

Concept Note

Call Sorting and Response Mechanism for the NASSP Scale up/Rapid Response Register (RRR)

1.0 BACKGROUND

The lessons from the RRR Pilot in 2 Wards of Abuja and Lagos show that a total of 1,315 telephone calls were received across the two wards of which the highest percentage (38%) were registered as missed calls while the remaining percentage were attended to one way or the other. Further analysis revealed that an average of about 600 calls may have come from each state of the FCT and Lagos. This result shows clearly that the scale up of the Rapid Response Register across the country will obviously overwhelm the state GRM Managers either with personalized or cooperate registered lines.

Therefore, in order to avoid the large number of miss calls as experienced during the RRR pilot it will be needful to look inwards on the design of the NASSP GRM model and outsource a Call Sorting and Response Mechanism as a situation room or channel for the Rapid Response Register Grievance Resolution Mechanism based on the challenges experienced during the pilot phase of the RRR.

The existing NASSP Grievance Redress Mechanism (GRM) as designed has existing structures at the Federal/States/LGA/Communities level. The NASSP GRM system provides access to beneficiaries and non-beneficiaries to submit complaints on any aspect of NASSP via any of the following grievance channels;

- a. Walk-in: Beneficiaries and non-beneficiaries can walk in and meet staff at the LGA, States and National levels or volunteers at the community level to register grievances.
- b. Phone calls: Registration of grievance through phone call to the respective GRM managers at the state and national levels.
- c. Emails/letters: Registration of grievance through physical letters, memos, email, or social media to designated officers and medium.

The lesson from the RRR pilot in urban and semi urban areas show that the NASSP scale up operation will witness an upsurge in complaints from beneficiaries and non-beneficiaries who are more likely to utilize phone calls to send in their grievances. With the lesson from the pilot, the GRM Manager at the state level will be overwhelmed and might not adequately take the calls

resulting in missed call or may not be able to address the complaints satisfactorily due to the share large number.

2.0 RATIONALE FOR THE ESTABLISHMENT OF AN RRR Call Sorting and Response Mechanism

Going by the lessons from the RRR and the volume of calls from the two wards of the FCT and Lagos during the Rapid Response Register pilot, there will be the need to:

- Establish a fixed Call Sorting and Response Mechanism that will quickly build a FAQ list and respond professionally in real time.
- Use dedicated toll-free lines and move away from the use of personalized lines for calls
- Surge in calls will require a mechanism to profile callers/put in place an automated authentication channel that can ensure a time stamp on callers using a dedicated desktop-devices in a call sorting center for easy response and referral to GRM Managers at the local and state levels or escalation to the national to avoid risks to the NASSP scale up.

From the analysis of the number of calls during the scale up of the RRR it was observed that the RRR pilot had about 600 call from the two wards of GUI and Karshi in one month. Hence, for the 62 wards of the FCT, it will expect a total of 620 calls daily during the scaleup of the Rapid Response Register. This clearly indicate that a one-man GRM Manager cannot handle 620 calls daily, keep records and respond satisfactorily. Hence the need to establish the RRR CALL SORTING AND RESPONSE MECHANISM to handle the inbound calls and route the technical inquiries to the respective GRM managers for timely and well-focused resolution mechanism.

3.0 AIM AND OBJECTIVES OF RRR SITUATION STATION

The aim of the Rapid Response Register Call Sorting and Response Mechanism is to outsourced the call aspect of the in-take of complaints to serve as an inbound call receiving mechanism and resolve Frequently Asked Questions (FAQs) while escalating or re-route necessary technical inquiries to the respective state GRM Managers for timely and well-focused field resolutions with the relevant persons to the complainants. The specific objectives are as follows;

- Log Keeping/profiling of complainants: To profile callers' details, locations, concerns and keep logs of their information periodically in a structured database

- To respond to and resolve FAQ type requests expeditiously and on the spot but also keep a log/report of issues and concerns from callers
- To keep an automated data base of the State and Federal GRM Managers and refer or re-route calls to these channels with the click of a button.
- To take input and feedback periodically from the Federal GRM Managers on the operational guidelines and management of the process.

