

**County of Santa Cruz  
Human Resources Agency  
Benefits Call Center**



**What is the Benefits Call Center?**

The Benefits Call Center is a streamlined automated telephone service delivery system similar to systems used by banks, healthcare providers, and government agencies to better deliver their services. The Call Center will expedite case processing and organize staff's workload so that ongoing case work can be managed more efficiently and processed timely.

**Why is Santa Cruz County Human Resources Agency implementing the Benefits Call Center?**

- ◆ The Call Center will improve customer service and case management.
- ◆ With state of the art equipment, 80% of calls will be answered within 20 seconds.
- ◆ Bilingual capacity will facilitate communication in client's preferred language
- ◆ The need for clients to travel to HRA offices for Medi-Cal assistance will be reduced.

**When will the Benefits Call Center be implemented?**

The Benefits Call Center is scheduled to begin operations on March 28, 2006.

**How will the Benefits Call Center Work?**

When clients call the Call Center's toll-free number, the phone system will offer a menu of choices to respond to the caller's Medi-Cal or Food Stamp questions. Eligibility workers will also be available to provide assistance if the automated phone system does not meet the caller's needs. The worker who answers the call will most likely be the worker that provides follow-up on the case. Clients will no longer have a designated worker.

**Who will be working at the Benefits Call Center?**

The Call Center will be staffed by HRA's existing ongoing eligibility staff for Medi-Cal and Food Stamps.

Intake interviews and a limited number of scheduled appointments to meet with an ongoing worker will be held at HRA offices at 1020 Emeline in Santa Cruz and 119 W. Beach in Watsonville. Lobby courtesy phones will connect directly to the Call Center.

**What will staff do at the Call Center?**

- ◆ A phone team will answer calls and resolve issues that can be managed quickly
- ◆ A case maintenance team will handle issues that require more time to resolve, and will handle ongoing case management tasks, including case redeterminations
- ◆ Support staff will help with mailing packets, document imaging, stocking forms, and ordering supplies.

**Have other counties implemented Benefit Call Centers?**

San Mateo, Santa Clara, and Contra Costa Counties have successfully implemented Call Centers with positive results for clients and staff.

**QUESTIONS?** Contact Claudine Wildman, Benefit Services Division Director, 454-4236.