



**Digital
Seniors**

Needs Analysis for Digital Seniors National Phone Service

August 2020

Purpose

As Digital Seniors expands into regions across Aotearoa New Zealand, we need to set up an 0800 phone number and process to help seniors with our services in multiple communities..

This document outlines Digital Seniors requirements to provide our 0800 phone service in other communities, how we've assessed providers against these requirements, and recommends the preferred provider and service model, and next steps.

Seniors will call our 0800 number to:

1. Talk about how Digital Seniors can help them and/or answer their queries.
2. Receive free advice with their technical issue from a volunteer coach over the phone.
3. To set up a home visit to resolve a technical issue.
4. To be referred to one of our learning hubs (online hub and/or district hub).
5. To request home coaching (if they are homebound and can't come to our district learning hubs)

Background

Digital Seniors needs from a national 0800 phone number:

- **One 0800 number** for ease of marketing
- **Calls routed geographically**, where possible. The Community Manager needs to connect the caller with a volunteer whose skills match the needs of the caller, home visits may need to be arranged.
- **Cloud-based**. The Community Manager needs to self manage terminating numbers, analyze and report on the number of calls coming in, and respond to messages.
- **Phones 'manned' 9-5 five days a week**. 20 hours by Community Manager, other hours by a roster of volunteers. It needs to be simple for volunteers to log in and out of a call queue.
- **Affordability**. Digital Seniors is a Community Trust.
- **Strategic**. Potential to partner in future

Interview Research

Five organisations we interviewed in order to work out what a Digital Seniors telephony setup could look like, and to learn from the experience of others. These organisations have national 0800 numbers similar to how the Digital Seniors model could work. Organisations were interviewed around their needs, the considerations made when designing their model, and what has changed over time.

The organisations interviewed were:

1. Citizens Advice Bureau (CAB)
2. Pest Proof
3. Driving Miss Daisy
4. Flying Flowers
5. Bellyful

Interview results overview

	Provider	Satisfaction	Needs	Constraints	Workarounds	Notes
CAB	Vodafone	-Good but considering a move to a cloud-based system	-National 0800 number that routes geographically	- Calls from cell phones can not be geographically routed - They want a cloud-based system they can self manage.	- Calls from cell phones go to an automated call center. CAB suggested using postcode here could work well	-They since moved to Cloud Edge
Pest Proof	Spark	-They find Spark slow-moving	- An 0800 number with an automated call attendant	-	-	-
Driving Miss. Daisy	e-Voice	-High	- National 0800 number that routes geographically	-Calls from cell phones cannot be geographically routed	- Calls from cell phones manually answered by the head office and then connected with the desired location.	- High technical understanding of national grid + restraints. Well planned model.

Flying Flowers	Vodafone	-Very happy, 'seamless'	- To capture clients across New Zealand. Although they have one office, an 0800 makes them appear nationwide.	-N/A - needs are simple	- N/A	-
Bellyfull (0508)	Spark	-Low	- National 0800 number that routes geographically	- Expensive to change terminating numbers. - More costly if the terminating number is a landline. - Does not work if called from a cell	-	- They have no contact in Spark. - Admitted to poor research when setting this up

