

The Inside Word on Unified Communications

Mr Stephen Hinwood
National ICT Manager,
Lifeline Australia



CISCO



Technology Video 4:51m

[link 1](#)

Lifeline Strategic Directions 2009 – 2014

Vision

Communities where anyone can give and receive care.

Mission

Placing services that support living and well being within the reach of everyone.

Our commitment to the community

Lifeline will support Australians at their time of emotional need during a personal or community crisis, and will seek to equip individuals to be more self aware and resilient, as well as develop communities that are more socially inclusive.

Our Core Business

Crisis Support

Services that provide immediate support to individuals at times of difficulty in their lives, and support for communities in recovery from major events.

Suicide Prevention

Services that educate individuals and communities about suicide, offer appropriate support for those people who are at risk of suicide, or bereaved by suicide.

Mental Health Support

Services that provide support for people experiencing mental illness, and which offer reliable information and self-help resources to empower people to take steps towards maintaining mental health and emotional wellbeing.



About Lifeline

- Lifeline answers on average over **450,000** calls per year – nearly 1 call per minute! 24 hours a day, 7 days a week.
- The calls are answered at any of 62 locations around Australia by Volunteers who are trained in Crisis Support – Telephone Counsellors (TC).
- Lifeline also runs the:
 - CIH (Cannabis Information Helpline)
 - DVSA (Domestic Violence and Sexual Assault Helpline)
- And is actively seeking more funded helplines where Lifeline's expertise can be leveraged.

About This Presentation

- Lifeline's current phone system has allowed Lifeline to not only move forward as a ***national*** organisation but more importantly to provide a better service to the public
 - I will concentrate on issues that Lifeline has come across during its recent period of massive change.
 - Please keep in mind that due to the nature of Lifeline's service, any call issues can have severe consequences.



Where did we come
from?

connect with someone who cares

A Brief Evolution of Lifeline

- Lifeline began in 1963 as a local telephone service for suicide support in Sydney
 - Just a few days after it was first established, Lifeline received over one hundred calls for help.
- Lifeline members elected to have a national office and governing board in the mid 1990's and is run as a federated organisation.
- Limited call flow groups were set up using the Telstra spectrum system (Centrex) where a call could overflow to a maximum of 3 locations.
- Around 2003 Lifeline began the GAP (Greater Access Programme) which focussed on establishing a National Call Flow by connecting all locations to a national call centre telephone system and any caller in the country to the first available TC.



Where are we now?

connect with someone who cares

Lifeline's IPTel Solution

- Cisco Call Manager – runs the basic telephony
- Cisco Unified Contact Centre Express Premium – runs the call centre
- Cisco Unity – voicemail
- 3rd Party softphone and IP Phone Agents
- Reporting done via Oracle DB – Contact Centre and Call Manager data exported
- Lots of WAN links???

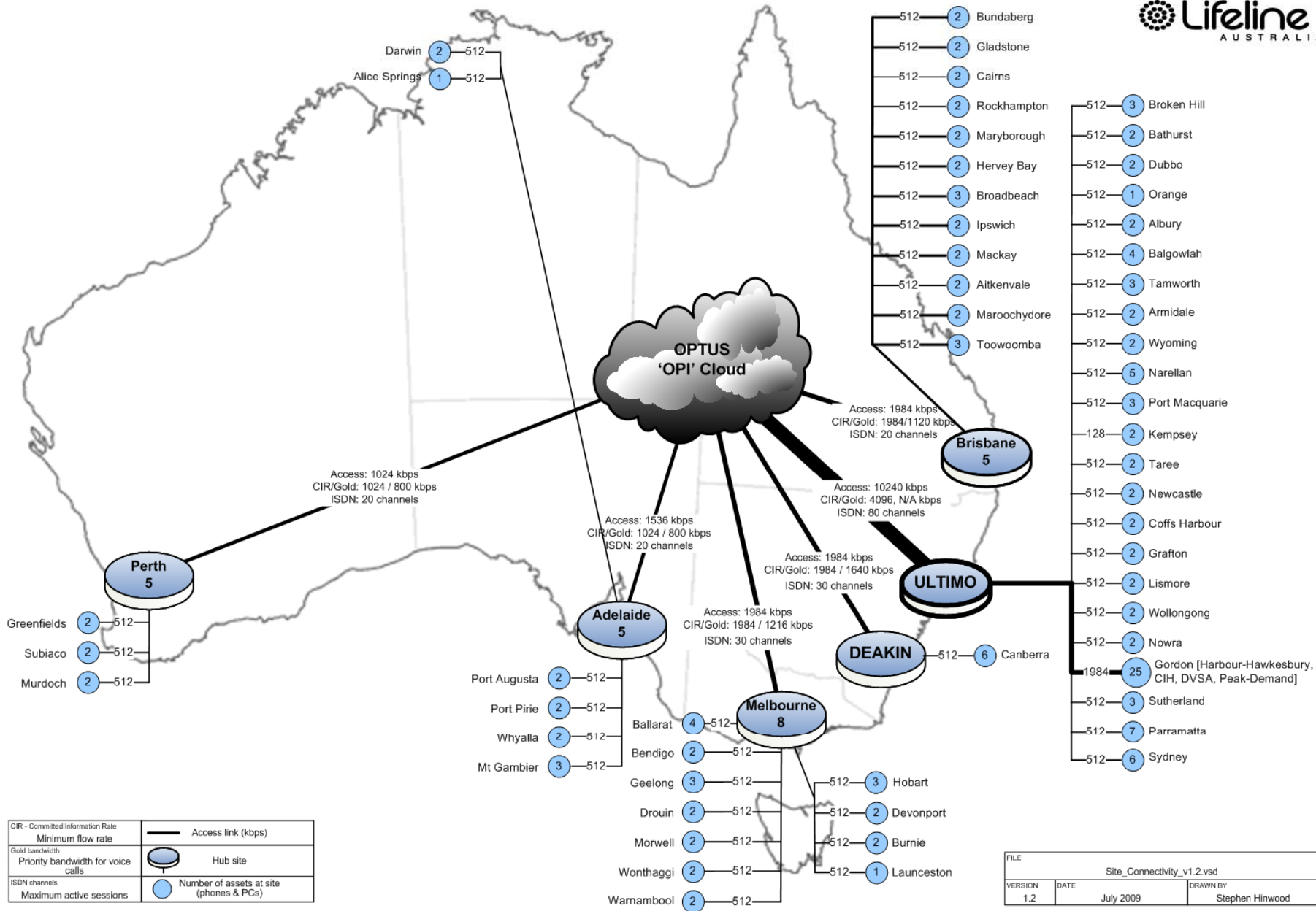
Location Based

- Lifeline centres work within their own communities for fund raising and provide their local communities with valuable mental health services.
- Local and state based government funding for mental health services – requires local level reporting.
- National call flow has required changes to this mentality.
 - Frequent callers are now not known to the local centre as the call could be answered anywhere.
 - Call demand changes with time zones and specific local areas. This must now be aggregated into a national figure, which requires National Work Force Management.

