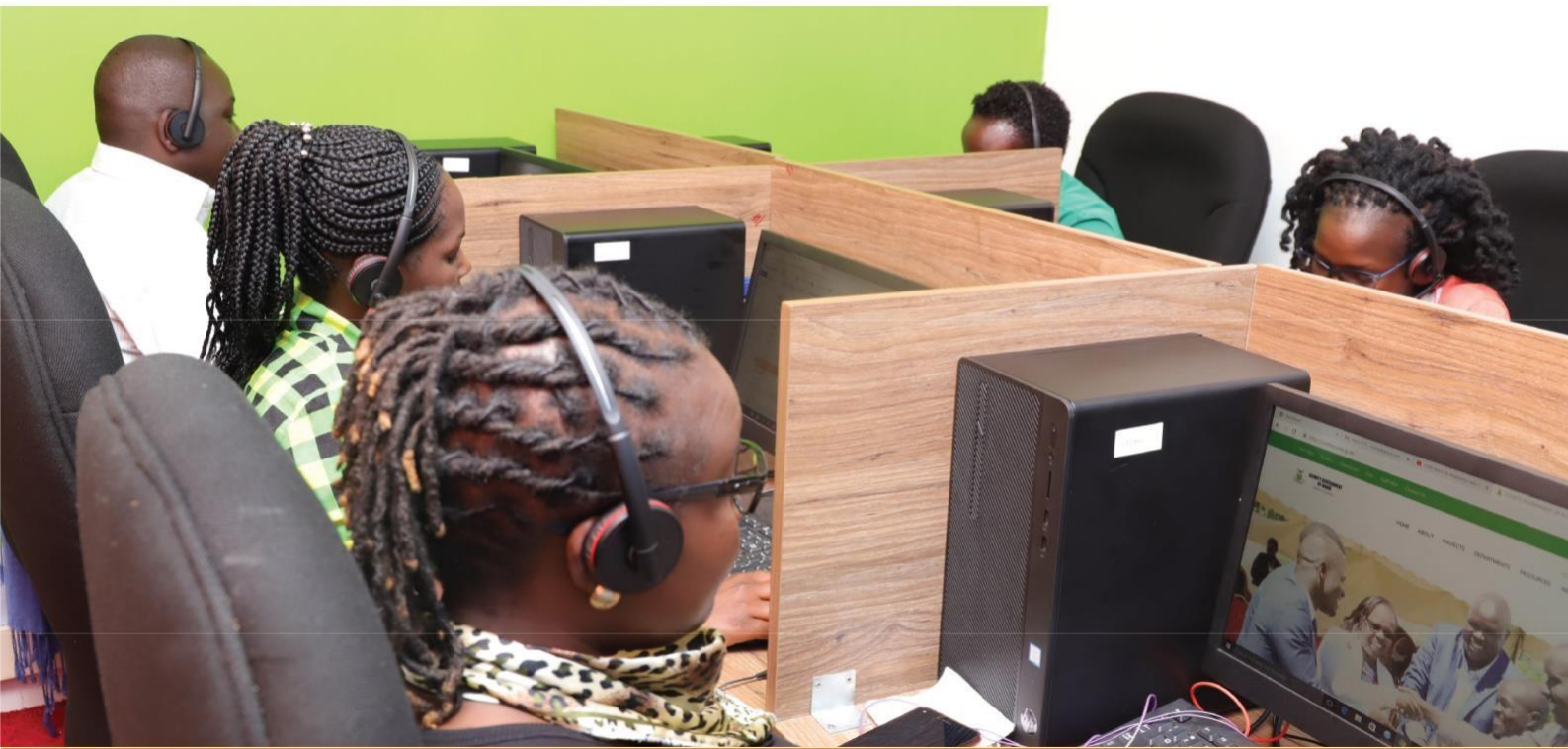


# **NANDI COUNTY** **CALL CENTER REPORT**

June, 2024

Compiled by:  
EMILY BETT  
Call center manager



## CALL CENTRE BACKGROUND

In pursuit of improving Emergency response, Open Governance, citizen engagement and public participation, the County government of Nandi through ICT and e-Government sector has established a call Centre for the purpose of citizen engagement.

Nandi County Call Centre provides professional customer service and operational support to the county departments. Established in 2019, the project plays a pivotal supporting the diverse initiatives of the government and its departments. It is interested in strategic partnerships, ventures and pilots aimed at providing solutions for government and public sector.

The Call Centre which began its operations in August 2019 is toll free and provides services 24/7. It was established in collaboration with Jomo Kenyatta University of Agriculture and Technology (JKUAT) with an aim of providing timely, factual, consistent and coherent information to the residents of Nandi and beyond. The greatest advantage is that the call center allows instant feedback to the public since one can speak to an agent directly on phone to notify them of their problems and get real time solutions.

