

Chapter 1 – Creation or Expansion: Factors to Consider

One-Call/One-Click Centers can be different in size and complexity, but there are key areas that are important to include in the operation of any One-Call/One-Click Center. This Guide is

intended to be a tool that can be used by One-Call/One-Click Centers regardless of its size, complexity or stage of development. Some may develop a center in a very short time period. Others may develop the center over a multi-year budget cycle. Still others may develop the center in defined phases. As a reference tool, this Operations Guide may be of use during each phase of development, including planning, implementation, and operation of the One-Call/One-Click Center.



Make the quality of the customer's experience the guiding principle

Whether the center is simple or complex or developed in phases, it will be either an enhancement to an existing center or the development of a new center.

Enhancement of an Existing Call Center or Website – An existing call center, such as an Aging and Disability Resource Center (ADRC) or 2-1-1 Call Center, or website may be expanded to accommodate transportation resources, community services, scheduling information, links to existing scheduling software, or direct connections to transportation or other service provider(s).

New Call Center or Website – A new call center and/or website may be developed. The scope of the new center will depend upon the audiences to be served, (e.g., veterans) the organizations involved and committed to the center, the type of resources available, and commitment of the lead organization to the center. Resources can come from funding sources and in-kind contributions of various sorts.

Issues to Consider in Developing One-Call/One-Click Centers

The issues to consider in developing a One-Call/One-Click Centers depend upon the functionality determined in the planning process and a number of additional issues. Centers may serve different **geographic areas** -- a local area, a region or an entire state(s) depending upon the geographical area defined in planning the center. The **audience** being served (veterans and their families, age-specific audiences, people with disabilities, or the entire community), the planned **scope** (information and services to be provided), the **lead organization** and existing and new **partners**, and existing and planned **resources** (funding, facilities, hardware, software and staffing) are just a few of the issues that contribute to the specific features that a center will have. Basic to any One-Call/One-Click Center is the overall commitment to ensuring that the customer has a positive experience – a **person-centered focus**.

BASICS – Issues to Consider in Developing a Center

1. Geographic area
2. Lead Organization
3. Partners and Commitment
4. Audiences to be Served and Need
5. Resources (Funding and other resources)
6. Scope
7. Person-centered focus

Phone Systems/Telecommunications

All call centers will have some type of phone system. It may be a simple telephone system that directs callers to staff who provide information about resources available. Other centers may employ complex phone and telecommunication systems that distribute calls to multiple staff members located at the center or at off-site locations.

Some systems may include use of an IVR (Interactive Voice Response) system to direct callers to the appropriate resources. Others may use a combination of staff and an IVR system to assist callers. These centers may also have a website that connects to the same resource information utilized by the call center. These websites may offer web chat that is also handled by the call center. Telephone systems may be premise-based or in the cloud (connecting remotely through the Internet); each has its advantages or disadvantages and may be scaled to fit the expected demand for the call center capacity.

Call centers may take calls from customers (inbound call center), call customers directly (outbound call center), or do both. The purpose of the call center will determine how the center will set up its phone and telecommunication systems.

Connecting to Resources

The types of resources provided by the center will depend on the audiences and scope of the project. Centers may include only transportation resources for Veterans or may include other community resources in addition to transportation resources.

Information and Referral Call Centers – A call center may provide information and referral to callers by providing educational materials, information on how to access the services available, explanations of the eligibility requirements for the types of services available, and/or counseling on the options available.

Access Websites – Websites may provide information on how to access resources and services. These websites may also provide educational materials and fact sheets as well as links to resources. A website may provide “static” resources or links to other sites, or may include a searchable resource directory linked to a live (updated periodically) resource database.

Provider Networks – Provider networks can be accessed through call centers, websites or both. The call center may connect directly to service providers or the center may refer callers to providers. The types of providers depend upon the audience and scope of the project.

Transportation Scheduling Call Center – The call center may connect to scheduling software and schedule rides for callers. These call centers generally return a call to the customer with the specific reservation information. Depending upon the type of ride to be scheduled, some centers may be able to schedule the ride at the time of the call, and some may also provide updates on the status of when scheduled rides will arrive.