

# Outbound Call Center

*Employing residents who were displaced from their careers due to COVID-19.*

**Client**

Major Government Company

**Services**

Strategic Staffing

**Area of Expertise**

HR, Administration & Operations

**Industry**

Public Sector

## Our Challenge

The City of Birmingham (the City) needed assistance building a remote call center, to employ individuals displaced from their work due to COVID-19. Objectives of the call center included conducting a short survey to understand Birmingham residents' awareness of COVID-19, explain potential symptoms, and connect them with free resources.

## Our Solution

In partnership with the City and its subsidiaries Vaco delivered a custom build-out of a remote call center that met the objectives of their COVID-19 strategy. Our team utilized a robust, internet-based application to auto-dial residents, capture data related to awareness and exposure to COVID-19, to then report the data to the public. We quickly interviewed qualified individuals, many who had been displaced from their careers by COVID-19, and on-boarded the workforce to complete the project. We provided training, oversight, engagement and performance management, and weekly analytics.