigate their way easily through them. It was imperative that each call would be handled accurately and efficiently according to important procedural steps. Expecting agents to memorise processes and scripts before they made and received calls was unrealistic as it was essential that everything moved at pace. The Government needed a solution that would enable faster onboarding and provide reliable support for the agents who were taking the calls.

The rollout of Awaken Intelligent Agent

The British Government selected our Intelligent Agent product, via our partner Sitel, as the agent guidance platform that would support their contact centre agents through one of the most difficult times in modern history. This platform provided dynamic guidance capabilities, so that agents could be presented with the information they needed, exactly when they needed it, reducing call handling times and increasing capacity.

Intelligent Agent presented the appropriate guidance to agents as they reached out to citizens who may have come into contact with the disease. The agility of the platform and its adaptability to support a large number of users meant that it could be swiftly utilised for other critical incidents, including working with Government agencies where businesses had gone into administration, or when companies had significant data breaches.

If a citizen tested positive for the disease, they received a call from one of the agents who followed a script, guided by Intelligent Agent, to explain the isolation steps they had to take. With real-time guidance, the agent was also able to explain the necessary steps and capture the details of anyone who had come into contact with the infected person, enabling them to quickly step in to also contact those citizens.
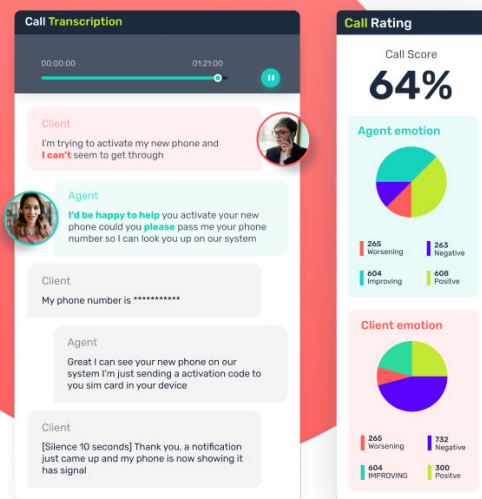
Realised gains using Intelligent Agent

Across nearly 20,000 agents, Intelligent Agent delivered an impressive:
- ➢ 241,000 script runs per day
- ➢ 6,100,000 script runs per month
- ➢ 57,840,000 script runs per year

Although many of the agents had never worked in a contact centre before, let alone a home-based agent position, Intelligent Agent gave them the support they needed to confidently navigate through each call. With so many fast-moving situations surrounding the global crisis, the Government were able to trust that each call was being handled in the right way to help protect the public and support the response effort.

Faster onboarding and reduced training times

Intelligent Agent enabled a highly efficient crisis response for contact centres and the fast onboarding of new agents quickly and effectively supporting them in their critical role. With the implementation of our product, each agent was guided through their call with this intelligent and dynamic platform rather than having to go through weeks of training, something that is critical during a time of crisis.

Multiple systems linked together in a single unified desktop

Intelligent Agent linked multiple systems together and provided a single interface point meaning processes could be followed easily regardless of where information was housed. This seamless integration enabled the right script to be presented to the agent at the right time, so that they always followed the correct process. The consolidated desktop allowed the agent to relax into the interaction, confident that they were delivering the correct information. The impressive number of scripts that Intelligent Agent delivered shows the speed and agility of the platform's performance.

Recognised as an approved and trusted provider

By supporting the British Government to go live with one of the largest society-serving projects of recent years, Intelligent Agent enabled people who had never worked in a contact centre before to feel confident in navigating important processes with minimal training. In recognition of the reliability and performance of our platform, we were granted the status of an official approved software provider on the G-Cloud 12 Government hub, providing confidence to existing and future clients that Awaken is a trusted partner.

<u>Project Statistics</u>

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- ❖ 6,100,000 script runs per month
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