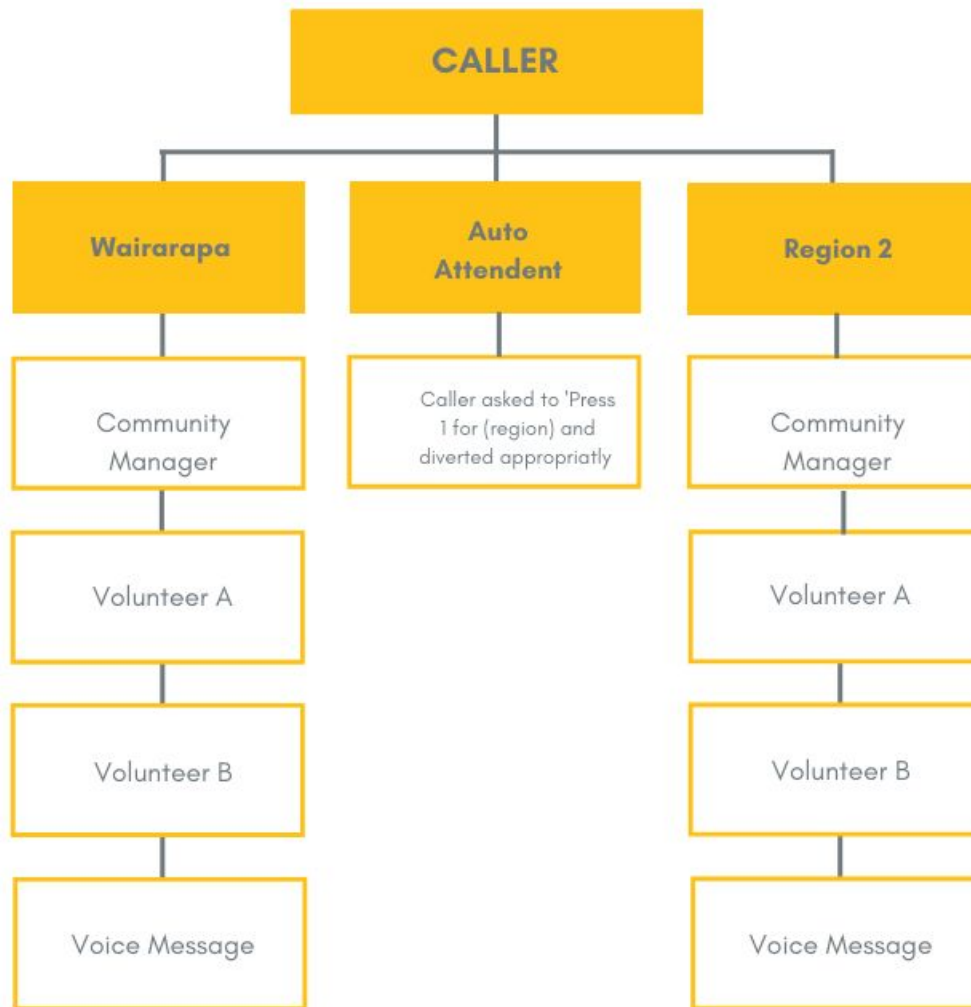
The important conclusions from this interview research were:

1. Having a strong contact person is really important
2. Be aware of any costs related to making changes
3. A cloud-based/self-managing system equaled high satisfaction
4. The importance of planning and understanding restraints

Based on our needs and taking into consideration the interview research, a call flow chart was worked up. This call flow chart was discussed with potential providers to see what services they could provide to meet our needs.

Digital Seniors Call Flow Chart

(Calls go to Auto Attendant when geographical routing doesn't work)



Which potential providers were interviewed and why?

Four providers were chosen to interview. Spark and Vodafone as they reputable, well-known providers, Cloud Edge as it is a Wellington-based, independent, cloud-based provider and eVoice as it performed well in the initial research and to compare a non-cloud-based service.

- eVoice (not cloud-based)
- Spark (CloudPhone)
- Vodafone (TollFree and OneBusiness)
- Cloud Edge (Wellington owned, cloud-based)