Huge benefit to share downtime across all 62 sites!!!



Site Connectivity Diagram



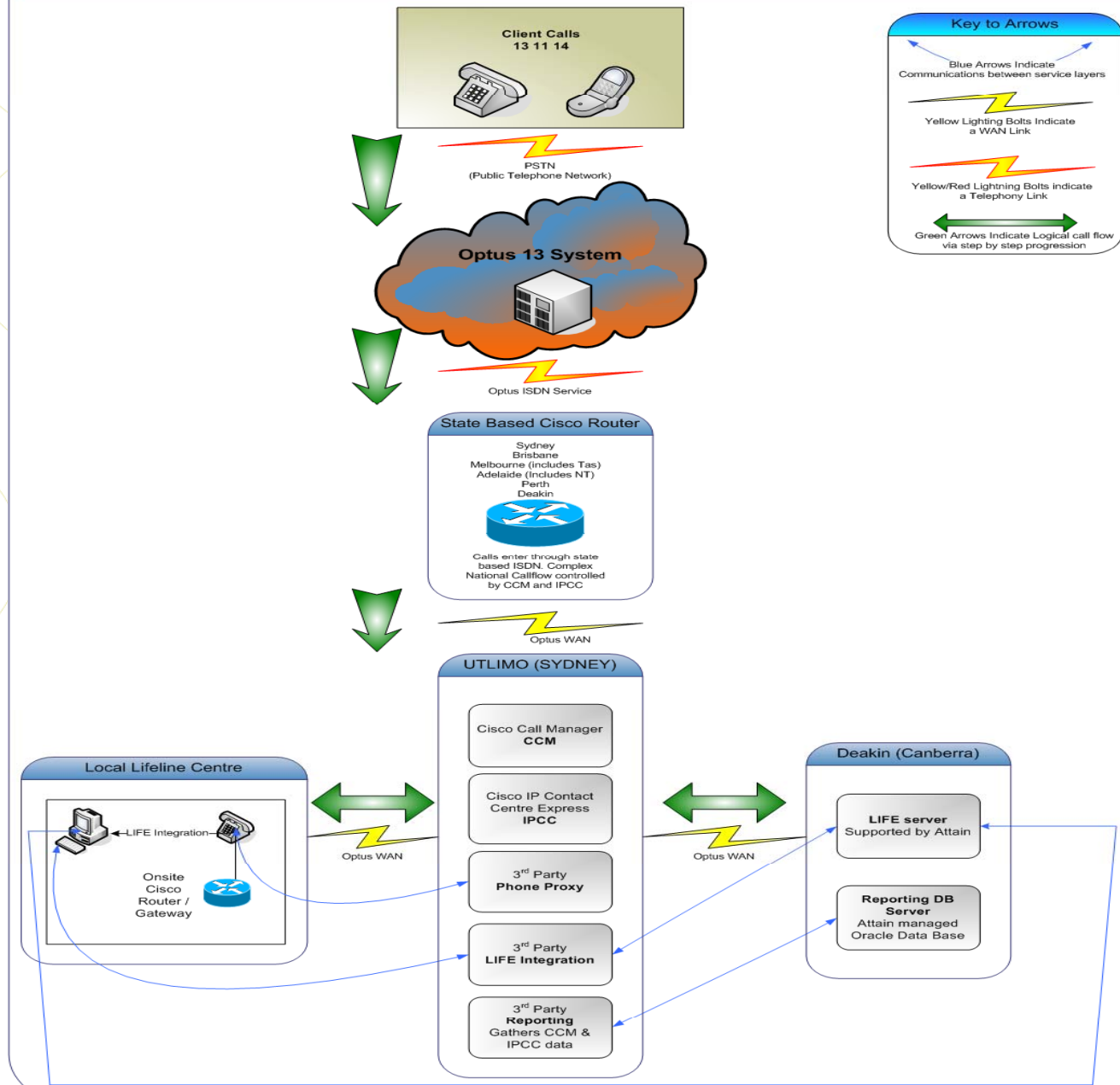
CIR - Committed Information Rate	— Access link (kbps)
Minimum flow rate	○ Hub site
Gold bandwidth	○ Number of assets at site (phones & PCs)
Priority bandwidth for voice calls	
ISDN channels	
Maximum active sessions	

FILE		
Site_Connectivity_v1.2.vsd		
VERSION	DATE	DRAWN BY
1.2	July 2009	Stephen Hinwood

