



COUNTY SERVICE CENTER GROUP

CALL CENTERS OF THE FUTURE

CSCG MISSION STATEMENT:

The County Service Center Group is committed to maintaining a membership organization which promotes continuous learning and the exchange of information and ideas between California County Medi-Cal/Food Stamp Service Centers. We partner in an ongoing effort to improve work processes and deliver quality service in a professional, timely and efficient manner.

CSCG Member Counties:

- Contra Costa
- Sacramento
- San Francisco
- San Mateo
- Santa Barbara
- Santa Cruz
- Solano
- Sonoma
- Tulare
- Orange

Imagine a service delivery system with the following innovations:

- The case worker would have very few errors and missing documents to track down during the intake process.
- Clients could access their own data, learn the status of their benefits, and make approved and pre-determined changes anytime, anywhere in a self serve mode.
- Case managers could conduct the annual renewal via video conference from local offices scheduled by an automated scheduling system.

To achieve these advantages requires time, money, available and affordable technology AND well-prepared clients. Since the title of this article is Imagine, let's then 'imagine' that we have the time, money, technology and a well-trained client base.

New telephone technology is the beginning. VoIP (Voice over Internet Protocol) takes in analog audio signals--the kind you hear when you talk on the phone--and turns them into digital signals that can be transmitted over the Internet.

You do not have to have VoIP today to set up and run a service center; you can meet service center requirements without it. Choosing VoIP would be part of your county's long term strategic telecommunications plan. A service center does not require VoIP, but a network strategy does. The advanced technologies of the future service center will depend on having VoIP technology in place.

VoIP will allow a service center to move calls and data easily from one location to another, thus balancing work loads among service centers. Since VoIP works over the internet and the internet is already connected, your locations using VoIP would be connected. Connectivity and access are key to the service center of the future.

The other technologies required to make this dream a reality are available and being used today, primarily in banking. Computer Telephony Integration (CTI) connects a client's telephone call to your computer records. A call from a client-identified phone number triggers retrieval of the case and benefit information. The next step could be either to present the screen to an EW as the phone call is being transferred or to allow the client access to information about their case and/or benefits. The system could prompt the client to make a change to their status over the telephone using their county issued PIN number or to use online forms for simple processes such as change of address, add a person and/or RRR renewal forms.

Intake and RRR documentation could be emailed to the service center from the client's computer or from locations set up with scanners and email accounts. A service center would need to offer a web page with specific instructions, email addresses and identifiers for the client. All this is possible today but not common given the limited client access and the lack of a robust imaging and file management system in place at the Human Services Agency.

What is the job at hand today? To turn the possible into reality.

Step one: Image your documents.

Step two: Upgrade to VoIP in conjunction with your county strategic plan.

Step three: Create the Human Services Agency 10 year strategic technology plan for efficient service delivery.

To learn more about how to do this, join our conference call on **Wednesday, September 12th; 11:00 to 12:00pm**. This quarter's conference call will review a high level management process for creating the Human Service Agency Service Center 10 year strategic technology plan for efficient service delivery and the practical steps to get there.

~Vail Dutto
InTe|e|g|y CEO

A VIEW INTO THE WORLD OF DOCUMENT IMAGING

STATISTICS FROM AROUND THE WORLD:

Based on a study conducted by the Association for Information and Image Management (AIIM) in 2007, there are 8 key reasons why organizations have implemented a document imaging and electronic storage solution:

- Improve Efficiency&Productivity** ~ 76%
- Improve Customer Service** ~ 30%
- Compliance** ~ 28%
- Business Continuity** ~ 26%
- Reduce Costs** ~ 26%
- Faster Turnaround/Response** ~ 25%
- Competitive Edge** ~ 10%
- Improve Financial Performance** ~ 7%

CSCG member counties with document imaging:

Contra Costa
 Santa Clara
 San Francisco
 San Mateo
 Sonoma
 Santa Cruz
 Tulare

Planned with Service Center Launch:

Santa Barbara
 Orange County

Planned stand-alone Imaging:

Sacramento

Most of the county service centers are already utilizing document imaging or are planning for document imaging to benefit the service center operation. The steps to implement imaging- designing the process, procuring the technology, preparing and scanning all of the active case files, staffing the resources to manage the ongoing document imaging needs- are all hurdles that most of you have overcome. So now what, take a deep breath and consider your work done?

Not a good idea ~ managing this critical process is no less important than managing your service center or other key operational processes. This means dashboard reports, daily, weekly productivity measurements, team building, process improvement initiatives and quality assurance checks. The key to management success of any process is measurement. The discipline and procedure of daily, weekly and monthly reporting allows all levels of staff, from the imaging clerks to the division management team, to see how many pages are imaged each day, how volumes trend week to week, month to month, turnaround times and error rates. All of this information is critical in managing this process and ensuring adequate resources for continued success.

The vital statistics for an imaging dashboard are:

- Pages/Scan Station/Hour
- Pages/Scan Station/Day
- Total Pages Scanned/Indexed: Day, Week, Month
- Average Pages/Case or Batch
- Average Turnaround Time
- QA or Error Rate Averages

Consider the statistics from your document imaging process as a critical component of your overall service center management strategy. *Carole Dotson~InTelegy Director of Consulting*

UPCOMING CSCG NEWS:

- September Conference Call**— Join InTelegy on Wednesday, **September 10th 2008, 11:00-12:00pm**; for the CSCG conference call. The topic is **Building a 10 Year Strategic Technology Plan**. Watch for your email invitation. Mark you calendars for the next CSCG Conference call: December 10th.
- October 29-31**— CWDA Conference in Yosemite and CSCG reception. Mark your calendars for the 2nd annual CSCG social scheduled for Wednesday, October 29th at Tenaya Lodge. Invitations will be mailed.
- Fall 2008**— Santa Barbara service center launches September 24, 2008
- October 2008** — October is Customer Service Month

IN THE NEWS: COUNTY SERVICE CENTER UPDATES

Santa Cruz has completed a two year audit of the Benefit Call Center. The results highlight stability and successful integration of Document Imaging and Task Management Tracking (T2) tools into the day-to-day management and workflow of the call center. Santa Cruz will be migrating the Foster Care program into the BCC effective September 30, 2008.

Solano County's Benefit Action Center officially launched June 30, 2008 ~ 1-800-400-6001.

Santa Barbara's Benefit Service Center is scheduled to go live September 24, 2008. With over 300 entries, employees Carla Wisch and Dennis Tivey won recent contests to select the BSC logo and motto (Bringing Service Closer to You) .

Tulare's Medical and Food Stamps Service Center launched in Dec 2007. Since then the center has consistently delivered timely service to clients. The service level objective (80% answered in 20 seconds) and abandonment rate objective (less than 5%of calls answered) have been met every month. The center implemented Cisco's workforce management system in March 2008. The QA system is currently being implemented.

Orange County has completed discovery and recommendations and are presenting the strategy and plan document to the Executive team on July 10th. The design and build phase is planned to kick off July 21, 2008.

Santa Clara County continues to improve processes. The annual RRR is now pre-printed with client specific information (e.g. name, address, case number, language), making the form more client and staff friendly. Plans to upgrade the phone system to VoIP/ACD with IVR capabilities should be implemented within a year.

We welcome member participation. Contact CSCG administrator Margaret Condie at : margaretcondie@InTelegy.com or 925-786-7469.