ANALYSIS

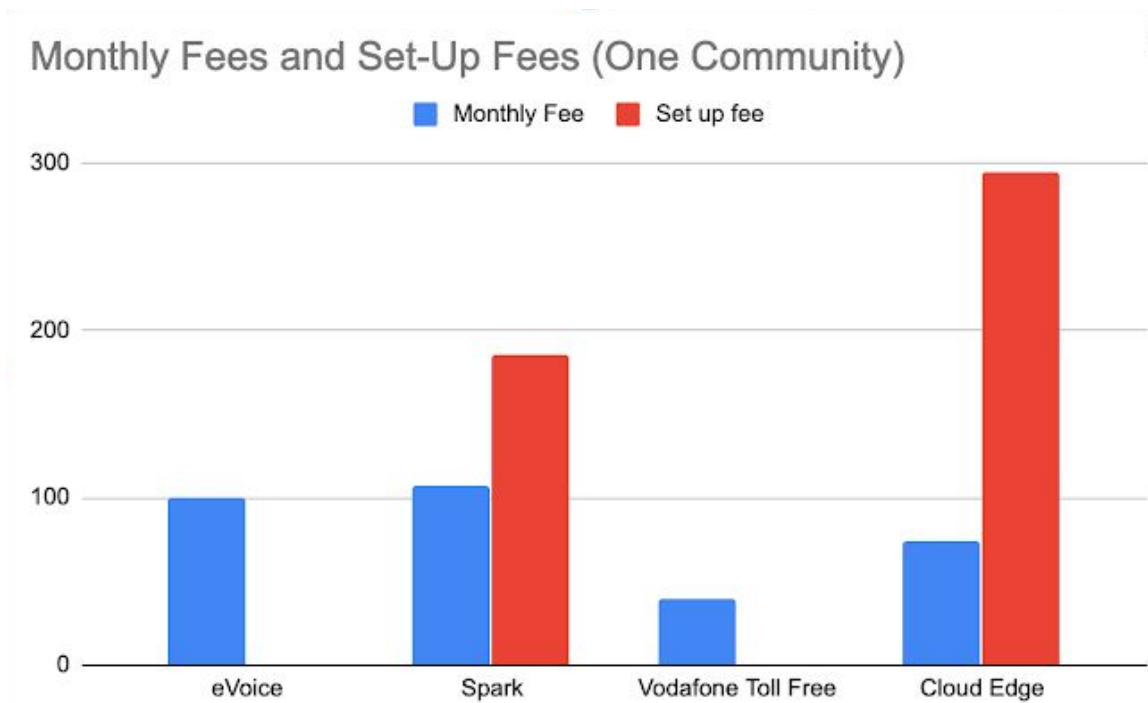
Customer Service

In our interview research, one of the key pieces of advice was the importance of strong customer service and of having one contact within the business who is easy to reach and knowledgeable.

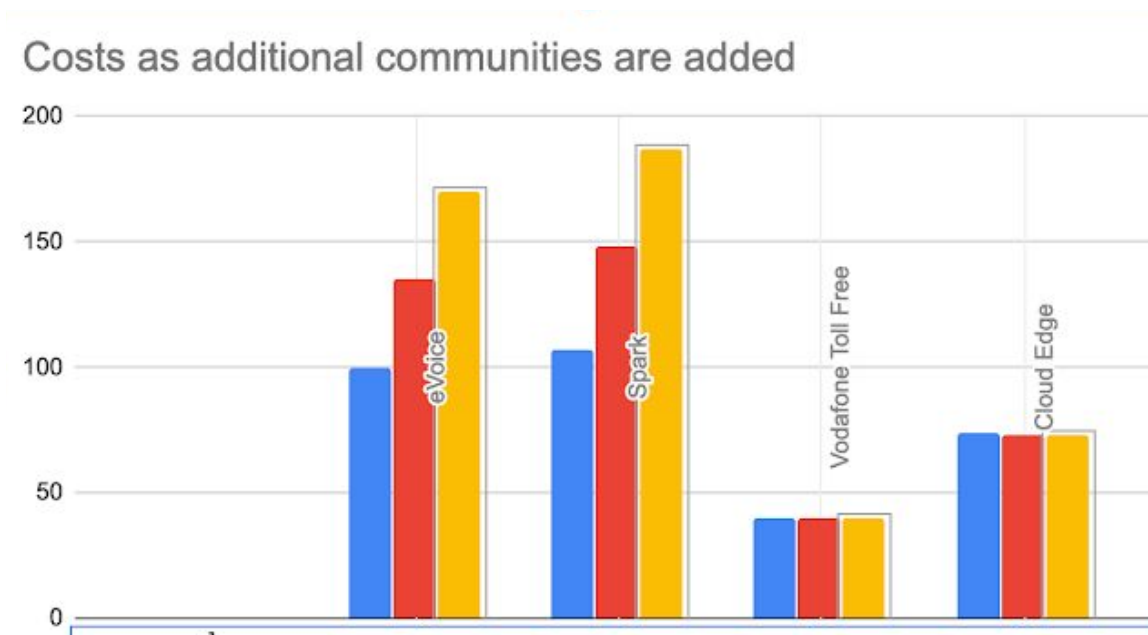
Customer Service Experience (/10)		
Spark	10	Our contact in Spark Jack has excellent technical knowledge and answered all questions promptly. No time spent on hold
Cloud Edge	10	Our contact in Cloud Edge has excellent technical knowledge. Andrew has answered all questions promptly and been curious and interested in Digital Seniors. No time spent on hold.
Vodafone	6	Our contact at Vodafone Jardin has had to refer to his manager multiple times and it has been time-consuming to get an answer.
eVoice	4	Unable to secure a single contact. Time spent on hold.