Partial list of centres and phone numbers

CENTRE NAME	MAIN AND SUB CENTRES	STATE	PRIMARY ISDN NUMBER	BACK UP IN DIAL NUMBER
Canberra	Canberra	ACT	02 6234 6303	02 8204 1916
Broken Hill	Broken Hill	NSW	02 8204 5501	02 6234 6305
		NSW		
Central West	Bathurst	NSW	02 8204 5502	02 6234 6306
	Dubbo	NSW	02 8204 5503	02 6234 6307
	Orange	NSW	02 8204 5505	02 6234 6309
Harbour to Hawkesbury (Hornsby Ku-Ringai)	Gordon	NSW	02 8204 5506	02 6234 6310
Mountains to Murray	Albury	NSW	02 8204 5507	02 6234 6311
Northern Beaches	Balgowlah	NSW	02 8204 5508	02 6234 6312
Tamworth & Northern Inland	Tamworth	NSW	02 8204 5509	02 6234 6313
	Armidale	NSW	02 8204 5510	02 6234 6314
Central Coast (NSW)	Wyoming	NSW	02 8204 1902	02 6234 6315
Macarthur	Narellan	NSW	02 8204 1903	02 6234 6316
Mid Coast	Port Macquarie	NSW	02 8204 1904	02 6234 6317
	Kempsey	NSW	02 8204 1905	02 6234 6318
	Taree	NSW	02 8204 1906	02 6234 6319
Newcastle & Hunter	Newcastle	NSW	02 8204 1907	02 6234 6320
North Coast	Coffs Harbour	NSW	02 8204 1908	02 6234 6321
	Grafton	NSW	02 8204 1909	02 6234 6322
Northern Rivers	Lismore	NSW	02 8204 1910	02 6234 6323
South Coast (NSW)	Wollongong	NSW	02 8204 1911	02 6234 6324
	Nowra	NSW	02 8204 1912	02 6234 6325
Sydney & Sutherland	Sydney	NSW	02 8204 1913	02 6234 6326
	Sutherland	NSW	02 8204 1914	02 6234 6327
Western Sydney	Parramatta	NSW	02 8204 1915	02 6234 6328
Brisbane	Brisbane	QLD	07 3634 6001	02 6234 6398
Bundaberg (Coral Coast Capricorn)	Bundaberg	QLD	07 3634 6002	02 6234 6397
	Gladstone	QLD	07 3634 6008	02 6234 6391
Cairns Region	Cairns	QLD	07 3634 6004	02 6234 6395
Central Queensland (Coral Coast Capricorn)	Rockhampton	QLD	07 3634 6005	02 6234 6394
Fraser District	Maryborough	QLD	07 3634 6007	02 6234 6392
	Hervey Bay	QLD	07 3634 6010	02 6234 6389

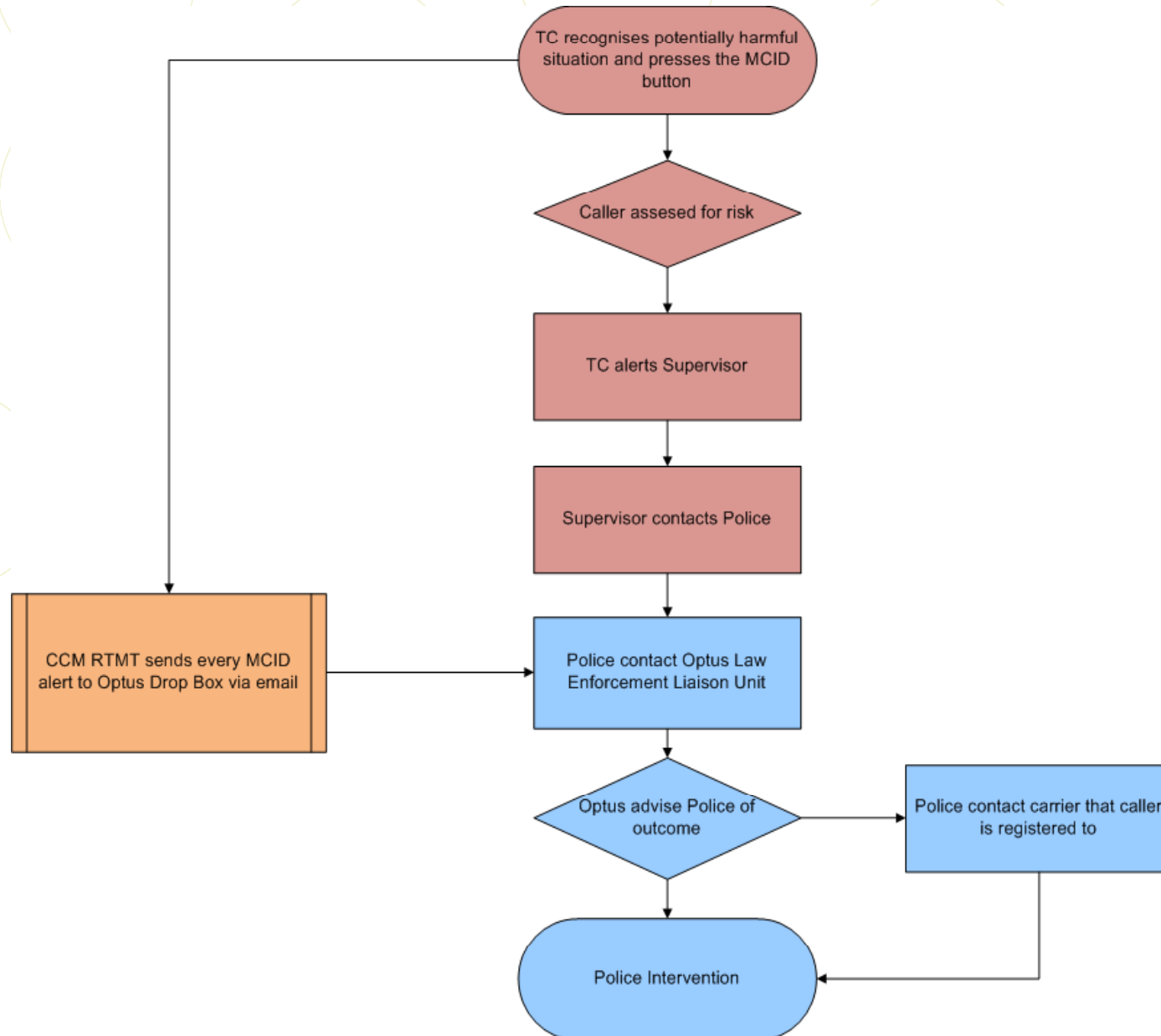




MCID (Malicious Call ID) / MCT (Malicious Call Trace)

- Malicious call traces are used by Lifeline when potentially harmful scenarios are presented to TC's. Police intervention may be required to ensure that self harm or harm to others does not occur.
- Around 4% of calls are flagged with MCID, although not all are followed through to intervention.
- Complex processes due to jurisdictional issues of State based Police system and Carrier based customer information.
- Information required by Police was part of the reason to put the 3rd party applications in place.