4.0 SCOPE/ OPERATIONAL PROCEDURE

The Rapid Response Register will serve on outsource bases depending on the period of the RRR process and shall operate within the official working hours of the Federal Republic of Nigeria. Specifically, the Call Sorting and Response Mechanism or desk will operate between 8am-6pm from Monday to Friday every week of the implementation of the Rapid Response Register.

The Situation Station of the RRR provides NASSP with an effective and convenient way to resolve beneficiary and non-beneficiary grievances/complaints in real time or provide referrals. The base of situation station operation is the calls that take place between the call-agents and the customer or caller on the other end-line. The operational points involve are elaborated below;

Callers' Initiation Terminal: The caller is provided with the toll-free dial code (e.g., 080xxxNASSP) from the TELCOs that have zero charges on the Beneficiary during calls through sensitization jingles, fliers and other means of engagement. The Beneficiary initiates a call to the Call Sorting and Response Mechanism or call agent to register grievances. The other ther means of grievance in-take and initiation by emails, in-person and chat services will still continue through the NASSP GRM APP accordingly.

Call Sorting and Response Call-Agents: The caller agents are trained professionals in customer relations management who takes in inbound calls from Beneficiaries, profiles the callers' information according to the following variables;

- Name
- Sex
- Age
- Phone Number
- Employment information
- Household information (Head of House/Alternate), House Members

- Location (Including Address)
- Nature of complain

These variables are to enable NASSCO Data Analyst match with existing database for verification of the caller's information in the NSR where applicable. The caller agents thereafter listen to the caller's complaint and logs it into the data base files for the records and resolves the caller's complain using predefined response developed from the Frequently Asked Questions (FAQ's) tools designed by the Federal NASSP Managers. In the event that is beyond the call agent resolution, the calls are routed or transferred to the states or NASSP GRM managers for further necessary actions as contained in the NASSP GRM Guideline below. This caller agent services will be outsourced to enable NASSP staff maintain a focus on the core mandate of NASSP technical operations.

GRM Managers: This constitutes the last value chain of the RRR Call Sorting and Response Mechanism where it comprises of the NASSP and the SOCU/SCTU GRM Managers. The NASSP GRM guidelines will be initiated where uptake points for complaints will be at the Federal, States, LGA and community levels. Complaints that can be resolved by the GRM Managers at the states level can be attended to and resolved, else an escalation is made to the NASSP GRM for further attention and action. These action points from are required to be resolved within the NASSP GRM manual/timeframe and feedback to the complainants etc. The flow chart for the situation station process is illustrated in figure1 below.

Training and future plan: To ensure a hitch-free operation of the call centre, State GRM Managers will be trained on the new system and practical demonstration on how to handled calls that will be routed to them. The training will be for two days and participants will include National and State GRM managers, RR team from NASSCO and the operators of the call centre. Furthermore, it is pertinent to note that the call centre will outlive the Covid-19 intervention as it will be later deployed into the overall NASSP GRM system considering it importance. As part of strategy to achieve this, the National GRM Managers will sit with the experts in the call centre to enable easy transfer of skills and knowledge in order to take consolidate and sustain the benefits of the call system.