Cost Analysis

The two cloud-based options Spark and Cloud Edge have set up fees. Sparks fee includes a \$150 training webinar and a \$35 fee to set up geographical routing. Cloud Edge has a one-off set up fee of \$295, this is for configuring everything for our needs and training us on using their porthole.



This graph shows the costs of an 0800 number that services one community. Spark and Cloud Edge have one off set up fees, Vodafone and eVoice have no set up fees and competitive monthly rates.



This graph shows how costs increase as additional communities are added.

e-Voice and Spark have fees that will increase as we add more communities. e-Voice can not be self-managed, any changes we need to make, such as adding or changing terminating numbers, come at a cost of \$35 per change. So although e-voice has very competitive prices per minute, it is not suitable for our needs as we expect to have lots of movement in changing terminating numbers, and as we add additional communities.

Spark charges a fee for each profile. We will require one profile per site, meaning every time we add another location cost will increase \$39. Additional profiles can be 'lite' profiles at \$13/month but these have fewer features and it is recommended each Community Manager have a full profile in order to manage as will be required.

Vodafone TollFree and Cloud Edge costs will not increase as we add additional communities.

Cloud Edge has a significant one-off set up fee of \$295, but after that monthly fees do not change regardless of how many changes we make. Cloud Edge have offered Digital Seniors the monthly fee at cost (\$73.08 / month down from a usual price of \$110 / month)

Vodafone TollFree has the lowest overall costs, however, their sales manager was not confident the call flow around volunteer overflow groups would work as we want it to. If this is the case, they can offer Vodafone One Business, however this is a mobile-only environment that can't run from personal phones, phones must be on a Vodafone account. Providing volunteers with Vodafone plans is not an option that would be simple to manage and would not be cost effective.

All providers offer similar call rates of around 6 cents/minute from a landline and around 18 cents/ minute from a cell phone.

Potential for Future Partnership

eVoice

eVoice is not associated with any foundation or charitable giving and doesn't fit with the kaupapa of Digital Seniors

Spark

The Spark Foundation is the charitable organisation for Spark New Zealand. Both their vision and mission have synergies with Digital Seniors purpose and kaupapa. Their vision is 'no New

Zealander is left behind in a digital world'. Their mission is 'to accelerate towards digital equity, including access, skills, capabilities, and wellbeing in the digital age'.

There is potential for the Spark Foundation to fund our national 0800 phone number. The Spark Foundation is aware of the work we are doing and have consulted us for our advice in their design of their support to senior digital inclusion.

Strategically, choosing Spark could open opportunities to funding and partnership opportunities in the future. However, we decided not to pursue funding from the Spark Foundation because the model Spark offers is not as user friendly to volunteers as other providers. It is important to us that the model we use does not over-burden our volunteers and lead to burn out.

Vodafone

The Vodafone Foundation is currently focused on youth, so potential for funding and partnership is low.