Process Flow For MCID / MCT

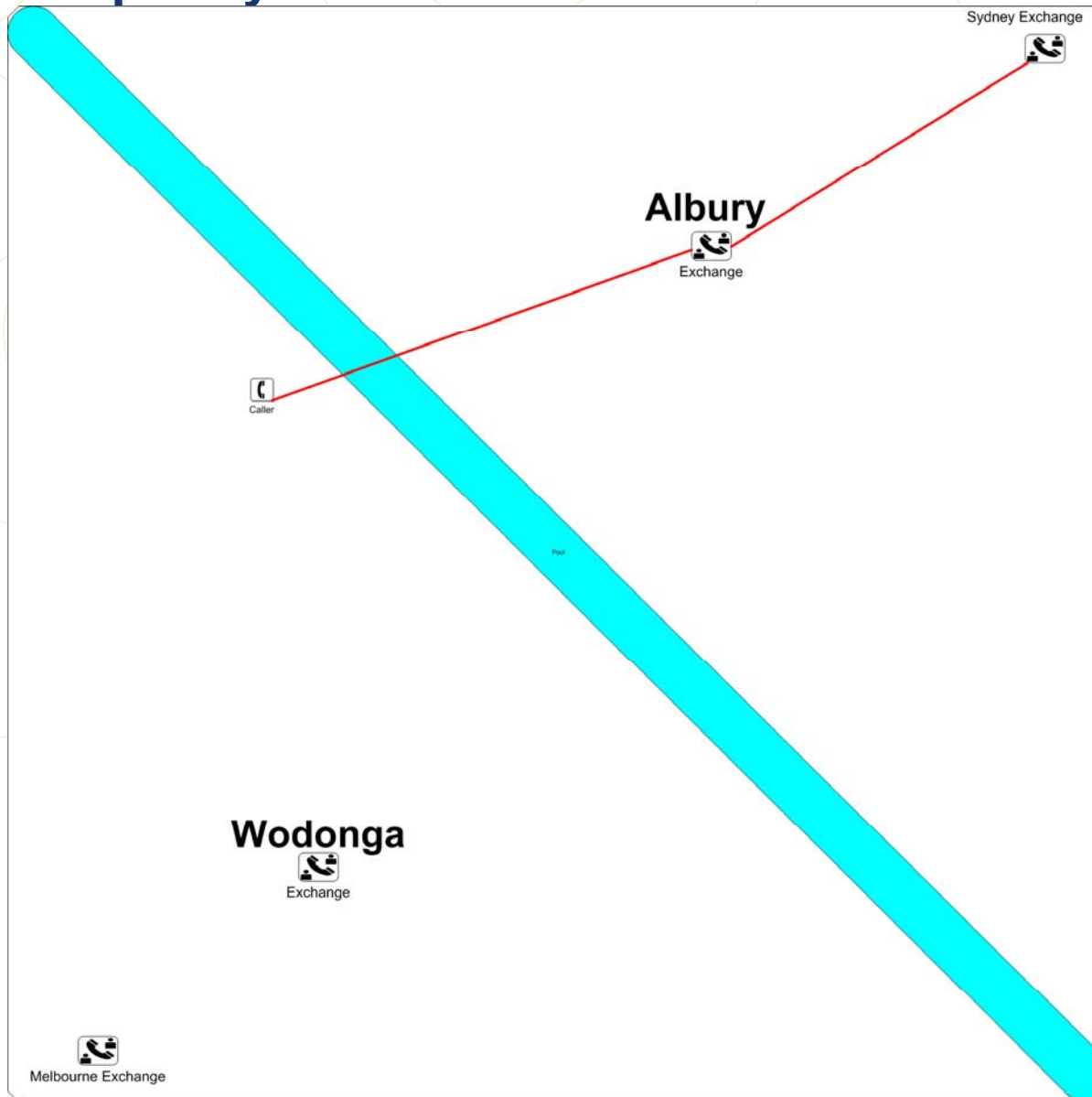


Screen Shot of Information Displayed by 3rd party IPPA – MCID activation



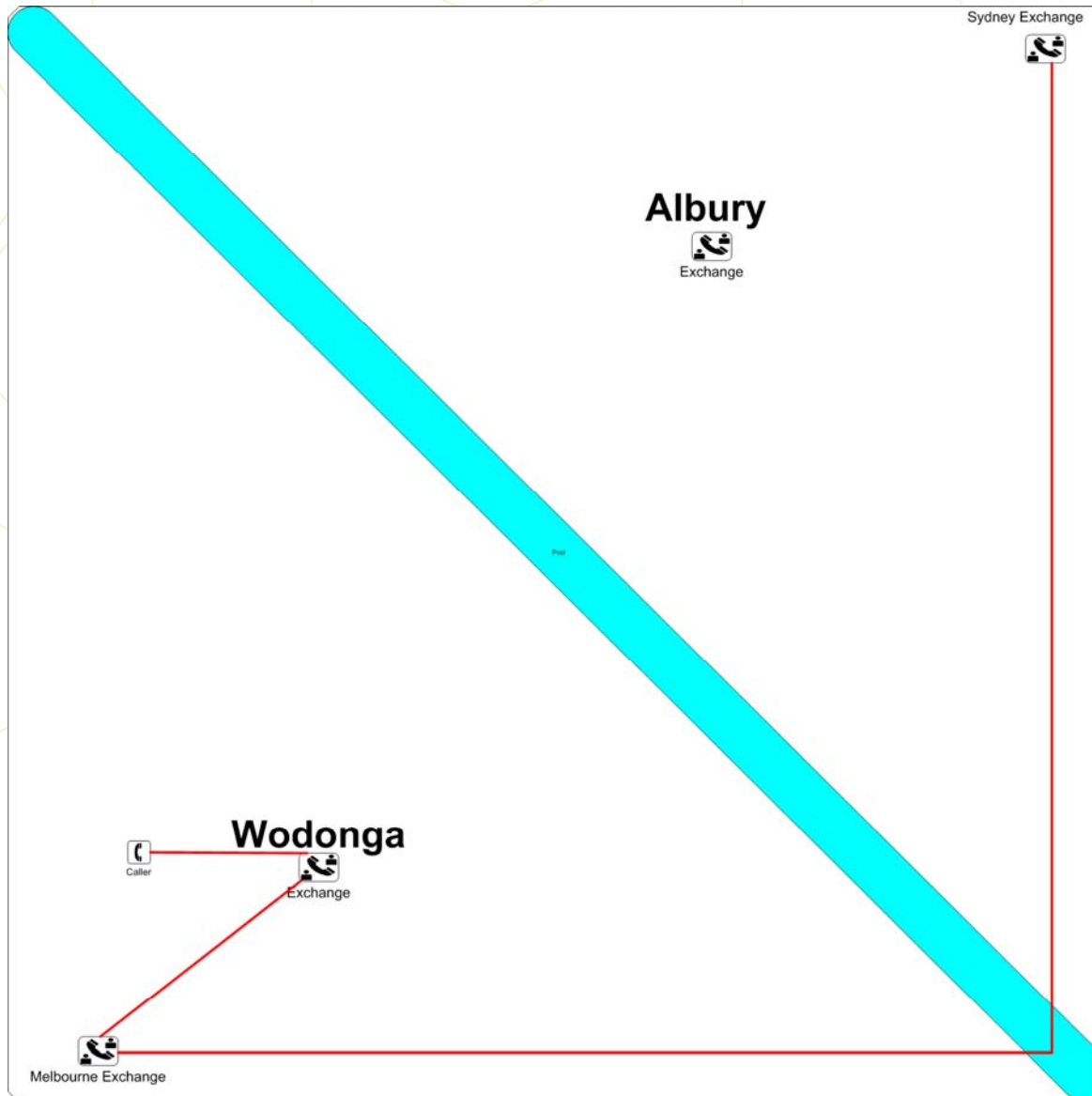
Complexity with locations: Albury / Wodonga Example