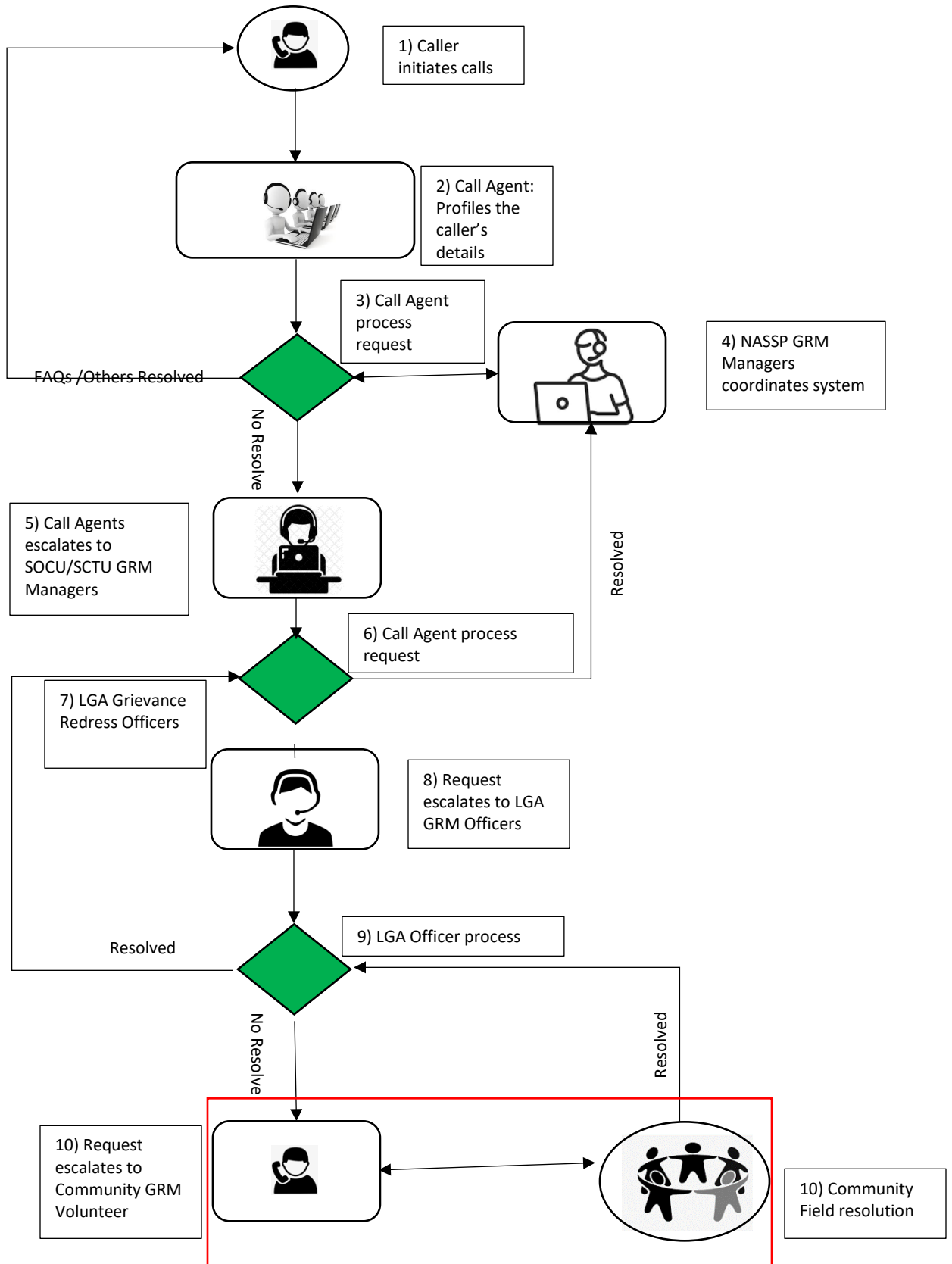


Figure1: Flow Chart of the RRR-GRM Situation Station

5.1 RRR Situation Station Technical Requirement

VoIP: VoIP (Voice over Internet Protocol) has become the standard for **commercial phone service** over the last several years. Most workplaces opt for VoIP over traditional phone lines. Employees can use desk phones or download an app to their computers or smartphones for more flexibility. It is a technology that make implement calls using the internet broadband linkage and can also interface with the terrestrial mobile network with extended flexibility of call options.

Caller Screen Pop-up details: When agents receive an inbound call, a window with account details displaying caller's name, past interactions, account value, sentiment, and more. The intelligence is based on caller ID, which is cross-referenced with the CRM.