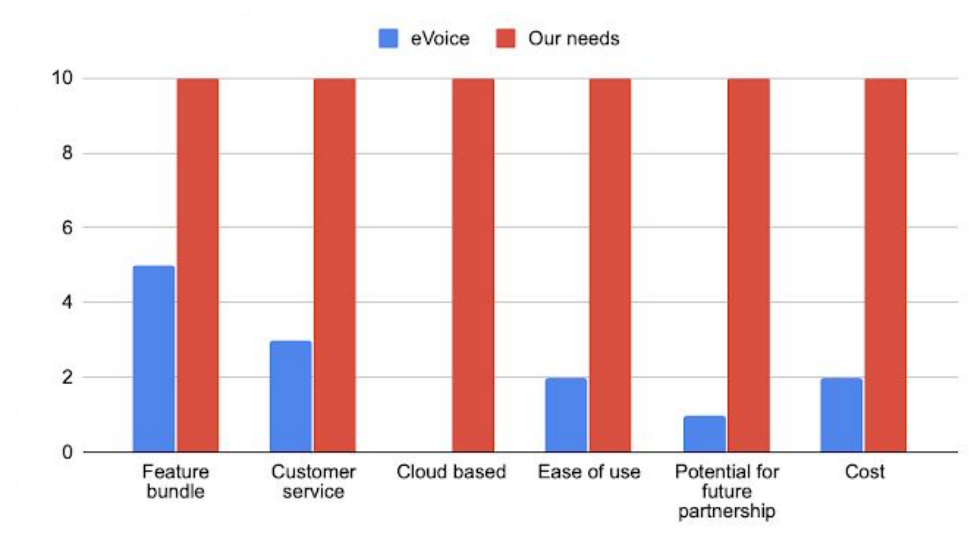
The Vodafone New Zealand Foundation vision 'to see all young people in Aotearoa, New Zealand to living lives they value' doesn't fit with the purpose of Digital Seniors.

Cloud Edge

Cloud Edge have offered us their monthly service at cost, this represents a monthly discount of 33% (after the initial set up fee). The team at Cloud Edge have been highly supportive and very interested in Digital Seniors. Cloud Edge is an independent provider and their Director Andy Barker has signaled our partnership could grow as we expand into communities across New Zealand.

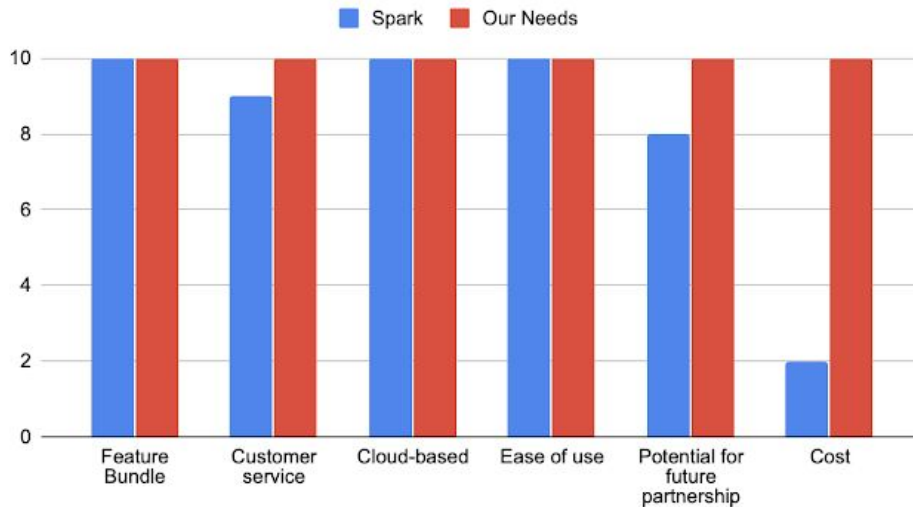
Who best meets Digital Seniors needs?