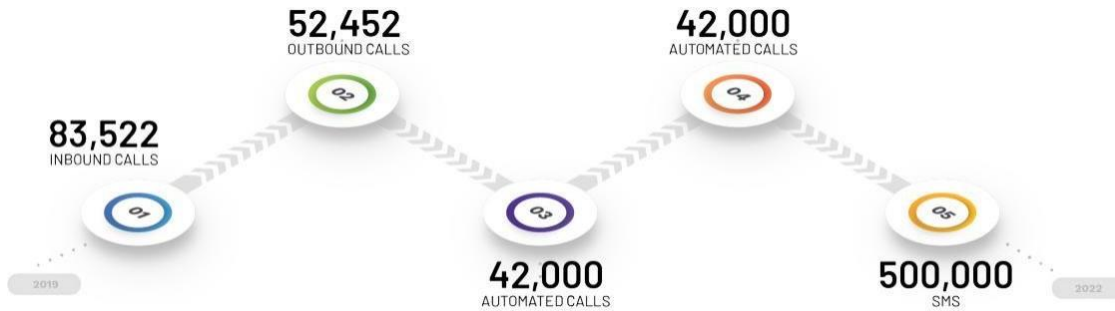
With a massive available Database, the team is able to interact with the callers in a more personal way. The call center agents are professionally trained to handle all the calls concerning all the departments. This is because all the information from every department is availed to the agents and also stored in the knowledge base tool which enables every agent to give feedback fact fully. Any issues that the agents cannot handle are escalated directly to the concerned department and the client given feedback as soon as possible through an outbound call. The agents always ensures that all calls are resolved on a daily basis and those that are pending awaiting consultations, are followed up until closure to ensure clients satisfaction and accurate delivery of information and timely feedback.

# CALL DETAIL REPORTS (CDR)

Since August 2019, the call center has received and resolved a total of **203,522** inbound calls  
 A total of **152,452** out bound calls have been made through the call center in terms of escalations, surveys/campaigns and follow ups.

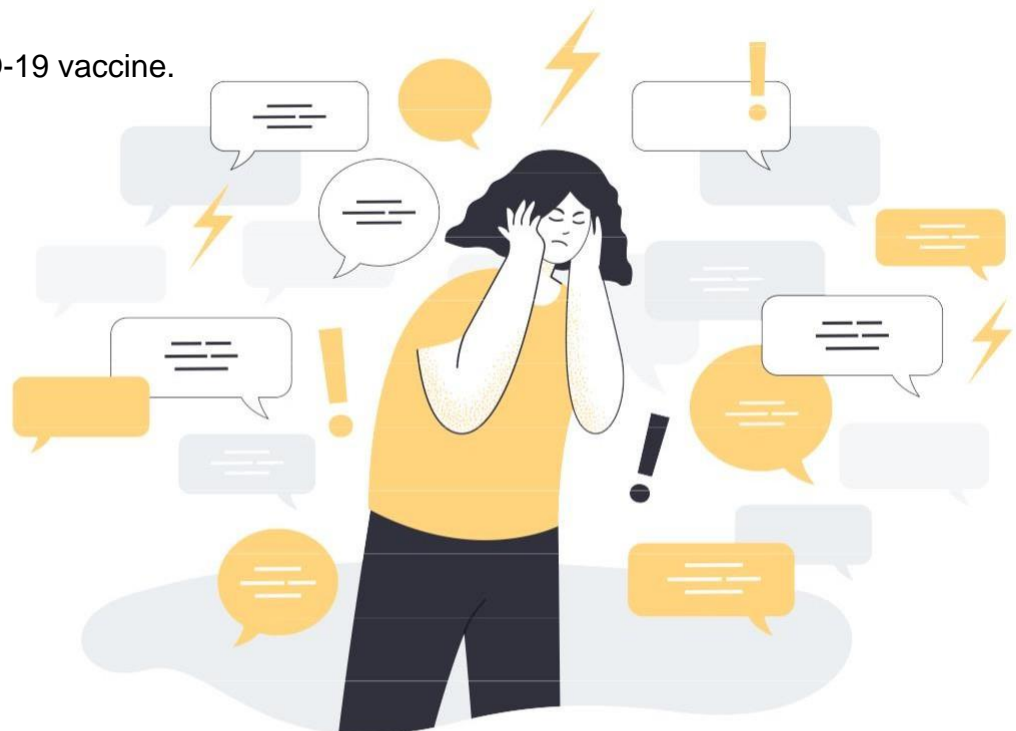
Total number of automated calls sent-**142,000**

Total number of SMS sent-500,000



## THE INNOVATION IS SEEKING TO ADDRESS THE FOLLOWING PROBLEMS

- Misinformed residents.
- Lack of feedback mechanism
- Need for Open Governance
- Provide timely information
- Curb misinterpretation of information
- Propaganda
- Low uptake of COVID-19 vaccine.

