



STATE OF MARYLAND: GOVAX HOTLINE DELIVERS REAL DATA



THE RESULTS:

1,783,652

TOTAL INTERACTIVE
VOICE RESPONSE CALLS



475,778

CALLERS
SCHEDULED



73k
CALLS IN
ONE DAY

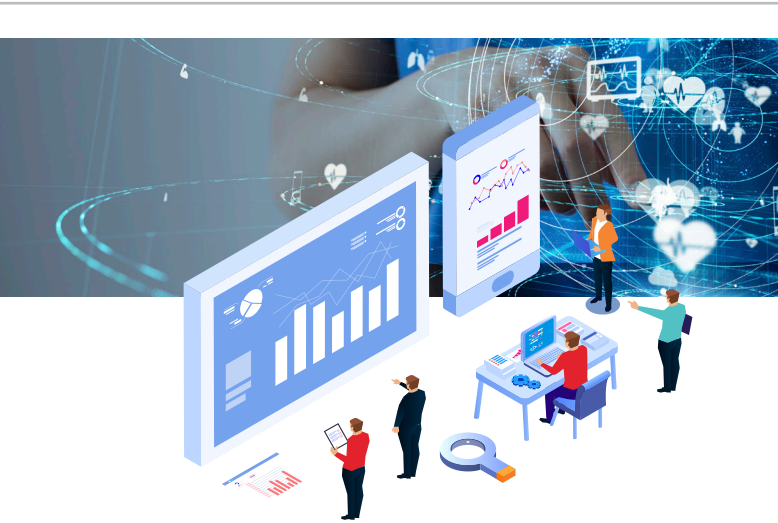


4,460

MEDICAID
APPOINTMENTS
MADE



12
CAMPAIGNS =
3,212,618
OUTBOUND CALLS



THE BACKGROUND:

In response to the pandemic, individual States were tasked with the distribution of vaccinations. The State of Maryland required a platform for ALL citizens to get information related to Covid, ask questions, arrange transportation, and get vaccinated.

They faced a challenge to manage an immediate, undefined scale of phone calls and data. The right partner would have this capacity, providing technology, staffing AND organizational infrastructure. The solution would need to be equitable, scalable, and secure.

THE CONNECTION:

As a trusted Maryland-based company that provides a wide range of digital services across 15 State agencies, DMI had implemented a 24/7 support desk service to the State in the six months prior to the pandemic. This project had delivered a 10% cost savings and visibility into real-time data analytics.

When time mattered most, DMI was chosen to develop a cost-effective, people-first approach to meet residents where they were, allowing them to communicate through multiple formats.



THE COMPETENCIES:



SERVICES

- > Contact Center Services
- > Inbound/outbound Campaigns
- > Omni-Channel Messaging
- > Data Analytics



TECH STACK

- > LivePerson
- > Industry-leading Omnichannel solution
- > DMI Analytics Engine
- > Leading, secure cloud-based knowledge management engine



THE OUTCOME:

Recognizing the urgency at hand, DMI deployed the GoVax hotline within just two weeks. “Less about semantics and more about helping people”, this was a true partnership in collaboration. The omnichannel digital solution suite leveraged text, live chat, and phone calls. Integrations included Facebook, WhatsApp, iMessage and SMS.

Real-time, data-driven analytics allowed for agility, iteration, measurement, and refinement of their process... and the campaigns built around it.

THE BENEFITS:

“Never a busy signal again”, the State of Maryland has excelled in vaccinating their citizens, now second best in the nation. They’re positioned to handle this, and any future emergency, with efficiency and accuracy.

The State is now making proactive, not reactive, decisions around community outreach by building targeted campaigns to assist the residents most in need. The “No Arms Left Behind” solution continues to connect citizens with transportation resources, fielding over 4200 inquiries to date.



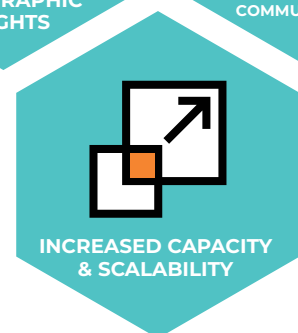
ACTIONABLE
DEMOGRAPHIC
INSIGHTS



MULTI-CHANNEL,
INTEGRATED
COMMUNICATIONS



SPEED, AGILITY &
EFFICIENCY



INCREASED CAPACITY
& SCALABILITY