Basic Telephony

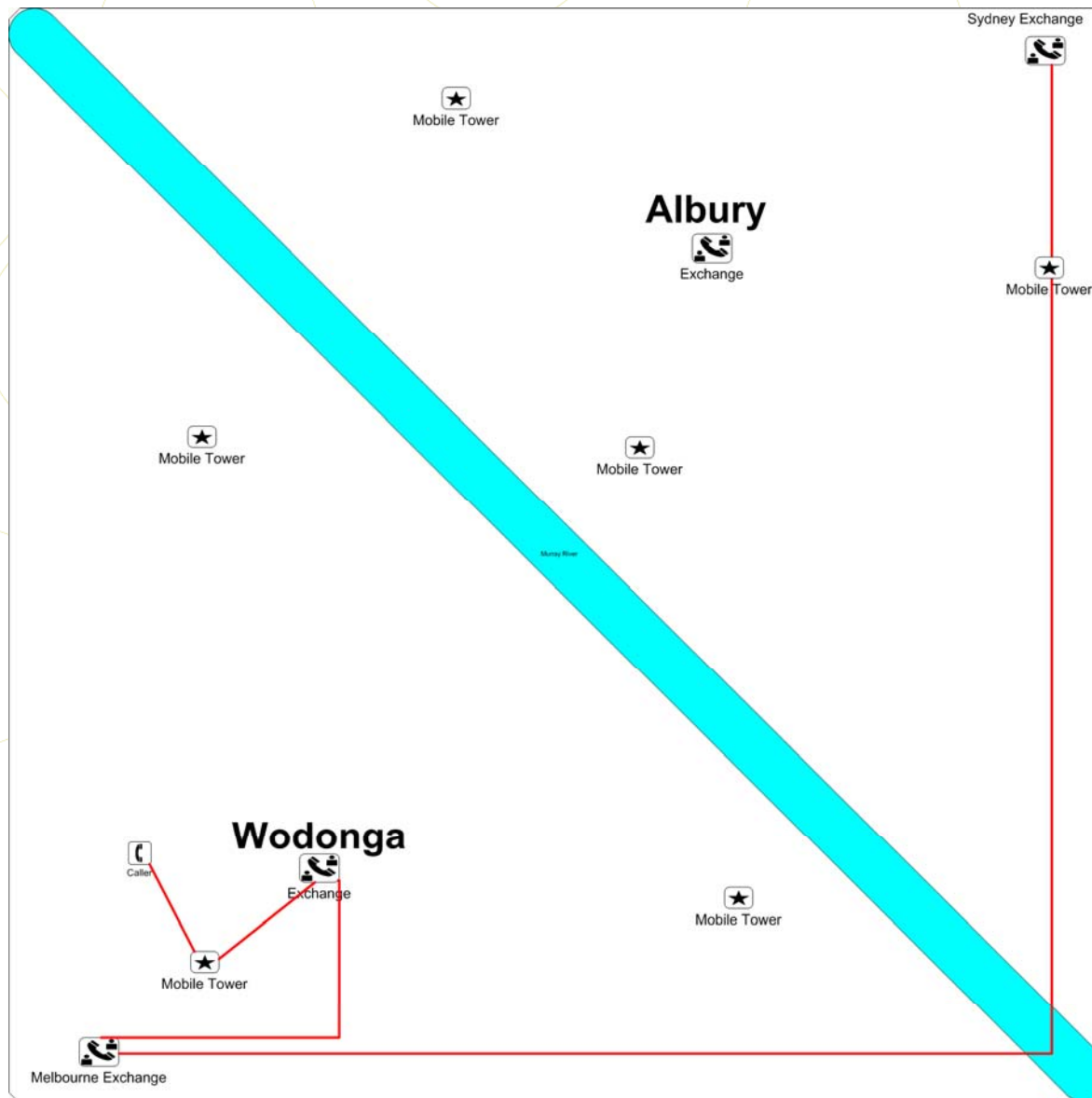


Complexity with locations: Albury / Wodonga Example

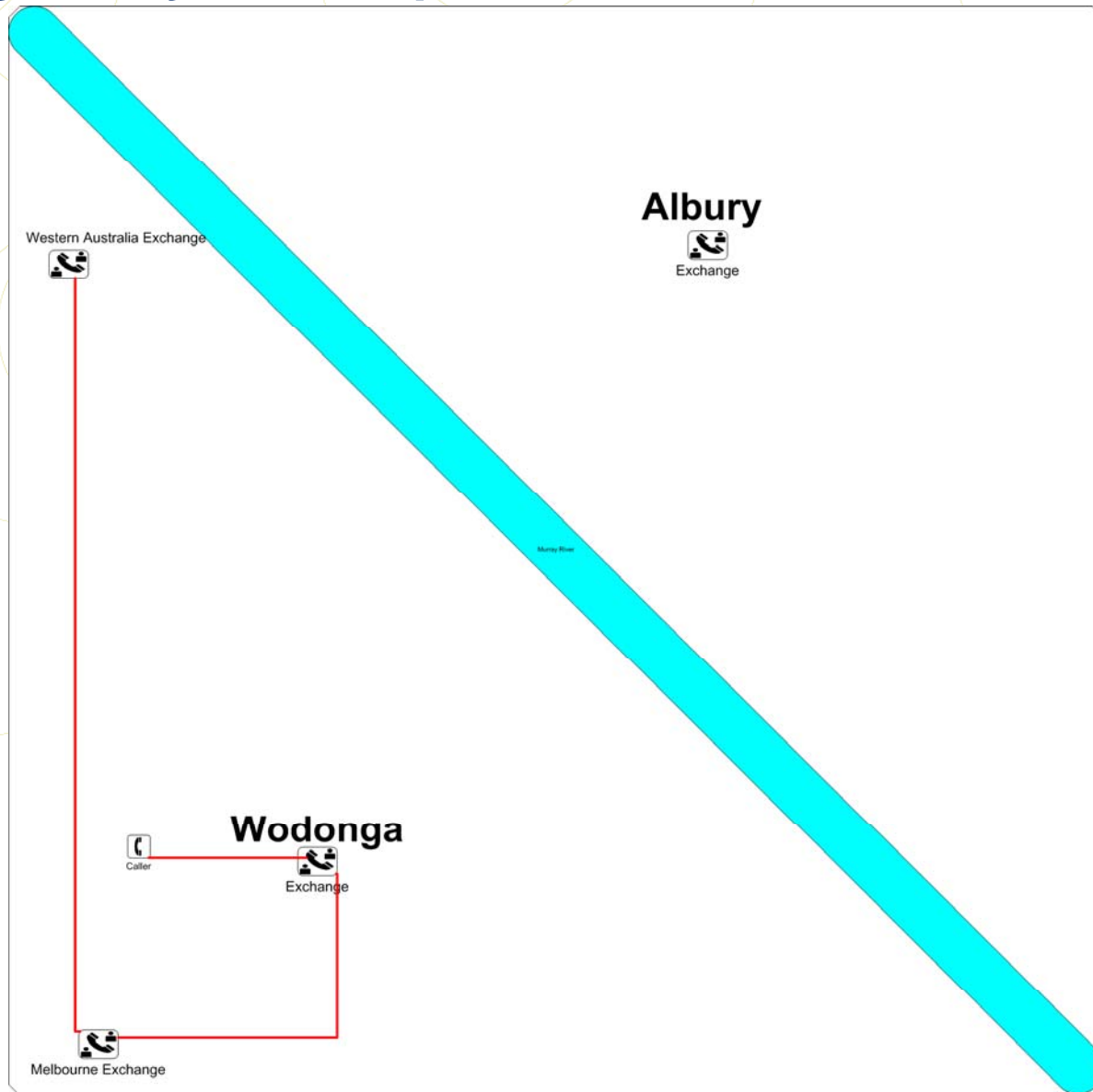
Carrier Pre Select



Complexity with locations: Albury / Wodonga Example Mobile Phone



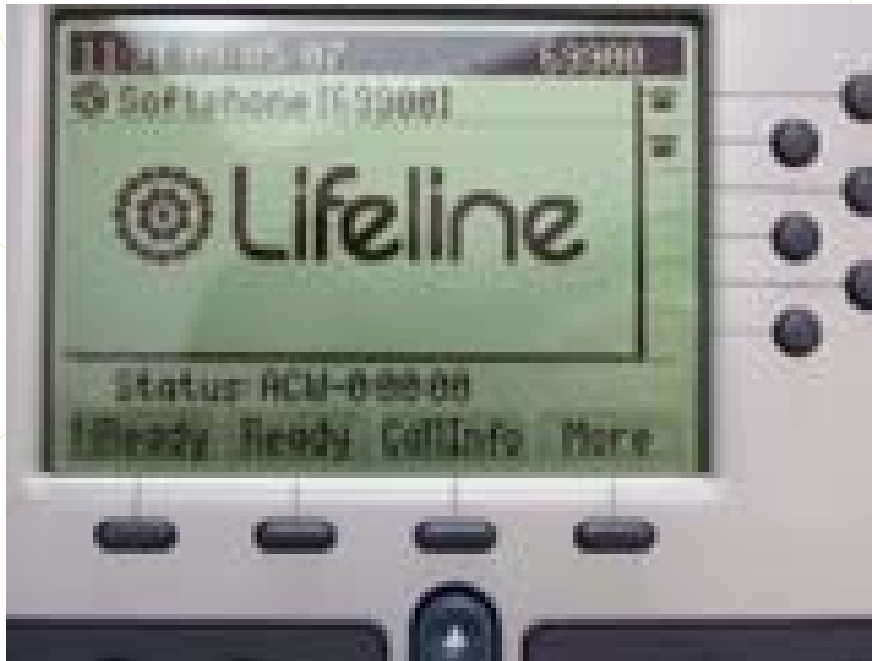
Complexity with locations: Albury / Wodonga Example IPTel gateway service provider via ISP



Challenges with the existing system

- Difficult to support and maintain system with 3rd party customisation.
- Lack of Work Force Management and User ID Management. Skills based routing does not work across multiple call centres or technologies.
- Reporting requirements have been discovered during operations – leading to many similar templates for reporting.
- WAN link reliability and technical support from carrier is lacking.
- Narrow implementation scope resulted in lack of flexibility in phone system. System has been nearly completely rebuilt and is about to undergo another overhaul to remove issues above.
- Requires highly skilled team to maintain.

Challenges with the existing system - 2



Nice Configurable System – if it's done right

- Be wary of designing complexity and limitations in the implementation of your system – including business systems such as MCID processes.