eVoice



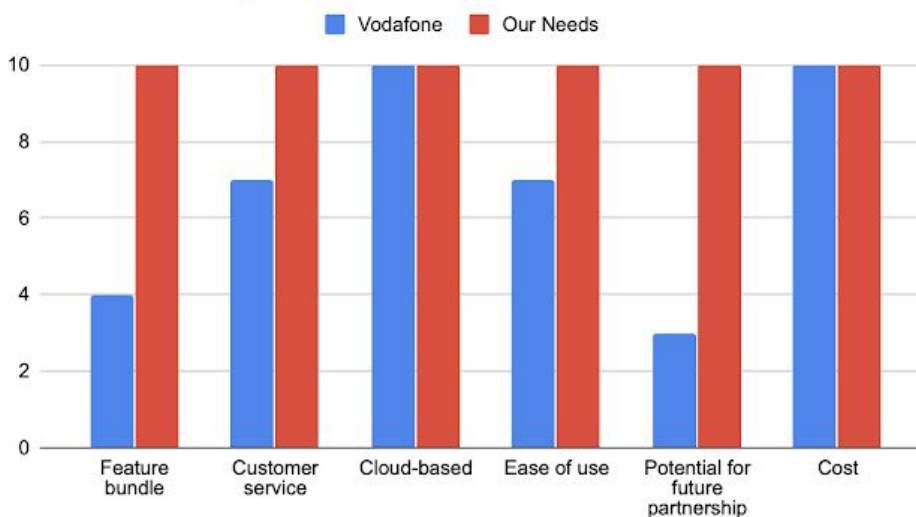
e-Voice does not meet Digital Seniors needs. Their service is costly when movement in changing terminating numbers and adding additional communities is taken into account. There is no ability to self manage, all changes need to go through them and their customer services was poor.

Spark



Spark meets our needs in all areas aside from cost. As we expand into more regions, costs will increase by \$39 region. Their monthly rates are higher than other providers as their charges include a \$35 / month recurring fee for geographical routing.

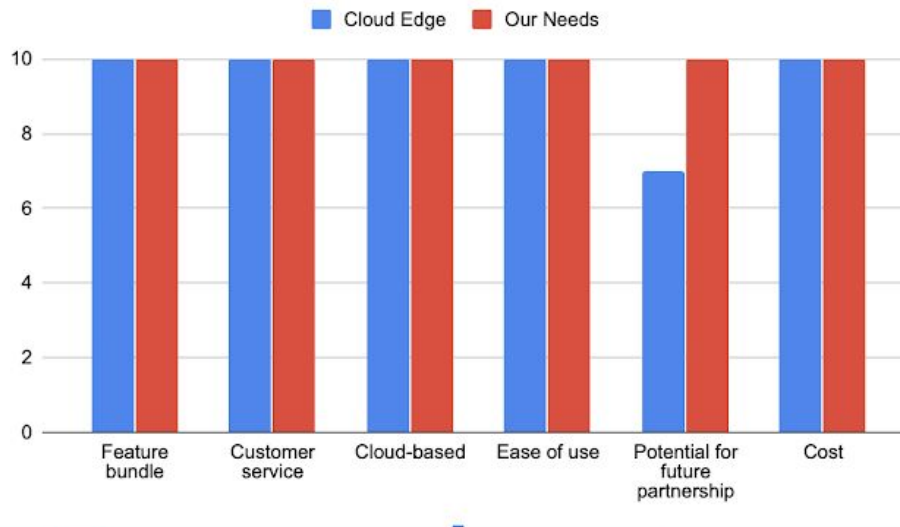
Vodafone Toll Free



Although Vodafone TollFree is cost-effective, they are unsure if it would be able to meet our needs as far as setting up overflow groups go. Upgrading from Vodafone Toll Free to Vodafone One Business would meet these needs, but providing volunteers with Vodafone plans would

increase costs and add another layer of complication that can be avoided by choosing a different provider.

Cloud Edge



Cloud Edge meets our needs in all areas. Their costs are the most competitive. They provide a compelling additional feature that would allow volunteers to self manage times they are available for calls through an app. Their customer service has been exceptional.

