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The Key to Program Effectiveness: Linking Systems and Service Delivery

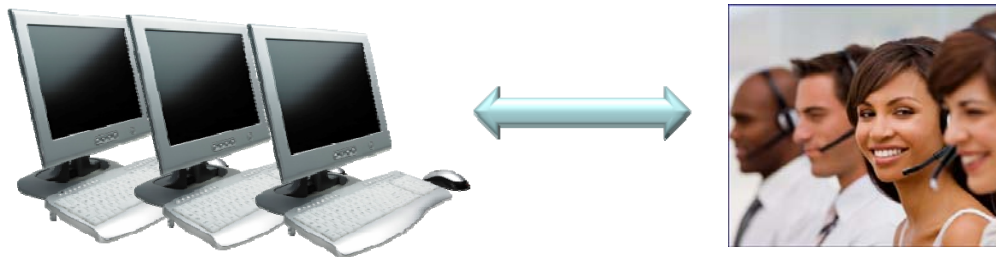
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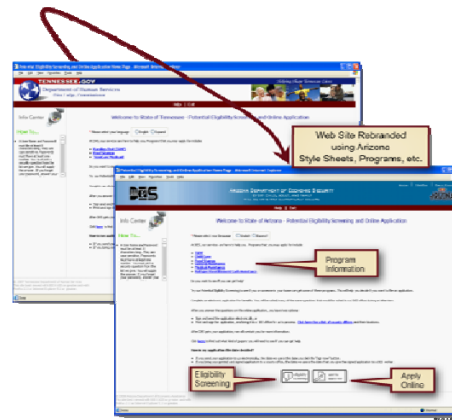
Intelligent Linkage between Systems and Service Delivery

- Can be either “system of record” linkage, or peripheral technologies to drive efficient delivery
- Technologies should facilitate service delivery goals not drive them
- Key is to free up experienced resources so that they can perform the tasks that only they can accomplish
- Leave the repetitive work to the systems!



Key Examples of Systems and Service Delivery Linkage

- Interactive Voice Response (IVR)
- Web interface for application and information
- Integrated Document Management



Interactive Voice Response

- Helps to answer basic and medium-difficulty questions
- Poorly designed IVR systems can give these solutions a bad rap – well designed implementations offer a “win-win for agencies and clients
- The staff savings are dramatic
- Example: ACS’ Electronic Payment Services business (UI EPC, EBT, CSE EPC, TANF EPC) fields over 600 million IVR calls per year. That’s more than 5,000 FTE’s if each call is 1 minute!



Case Study: Consolidated Call Center Denver County DHS

- Provides financial, medical and cash assistance to over 75,000 Denver County families
- Public accessed 35 different phone numbers for decentralized constituent services within DHS
- Citizen calls often involve more than one program → multiple calls by one constituent
- Caseworker response to routine calls impacted productivity



Case Study – Denver County Results

- Consolidation of 35 phone numbers for 25 different programs into one centralized constituent services operation, accessed by one phone number
- Turnkey startup to ACS full operations in just 60 days, using a Web-based customized COTS communications tool
- Seamless cutover from comprehensive and effective outreach to all internal and external DHS stakeholders
- Trained staff handling 29,000 monthly calls, providing:
 - Consistent, professional answers that present a one-DHS image to the public
 - Prompt , knowledgeable one-stop response to citizen questions on multiple programs
 - Redeployment of caseworker time to focus on constituents and service delivery



Web Interface for Application and Information

- Expands access to benefits for homebound, working or transportation disadvantaged individuals and families
- Offers 24/7 self-service option to apply or manage benefits based on beneficiaries schedule; not an agency's schedule
- Complements IVR technology by offering similar benefit information but in greater volume and level of detail
- Allows for customized views, registered log-in ids and self-service access to client data for other service providers/case managers
- Significantly reduces the amount of staff time diverted from critical case processing tasks to respond to simple case status questions



Case Study: Document Management

New York City Human Resources Administration

- Provides financial, medical and food assistance to families and children
- Serves an average of 222,000 cases monthly through paper-intensive processes
- Costly and inefficient filing and retrieval of documents from storage rooms to service caseload
- Costly, long-term retention of documents for audit compliance



Case Study – New York City Results

- Document imaging and management solution implemented in less than 90 days using COTS software
- Turnkey operation collects, scans and indexes approximately 3M pages of documents monthly, uploaded to HRA's system
- Authorized users – caseworkers, auditors, management – have secure, convenient access to case information from their desktops
- Elimination of document stack taller than the Empire State Building each month produces significant reduction in operational costs and environmental impact while streamlining agency efforts to help clients reach self-sufficiency





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Wrap-Up

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