Customer Relations Manager (CRM): Almost every cooperate organization situation station stores customer data into a Customer Relationship Management (CRM) system. Call Sorting system provide their teams a CRM to store all their customer interactions. CRMs are often the lifeblood of any cooperate organizational operation to keep track of the callers' enquiries and resolution to improve on service delivery.

Call queuing: When call demand increases, calls wait in line for the engagement of an agent. This technology is known as a **call queue**. Call queues inform callers about their estimated wait time, position, and relevant announcements. If the hold time exceeds a certain threshold, callback features are enabled for fresh call initiation. Modern call center systems offer this functionality but might limit the number of calls in queue.

Queue Callback: In order to conserve callers' time and resources. The situation station will use a dedicated software to save Beneficiary's time. With a callback feature, the phone system holds their place in line and calls them when an agent disengages with another caller online. This feature is super convenient and alleviates the stress of long hold times.

Call Analytics: This tool enables the measurement of performance. Managers can forecast call volume, call metrics, and route calls to respective designations based on real data available in the database. Call analytics enables companies to provide workforce management that improves the beneficiaries' experience.

Call Record: The Situation Station should have the ability to record calls on a cloud platform for minimum of three month to enable call quality assurance management and supervision from internal team and the NASSP GRM managers.

5.2 GRM Manager's Call Route Terminal Point

The GRM Manager's Terminal Point will include a laptop or desktop computer of not less than 500GB HDD and 4GB RAM with Internet facility of not less than 2Mbps speed to accommodate Voice over Internet Protocol (VoIP) calls without distortion. The GRM Manager will also be equipped with high quality sound headset with embedded microphones to filter out surrounding noise. The calls will be carried out using VoIP softphones that will enables call engagement, monitoring and tracking purposes. The operations of the State GRM Managers will be supervised by the NASSP GRM Managers according to the NASSP GRM guidelines and procedures.

5.3 Rapid Response Register GRM Situation Station Integration System

The integrated system for the caller situation station is illustrated in figure 2 below