Recommendations

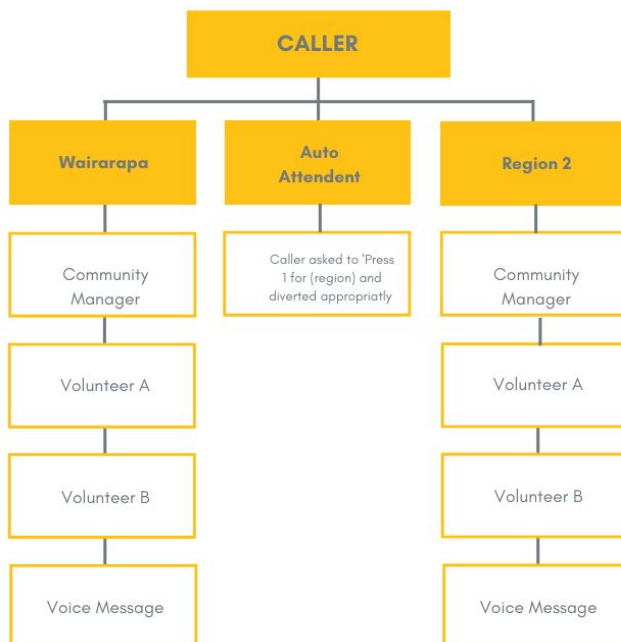
Telecommunications Partner

We recommend Cloud Edge as Digital Senior's telecommunications partner. Cloud Edge is a Wellington based provider and is independent from big telcos. The team at Cloud Edge has a solid base of IT knowledge and expertise and have been a pleasure to work with. Cloud Edge meets all our needs while having outstanding customer service and affordable pricing.

As we expand to help seniors in other regions across New Zealand, costs at Cloud Edge will remain stable while other cloud-based options cost grow. Cloud Edge offers features such as a user-friendly porthole and ability for volunteers to self manage their availability through an app. This would work really well for the team at Digital Seniors as it makes it easy for volunteers to jump in and out of call queues.

The team at Cloud Edge have been really enthusiastic about Digital Seniors and our kuapapa. Their director Andy Baker has been accessible, open and interested in partnering with Digital Seniors, he has already offered us their monthly services at cost.

Phone service model for multiple communities



Calls from a landline will be geographically routed to the Community Manager in the appropriate region. Calls from a cell phone, will go to an automated call center where callers will be asked to 'Press 1 for Wairarapa, press 2 for ...'.

The Community Manager will answer callers queries and if it is a senior, discuss the issue the senior is having, explain how we can help them, register them with Digital Seniors if they are not already, and match them with a coach that has appropriate skills.

Outside of the Community Managers 20 hours/ week (within a 9-5 framework), calls will be answered by a team of volunteers. If Volunteer A is unavailable, calls will go to Volunteer B, and so on. Volunteers will have an app on their phone so they can log in and out of the call queue. Call rosters will be set up every 2 weeks by the Community Manager.

Any missed calls will go to voicemail that will be accessible via email.

Required Funding

One-off Set Up Fee	\$295
Monthly Fee	\$73.08 (discounted 33%) 1 year contract Fee does not change as we add more communities
Call Fees	6 cents / minute from a landline 18 cents / minute from a cell phone

Next steps

In order to set up a partnership with Cloud Edge the following steps are required:

- Digital Seniors Trust and Internet New Zealand approve partnership
- Digital Seniors Community Manager communicates approval to Cloud Edge Director Andy Baker
- Contract with Cloud Edge is signed by Digital Seniors Chair, Bob Francis.

In order to set up the process described on page 13 the following steps are required:

- Digital Seniors Community Manager works with Cloud Edge to configure telco settings per our requirements
- Digital Seniors Community Manager identifies volunteers who can take calls

- Volunteers are trained by the Community Manager on:
 - Receiving calls from seniors and how to distribute these to appropriate coaches.
 - Using the Cloud Edge porthole
 - Using the Cloud Edge app to log in and out of call queues
- Community Manager develops a roster and approves with volunteers, this roster is updated every 2 weeks.