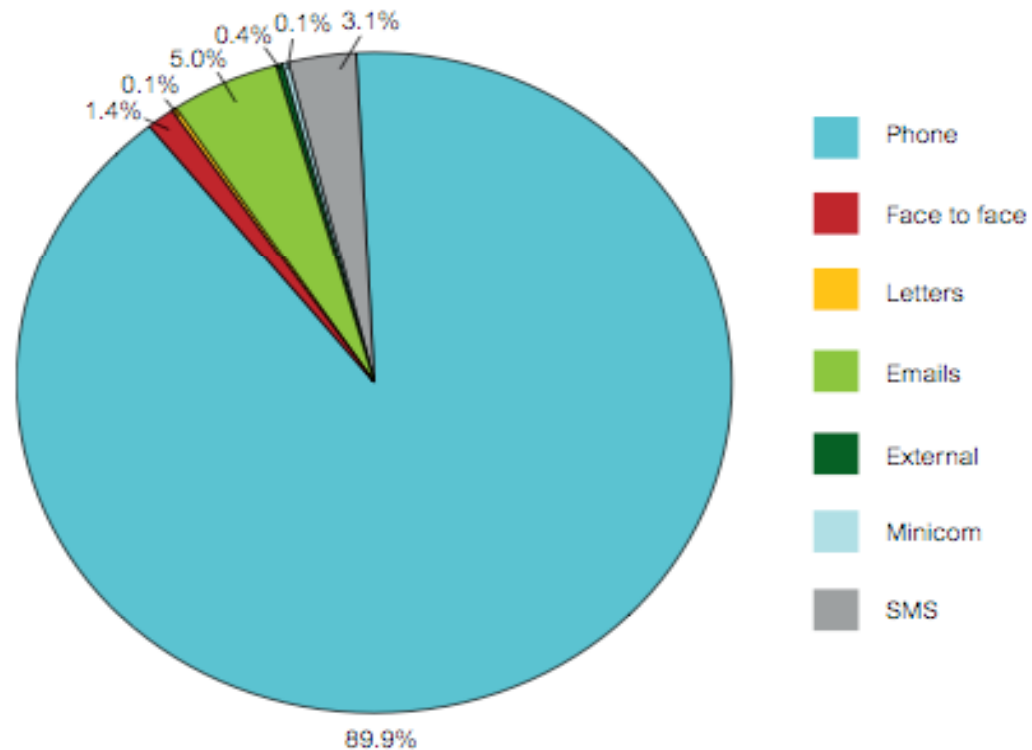
Where are we going?

connect with someone who cares

Demographics and targeting your audience = maximise potential contacts

The majority of contacts in 2007 were through telephone (91%), followed by email (5%) and SMS (3%). For a breakdown of contact type, see Graph 4.

Graph 4: Breakdown of Contact Type 2007



The way people communicate is changing

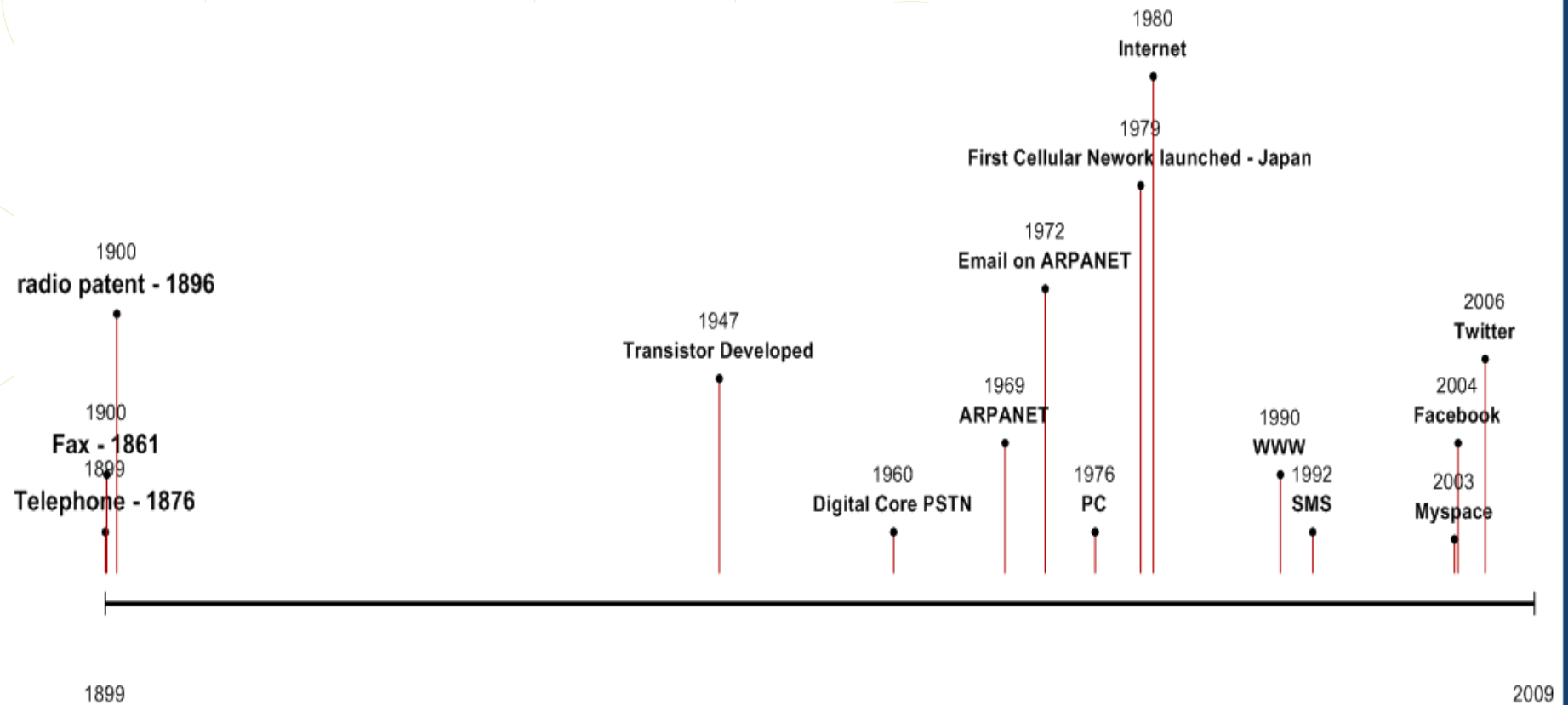
Since 1994, the way callers contact Samaritans has changed. There has been a slight increase in telephone contacts, compared to a dramatic increase in email contacts. Also, face-to-face and letters have experienced significant declines. These figures are in Table 3.