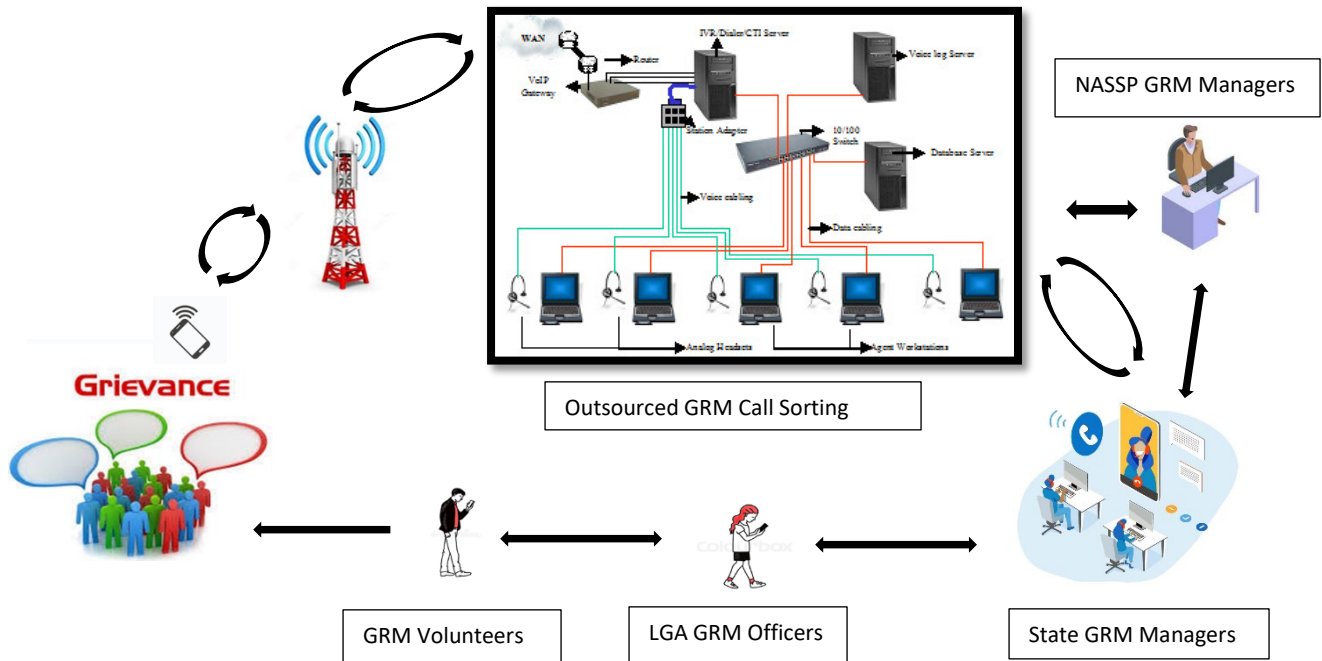


Figure 2: RRR-GRM Call Sorting and Response Mechanism/ System

The Figure 2 above describes the flow of the process and defines management protocols. The caller initiates grievance through calls to the Call Sorting and Response Mechanism. and the Call Sorting and Response system attends to the grievance by addressing it using the FAQs tools. However, if the grievance is beyond the capacity of the call agents, it is re-routed to the State or Federal GRM Managers for further clarifications and management. The GRM Managers ensure the grievance is resolved where applicable and the feedback is logged with the State and Federal GRM Managers while the Call Sorting and Response Mechanism communicates the resolution to the caller initiator and assessed his or her level of resolution satisfaction.

6.0 RRR-GRM Information Management

The NASSP GRM Managers are responsible for the supervision of the operation of RRR Call Sorting and Response Mechanism and the information implementation by the State GRM Managers. A dedicated MIS officer and Data Analysts at NASSP will assist the NASSP GRM Managers to access the periodic logs of the calls and other relevant information for analysis and tracking purposes. A weekly report of the call log operations shall be forwarded to the GRM Managers for necessary actions where applicable.

7.0 Expected Benefit of RRR-GRM Call Sorting and Response Mechanism

One of the greatest benefits of the RRR Call Sorting and Response Mechanism is to reduce as much as possible the call traffic of the State GRM Managers during the National Scale up exercise as shown in the rationale section of this concept note. Specifically, some of the benefits are as follows;

- Provide cooperate organizational confidence among beneficiaries and non-beneficiaries
- Provide a gateway for profiling/automated documentation of large volume of calls
- Provide a gateway channel for process monitoring and evaluation
- Provide Organizational focus on core business and services
- Provide caller information for identity assessment and quality of service
- Improve quality of service to beneficiaries and non-beneficiaries
- Provide off the shelve data for management and decision making

APPENDIX 1: GRM RESPONSIBILTY STRUCTURE

CATEGORY 1: WRONGFUL TARGETING - INCLUSION/EXCLUSION			
SN	SUB-CATEGORY	INVESTIGATED/ RESOLVED BY	RESOLUTION PERIOD
1A	TARGETTING – WRONGFUL EXCLUSION	SOCU/Consultant	2 Days to 2-weeks
1B	TARGETTING – WRONGFUL INCLUSION	SOCU/Consultant	2 Days to 2-weeks
1C	REGISTRATION/SYSTEM FAILURE	SOCU/Consultant	1 Day to 2-Days
1D	ENUMERATION	LG GRO, DO, SOCU	2 Days to 2-weeks
1E	ENROLLMENT - WRONGFUL INCLUSION	SOCU/Consultant	2 Days to 2-weeks
1F	ENROLLMENT - WRONGFUL EXCLUSION	SOCU/Consultant	2 Days to 2-weeks
CATEGORY 2: PAYMENTS AND PAYMENT SERVICE DELIVERY			
SN	SUB-CATEGORY	INVESTIGATED/ RESOLVED BY	RESOLUTION PERIOD
2A	OMISSION FROM THE PAYMENT LIST	SCTU/Consultant	2 Days to 2-weeks
2B	DELAY IN PAYMENT	SCTU/Consultant	2 Days to 2-weeks
2C	INCORRECT PAYMENT AMOUNT	SCTU/Consultant	2 Days to 2-weeks
2D	INCORRECT ACCOUNT NUMBER	SCTU/NCTO/Consultant	2 Days to 2-weeks
2E	MISTREATMENT OR EXTORTION	SCTU/NCTO/Consultant	2 Days to 2-weeks
2F	UNABLE TO WITHDRAW MONEY	SCTU/NCTO/Consultant	2 Days to 2-weeks
2D	ACCOUNT NOT CREDITED	SCTU/NCTO/Consultant	2 Days to 2-weeks

