



NGOs Help Ukrainian Refugees with Deloitte's Contact Center Solution

The population displacement arising from the Russia-Ukraine conflict strained NGO capacity to handle and respond to calls for help. Built on Amazon Connect, a Deloitte contact center solution helped NGOs scale their contact centers and support thousands of Ukrainians across Europe.

In a crisis, time is one of the most valuable commodities. When Russian military forces invaded Ukraine in February 2022, it triggered a mass movement of millions of men, women, and children attempting to avoid the violence and find safety elsewhere in the country and beyond its borders. Almost overnight, neighboring nations and non-governmental organizations (NGOs) realized an urgent need to provide timely, accurate information and to support the huge influx of people, many of whom left their homes with little more than what they could carry.

With more than seven million Ukrainian refugees across Europe and millions more displaced within Ukraine, IGOs, NGOs, and governments faced a three-fold challenge: they needed to provide vital information to refugees; they had to do so as fast as possible; and they had to succeed despite limited human and technology resources, relative to the size of the refugee populations.



Deploying the solution – IRENA

The NGOs involved sought to deliver aid to refugees and as they were collaborating with Deloitte, they learned that when a displaced person would call for help, the majority of the requests were typically similar. Ukrainians were seeking translations, accommodations, legal support, and asking common questions.

Considering how quickly the situation escalated, it was determined a scalable contact center had to be deployed rapidly. The team at Deloitte Prague chose Amazon Connect and launched an effective tool within days. The cloud-based, browser-accessible Immediate Refugee Need Assistance (IRENA) solution went live using automated calling and messaging, and stood up support systems for ticketing, reporting, and analytics across multiple channels (e.g., phone, browser, and mobile text applications).

IRENA's self-service and dynamic content delivery functionality allows common issues to be addressed while the solution's speech recognition voicebot can receive and return vital information and in a multitude of languages and dialects. If the caller's requests cannot be readily addressed automatically, the caller is transferred to a human operator for more support.

This fast and efficient tool is now managing thousands of calls across many geographic areas, while it streamlines and improves the organization's capacity to track cases for continuous support and improvement. And because the solution is browser-accessible, human operators can work from anywhere, greatly expanding the pool of volunteers who are ready to help but unable to staff a physical call center.



Fast onboarding and scale on demand



Quick time to value

- 12 NGOs from 5 countries onboarded within 5 weeks
- 170 contact center volunteers equipped with the tools to help
- 24/7 support by providing answers and escalating cases even when no human operator is available
- Managing 10,000 daily calls at onset



Always evolving

- Drive continuous improvement by updating scenarios and workflows in response to changing caller needs
- Functions without system integration but is API friendly and can be integrated with existing solutions
- Over time, dramatically increase calls addressed with automation and save the most challenging calls for human operator



Capacity to scale

- Amazon Connect's pay-as-you-go model delivers only as much capacity as is needed, with the ability to rapidly scale in minutes in response to increased call volumes
- The low-code platform and browser accessibility allows contact center operators to dive in and focus not on the technology but on the person seeking help



“Thanks to the virtual communication platform, IRENA, people could connect with us at the time of the greatest crisis. It is clear and easy to use, which was also appreciated by every volunteer who worked on our helpline. We were pleased with the excellent service and support, as well as various functions, such as viewing the call history or filtering the necessary data.”

– Zuzana Vu, Communications Manager



A scalable solution for a range of industries

While IRENA continues to help organizations support displaced people in need, its capabilities and value are not limited to these early deployments. The success showed how combining virtual contact centers, task management systems, and automated speech recognition can permit new contact center solutions built from scratch or the fast upscaling of an existing contact center, all in a matter of weeks.

The critical ingredient in an abundance of options is Deloitte’s domain and subject matter expertise, which helps an organization design a solution, implement it, train the human workforce, and analyze metrics for continuous improvement. While IRENA does not require integration with existing systems, it has the capacity to do so. Amazon Connect is an API friendly platform, and Deloitte can help identify the right vendor offerings for an organization’s strategy and goals.

Looking ahead, IRENA has valuable applications across a range of industries, including use cases such as: call management and announcements from communities and organizations during a crisis; automating interactive communication with alerts, reminders, or promotions; and helping healthcare organizations onboard patients, complete paperwork, set up appointments, and manage information securely.

The potential use cases are vast, and Deloitte, Amazon Connect, and our ecosystem of partners can help develop the technology stack for today’s scalable and agile contact centers. With leading practices and out-of-the-box integration, we know how to expedite your contact center transformation and time to value.

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