MANAGING A CALL CENTER WITH GRACE

OBJECTIVES: Participants will...

- Learn about some of the variables that can impact the success of a call center operation;
- Experience the highlights and pitfalls of enrolling and delivering high-quality services to the community;
- Experience sharing the best and the not-best information sources (and other info) to provide IRA to the community;
- Receive guidance detailing managing the call center technology, staff, and community resources and outreach.

WHAT IS THE HARRIS COUNTY AREA AGENCY ON AGING?

- Part of a nationwide federal grant program authorized by the Older Americans Act of 1965...
- Serving older adults, ages 60+ in Harris County
- The City of Houston Dept of Health and Human Services is the grantee agency for the Older Americans Act Services in Harris County.
- TX. Dept of Aging and Disability Services (DADS) monitors, regulates, funds, on behalf of...
- Administration on Community Living (ACL)
Federal Mandates:
- Determine the need for social and nutrition services with special attention given to older adults in greatest economic or social need.
- Advocate for the older adult by increasing the awareness of service providers, elected officials, civic groups and the corporate and volunteer sectors regarding the needs of older adults.
- Utilize federal funds to fill identified service gaps.
- Provide technical assistance and training to service providers and private sector organizations relating to aging programs and services.

Harris County Area Agency On Aging

Variables that impact a call center:
- Service Population
- Staff
- Space
- Technology
- Business Process
- Service Delivery
- Management

Managing a Call Center with Grace!
POPOPULATION PROJECTIONS

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| Population Projections for Adults Age 65+ for Harris County, Texas, 2014-2025:

FY 2014:
- Harris County received 22,062 calls
  = 1888 average calls per month.
- 45 Customer Service Reps (IR & A Staff)
- 420 Average calls per month/person

Challenges:
Population Increasing, Services, Resources, etc...

HCAAA IR&A CALLS

Information, Referral and Assistance Specialist at work

Harris County Area Agency on Aging Call Center
SWOT Analysis

<table>
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<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
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<tbody>
<tr>
<td>Competent and</td>
<td>Layout of the</td>
<td>Call center software update</td>
<td>Limited IT</td>
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<td>Experienced</td>
<td>call center...</td>
<td>(monitoring calls)</td>
<td>support</td>
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<tr>
<td>Staff</td>
<td>Multiple Sites</td>
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<td>Multi-lingual</td>
<td>Voicemail system</td>
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<td>Staff</td>
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<td>Cross training</td>
<td>Competing priorities</td>
<td>Revised intake process thereby</td>
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<td>staff to operate</td>
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<td>increasing call</td>
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<td>in multiple</td>
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<td>capacities</td>
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MANAGING WITH GRACE

- Provide a realistic GOAL for your staff and yourself
- Be RECEPTIVE to the concerns and fears of the staff
- Wait, observe and ABIDE for 30 days prior to making any significant changes, unless life threatening
- Provide CLEAR expectations
- Lead by EXAMPLE

GRACE

- Specific – target a specific area for improvement.
- Measurable – quantify or at least suggest an indicator of progress.
- Attainable – stretch/challenging but not out of reach & definitely not below standard
- Realistic – state what results can realistically be achieved, given available resources.
- Time-related – specify when the result(s) can be achieved.

SMART Goals
- What do you see? Opportunity nowhere?

Perceptions - Clear Expectations

The Team that Grace built.

How Full is YOUR BUCKET?!

Each one of us has an invisible bucket. It is constantly emptied or filled, depending on what others say or do to us. When our bucket is full, we feel great....When it is empty, we feel awful.

"Bucket Fill-osophy"
Each of us has an invisible dipper. When we use that dipper to fill other people's buckets by saying or doing things to increase their positive emotions, we also fill our own bucket. But when we use that dipper to dip from others' buckets by doing or saying things that decrease their positive emotions, we diminish ourselves.

How full is YOUR BUCKET??

Like the cup that runneth over, a full bucket gives us a positive outlook and renewed energy. But an empty bucket poisons our outlook, saps our energy, and undermines our will.

So we face a choice every moment of every day: We can fill one another's buckets, or we can dip from them.

How full is YOUR BUCKET??

How full is YOUR BUCKET??
Paula left GRACE for you.

- The challenge of leadership is to be strong, but not rude; be kind, but not weak; be bold, but not bully; be thoughtful, but not lazy; be humble, but not timid; be proud, but not arrogant; have humor, but without folly.

--- Jim Rohr

MANAGING WITH

GRACE

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