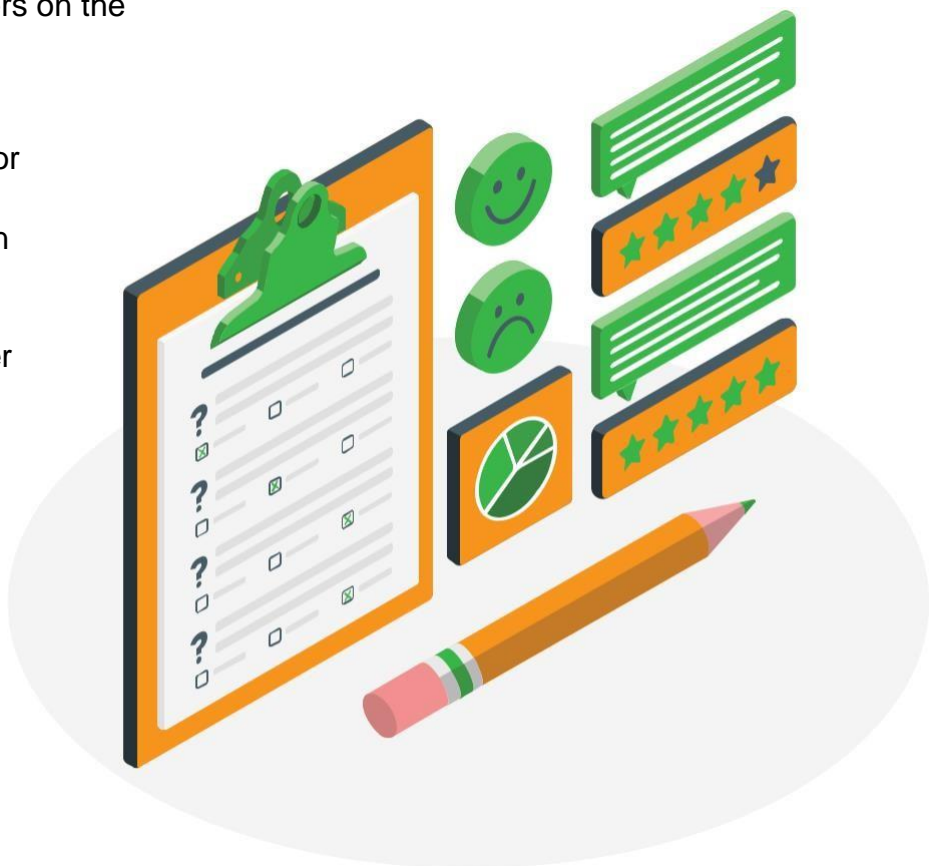




# SURVEYS/CAMPAIGNS

So far, the call center has conducted various surveys and campaigns as indicated below;

- Surveys are continuously done for Kapsabet referral Hospital, Nandi hills sub-county hospital and Mosoriot sub-county hospital. All the patients attended to at these facilities are called back first to find out how they are faring on and also to find out from them how they were served and what they would recommend the facilities to improve on thus enhancing good feedback mechanism. This move has given patients an opportunity and a platform to express their views towards the services offered at the County government of Nandi health facilities and which has also enabled the leadership at the facilities to improve on the kind of services offered.
- Gender based violence and child protection campaigns are also continuously being carried out at the call center to help identify and address GBV issues affecting the residents. This has really helped the public to know their rights when it comes to gender-based violence and child protection and how to go about such cases whenever they occur.
- Sensitization campaigns are also done at the call center for farmers through the department of agriculture in partnerships with Digicow, Apollo Agriculture and Precision Agriculture for Development (PAD) among others. This has helped in creating awareness to farmers on the best practices, how to access farm inputs through 'lipa pole pole' offered by Apollo agriculture and other extension services through the sub county extension officers.
- Revenue collection mobilization campaigns are also carried out through the call center to remind traders to renew their licenses on time in order to avoid penalties.
- Early Grade Learning sensitization is done through the call center by informing parents of Early Grade Learners on the Importance of doing follow ups on their children's progress in school by helping them do their Homework at home, reading for the story books and teaching them how to speak and read in English and Kiswahili.
- Special groups are also reached through the call center through outbound calls for Instance, whenever assistive devices are being given out to people living with disabilities, information reach them through the call center.