Table 3: Breakdown of Contact Type 1994-2007

Year	Telephone	Email	Face to Face	Letter	External	Minicom	SMS Text
1994	2,341,245	214	165,616	3,144	-	-	-
1995	2,480,628	1391	140,269	3,373	-	-	-
1996	2,652,714	3505	123,258	2,794	-	-	-
1997	2,762,836	6003	108,051	3,168	-	-	-
1998	2,776,814	11,997	99,982	2,723	-	-	-
1999	2,748,701	21,141	85,108	2,274	-	-	-
2000	2,759,058	34,828	75,702	2,297	-	-	-
2001	2,634,351	52,275	66,443	1,991	15,644	-	-
2002	2,461,872	72,388	58,218	1,621	29,358	-	-
2003	2,448,148	94,133	53,047	1,089	39,107	-	-
2004	2,365,339	110,001	50,587	1,058	15,461	645	-
2005	2,382,562	134,815	47,794	1,084	16,289	85	-
2006	2,489,271	134,315	42,827	1,356	17,474	3,299	-
2007	2,483,135	137,627	39,336	1,556	11,482	2,373	86,475



Timeline of Communication Technology



Why such rapid churn compared to telephones 100+ year presence?

Technology or Socially driven change?

=

BOTH?

- People communicate more often, more quickly and with more people – although there is a limitation! – Dunbar's Law
- Expectation of instant communication. Difference between Old – telephone, fax, mail, early email, bulletin boards
time delayed or pending availability
- New – mobile phones and mobile email, IM, social networking updates on mobile internet.

expectation of instant communication

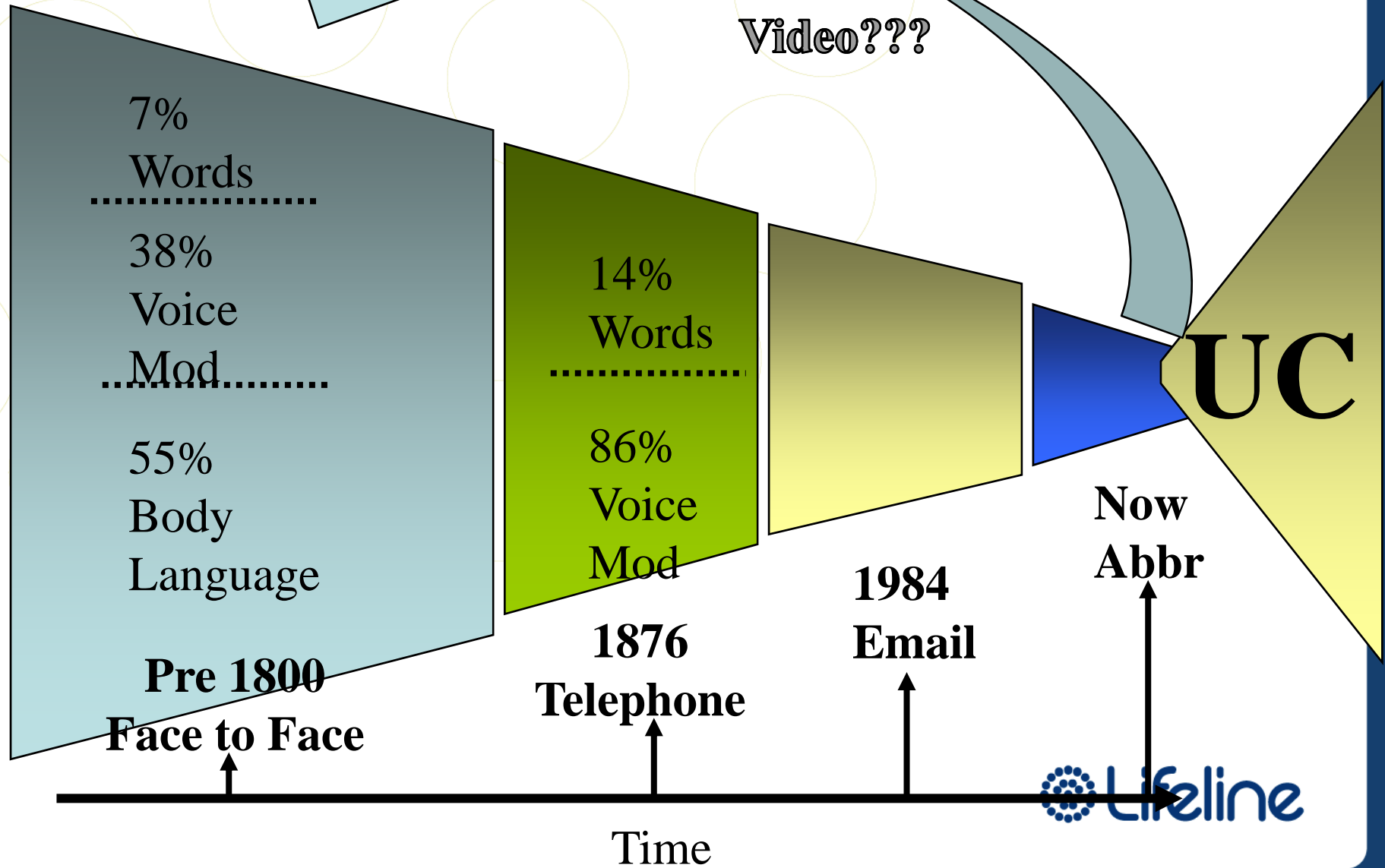
Web 2.0 Video 4.32m

[link](#)

Accepting Change

- Stuck on the phone concept?
- Technology and usage of technology has required a change to this mentality.
- We are not Telephone Counsellors – we are Counsellors who use telephones and can use other contact methods to service people in need.
- When Lifeline started in 1963, using telephones for counselling was a radical idea.

Back To The Future



Lifeline's Future

- Changing social communications trends, requirements for new tenders + more.
- Integrating WFM, CRM, User management and single account management, Contact streams, skills based routing or single source login.
- **Remote users !!!!**
- Move from server based system (**Skills required!!!!**) to appliance based system – more stable, less complicated, less skill required to support it = reduced OPEX.
- WAN links!!!
- Utilise alternate communication technologies i.e. Web Chat.



Wrap up

connect with someone who cares

Keeping up with the rapid churn in technology?

- Know your business and target audience.
- Implement flexible systems.
- Continually review your system, technology & social trends.

Stress Down ON 24/7

Find a way to 'stress down'
on the 24th of July and
help Lifeline connect
people with care.



To get involved or to make a
donation, visit stressdown.org.au

 Lifeline

 Lifeline