



## State Government Department in the Southwest US

### The Business

This state government department had a mandate to promote the well-being of the state's children and the self-sufficiency of its families. They deliver first-rate child support establishment, collection, and distribution services that help parents meet the financial, medical and emotional needs of their children. With such an important mandate, our client had their hands full. And, like many organizations, they were challenged to do more with less.

### The Challenge

In each of the state's 58 counties, department divisions operated their own standalone call center operations. As part of a push for efficiencies across the country, the federal government mandated that all of these call centers be consolidated. The call centers were as diverse as the counties that they served - making integration a significant challenge.

With counties ranging in population from the thousands to the millions, call volume at each call center varied greatly - as did the variety of issues that each handled. In addition, a full range of call center systems was in place. While high traffic centers used relatively advanced systems, some newer than others, the "systems" used by the smaller counties could be as simple as a basic phone. In between, there was a range of incompatible technologies, giving each call center different levels of capability and functionality, leaving little common ground on which to build an integrated solution.

The resulting inefficiencies were easy to pinpoint. Duplicate systems required duplicate efforts and costs for system maintenance and management - precisely the kind of inefficiencies that the federal government wanted to eliminate. Inefficiencies also affected the kind of service the department

could provide. And with a mandate that affected the lives of children and families, a reduced quality of service was simply not an option.

### The Solution

Our client needed a robust solution designed with flexibility and growth in mind. Online was chosen to lead the way. Online architected a centralized solution built on a Genesys SIP-based framework - giving the department a single foundation to build on. The time and costs associated with the maintenance and enhancement of multiple systems are eliminated and all counties now have leading edge call center functionality, regardless of their size. The result is a state-of-the-art call center that unifies functionality for all counties into one internet-based solution.

Callers from across the state now call a single toll-free number and are directed through a centralized Interactive Voice Response (IVR) for authentication and routing to the appropriate agent. Agents not only receive calls, but caller information is also sent directly to their desktop, allowing them to take client service to the next level.

With all calls now flowing through the same system, client information is collected and integrated in a single repository - creating a database of customer insights from across the state that can be accessed with the system's powerful reporting capabilities. The department now has clear sight lines to ongoing improvements and efficiencies.

The solution also brings VoIP capabilities to the department, allowing them to move all of their voice and data traffic over a single infrastructure. When clients call in, both the call and the relevant data can be routed directly to the appropriate agent's desktop using the VOIP infrastructure. The department no longer needs to maintain separate voice and data hardware - eliminating the costs of duplication. Coupled with call center

centralization, this infrastructure also allows for a thin client environment, where functionality for all of the call centers is housed in a central location and each call center only requires agent desktops. Redundant hardware that sits in each county's call center can now be eliminated.

## The Result

The entire infrastructure was built using a range of open standards, including the cutting edge implementation of a SIP environment. The underlying framework uses a standards-based architecture, creating an open environment that isn't tied to proprietary hardware and that provides improved scalability. The

flexibility of the architecture also allows our client to continue leveraging their existing technology until they are ready to take advantage of the system's additional capabilities, such as the thin client environment and VOIP. Full growth control is now in their hands.

Our client has gained the efficiencies that they sought thanks to increased call center functionality and a centralized call center solution. More importantly though, they are also able to provide more consistent and improved client service. While the impact of the solution may officially be measured in efficiencies and cost savings, its lasting legacy will be the department's improved ability to support the children and families of the state.



**Contact:**

Online Business Systems  
204.982.0200  
info@obsglobal.com

## About Online Business Systems

Celebrating our 30th anniversary in 2016, Online Business Systems is an information technology and business consultancy. We help enterprise customers enhance their competitive advantage by designing improved business processes enabled with robust and secure information systems. Our unsurpassed delivery, our people, and the Online culture of loyalty, trust and commitment to mutual success set us apart. Today we have nearly 300 business and technical consultants throughout Canada and the US.