CATEGORY 3: NASSP SERVICE DELIVERY ISSUES

SN	SUB-CATEGORY	INVESTIGATED/ RESOLVED BY	RESOLUTION PERIOD
3A	MISTREATMENT/RUDENESS BY STAFF	SOCU/SCTU/NASSCO GRM/NCTO GRM	1 Week to 2-weeks
3B	COMPLAINTS NOT RESPONDED TO	SOCU/SCTU/NASSCO GRM/NCTO GRM	1 Week to 2-weeks
3C	WRONG INFORMATION/POOR COMMUNICATION	SOCU/SCTU/NASSCO GRM/NCTO GRM	1 Week to 2-weeks

CATEGORY 4: FRAUD AND CORRUPTION ISSUES

SN	SUB-CATEGORY	INVESTIGATED/ RESOLVED BY	RESOLUTION PERIOD
4A	BRIBE AND EXTORTION	NASSCO/NCTO GRM	2 Week to 1Month
4B	MISAPPROPRIATION/THEFT	NASSCO/NCTO GRM	2 Week to 1Month
4C	MISREPRESTATION/IMPERSONATION	NASSCO/NCTO GRM	2 Week to 1Month

CATEGORY 5: DATA ERRORS AND UPDATES

SN	SUB-CATEGORY	INVESTIGATED/ RESOLVED BY	RESOLUTION PERIOD
5A	INCORRECT HH DATA	SOCU/SCTU/NASSCO GRM/NCTO GRM/CONSULTANT	1 Week to 2-weeks
5B	MISSING HH DATA	SOCU/SCTU/NASSCO GRM/NCTO GRM/CONSULTANT	1 Week to 2-weeks

CATEGORY 6: INQUIRIES AND INFORMATION REQUESTS

SN	SUB-CATEGORY	INVESTIGATED/ RESOLVED BY	RESOLUTION PERIOD
6A	INQUIRIES AND INFORMATION REQUESTS	SOCU/SCTU/NASSCO GRM/NCTO GRM	1 Days to 2 days
6b	BENEFICIARIES DESIRING TO EXIT THE PROGRAMME	SOCU/SCTU/NASSCO GRM/NCTO GRM	1 Days to 2 days

CATEGORY 8: ABUSE AND SOCIAL ISSUES

SN	SUB-CATEGORY	INVESTIGATED/ RESOLVED BY	RESOLUTION PERIOD
7A	INTIMATE PARTNER VIOLENCE AND DOMESTIC CONFLICTS	REFERRAL TO GENDER/SI UNIT	REFERALL
7B	SEXUAL EXPLOITATION AND ABUSE/SEXUAL HARASSMENT (SEA/SH)	REFERRAL TO GENDER/SI UNIT	REFERALL

Potential Frequently Asked Questions (FAQ)

- What is the RRR project all about?
- Who/what agency responsible for the intervention?
- What are the criteria/requirement to benefit from the programme?
- Who do I contact when I need more information about the RRR?
- How do I benefit from the programme?
- How much would the beneficiaries be paid?
- How long would the beneficiaries be paid?
- How do I report a concern?

Note: Summary of complaints received will be reported on daily and weekly basis (indicating category and status) by State GRM Managers.