

Modernizing Youth's helpline service with an omni-channel engagement platform

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In the context of Singapore, a growing number of youths are becoming increasingly educated about mental health and are taking proactive steps to seek assistance while maintaining their anonymity. As a newly established non-profit organization in November 2022, Youthline aims to not only support young individuals effectively but also to onboard an integrated platform that enhances the efficiency of volunteer engagement. It is noteworthy that a significant portion of Youthline's volunteer base possesses limited proficiency in technology-related matters.



"OpsCentral has allowed us to equipped more volunteers to engage the youths efficiently and effectively. The easy to navigate interface is a plus point for volunteers who are less technology savvy. Both young and old volunteers found the system user friendly and managed to adapt to the system rather fast. We also found the recordings of the text from the past chats and calls really helpful. It supported us in understanding the youths' issues and responded to them accordingly as it comes. We felt more ready."

Sandra Loo, Executive Director
Youthline

Enhancing Youthline's Efficiency, Support and Data-Driven Decision Making

Through the implementation of OpsCentral Voice, Youthline has achieved significant improvements in its operational efficiency. This technology adoption has led to a reduction in hold times for callers, ensuring that each call is swiftly attended to by a dedicated helpline care officer. Moreover, OpsCentral Voice plays a pivotal role in minimizing call queues which is a critical factor when addressing situations where a life may be at risk.

The management team at Youthline has gained the ability to generate comprehensive reports on call volume, enabling them to make informed decisions on how to optimize internal resource allocation for future engagement. This data-driven approach enhances the organization's capacity to provide timely and effective support to the youth it serves.

Volunteers of all ages found OpsCentral Voice user-friendly and quickly adapted to it. This streamlined onboarding process allows the organization to redirect resources toward meaningful caller engagement instead of extensive training.

OpsCentral, primarily used by helpline care officers prioritizes their support and caller engagement. The system has been meticulously designed to anticipate diverse scenarios. It incorporates a 'Whisper' function, enabling volunteers to discreetly seek guidance from supervisors without the caller's knowledge to ensure effective call management. In more challenging situations, the 'Barge' function facilitates joint involvement by supervisors and care officers to provide valuable assistance. Volunteers have expressed reassurance and benefit from supervisors' timely support through these features.

OpsCentral Social Media and Email have successfully integrated various contact channels within Youthline, ensuring swift and responsive support for callers and texters. While phone calls have traditionally dominated helpline contact centres, the surge in social media applications has prompted many youths to express their thoughts through these platforms. To offer a consistent and efficient omni-channel experience, Youthline recognized the importance of a unified platform.



Empowering Youth Engagement

OpsCentral's comprehensive suite of tools enables the organization to seamlessly manage engagements with youths across diverse platforms while ensuring a consistently reassuring experience. The ability to retrieve recordings from all channels enhances the organization's understanding of youths' issues hence facilitating more targeted and effective responses. This multifaceted approach empowers volunteers to better support youths on their journey to recovery thus yielding a dual benefit.

Ready to Modernize Your Services?

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