



Meeting People in Their Moment of Need

OVERVIEW

Challenges

- Information overload in system slowed response time
- Effective training and skill levels of new call responders
- Inconsistent delivery of important policy updates via email
- Call Clinic inefficiencies
- Job stress and overwhelm of Call Clinic staff

Benefits

- Providing a single source of truth for accurate information
- Consistent delivery of important documentation and policies
- Ease of setup and training
- Faster onboarding of new call Clinic staff
- Reduced job stress for Call Clinic operators

Improving Lives One Phone Call at a Time

Crisis Clinic of Seattle, WA., connects people in physical, emotional and financial crisis to services that can help them. Services focus on reducing immediate emotional distress and defusing crises for individuals, families and the community; reducing the immediate risk of violence to one's self and others; and increasing the ability of people to access a safety net, particularly for mental and emotional support services.

Callers to the Crisis Clinic are in emotional distress, often not thinking clearly and may not be able to articulate their real problem or pain. It is up to the Crisis Clinic responders to uncover the need and quickly find the right source of help or care.

That's a tall order, which is compounded by the limited financial resources of the nonprofit Crisis Clinic and the critical nature of the caller's situation. In that scenario, the last thing a Crisis Clinic responder needs to do is to spend precious time searching through volumes of out of date information or putting the caller on hold to find a supervisor who is carrying that information around in their head.

Yet that was the situation the Kings County 2-1-1 division of the Crisis Clinic faced on a regular basis before they implemented Panviva.

"We were on information overload. We had people in our group getting emails all day long they could not respond to," said Susan Gemmel, 2-1-1 Director, Kings County 2-1-1.

Crisis Clinic Referral Specialists need to be able to assess the need and then find the right information in the moment of crisis. Before Panviva, finding that information was a challenge because the resources needed are spread among many social service groups dealing with hunger, medical emergencies, housing needs and domestic violence cases.

"Before, information on outside resources could be anywhere—email, database, sticky note. With Panviva, we have a single source of truth: One place to find information in an easy way. Everything is in one place and we've eliminated the inconsistencies," Gemmel said.



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—Susan Gemmel, 2-1-1 Director, Kings County 2-1-1

Panviva has also made onboarding and training new staff easier, beginning with more quickly determining if the Crisis Clinic is the right opportunity for a new employee. Before Panviva, it could take months to evaluate a new specialist.

"We've seen a big improvement in training time. We are now able to train someone in four to six weeks and we are looking to get that down to two," she added.

Using Panviva has improved overall employee productivity and reduced job stress so Crisis Clinic Specialists can focus on caller needs rather than frustrating information searches.

Customer service has also reached new quality standards. "Because we are dealing with people in distress, we must provide quality service. That hinges on how well Specialists can perform their jobs. Panviva has made a big difference," Gemmel said.

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