## AUTOMATED CALLS

Messages and information are also shared with the public through the call center by the use of automated calls. In this case, a voice message is recorded for the intended audience and sent for them to listen to it and this is done in any language English, Kiswahili or Nandi. The call center system can send up to five thousand automated calls within one hour therefore making it easy to send messages/information to a larger audience within the shortest time possible. Some of the automated calls that have been sent through the call center include;

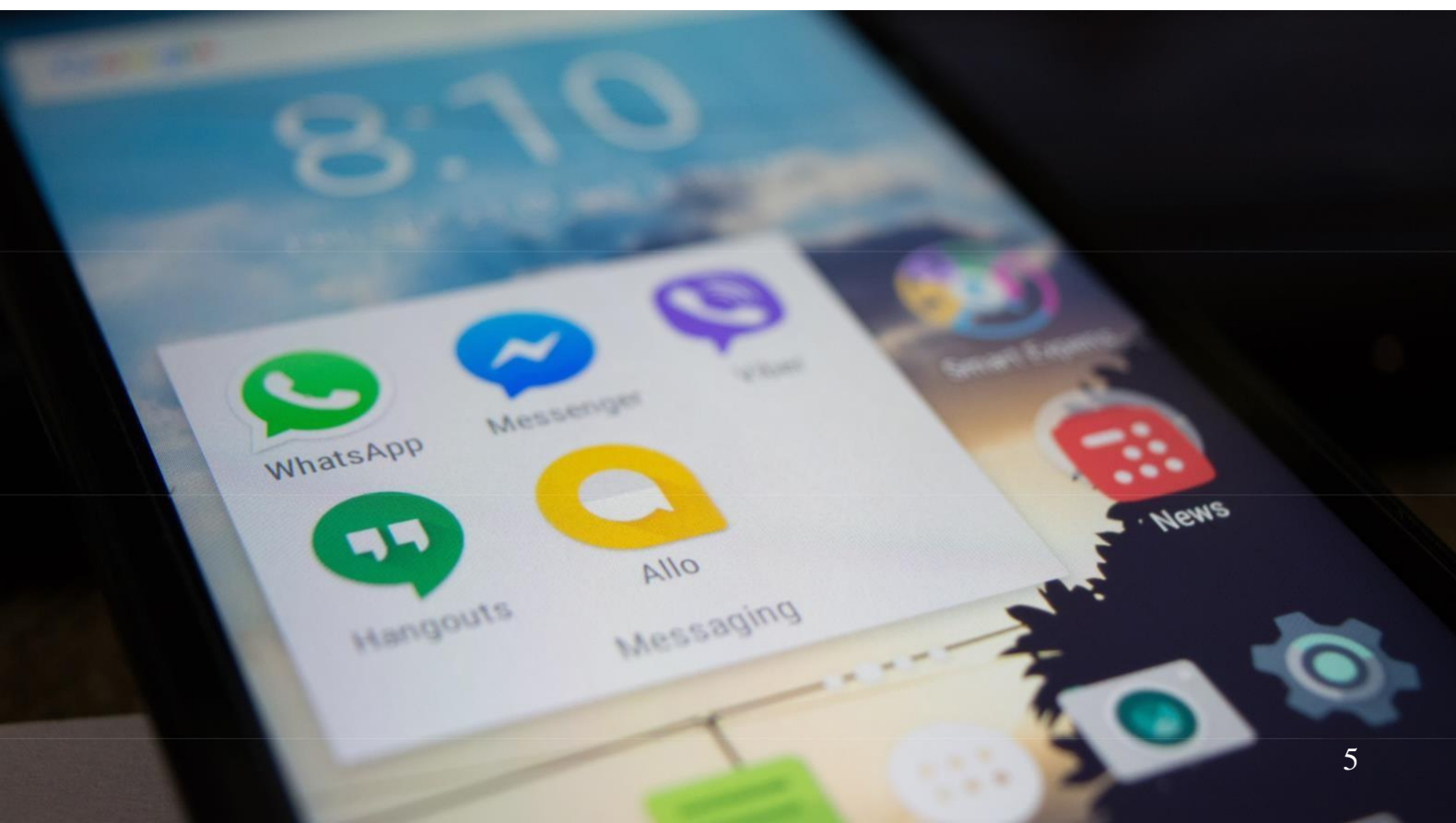
- COVID-19 awareness and vaccination
- Digicow campaigns - farmers
- Precision agriculture for development-farmers
- Apollo agriculture campaigns - farmers
- Revenue collection t-traders
- Miaka tatu ya kazi on agriculture department
- Early grade Learning program –By Nandi county youth Bunge to early grade learning parents

## NONE VOICE

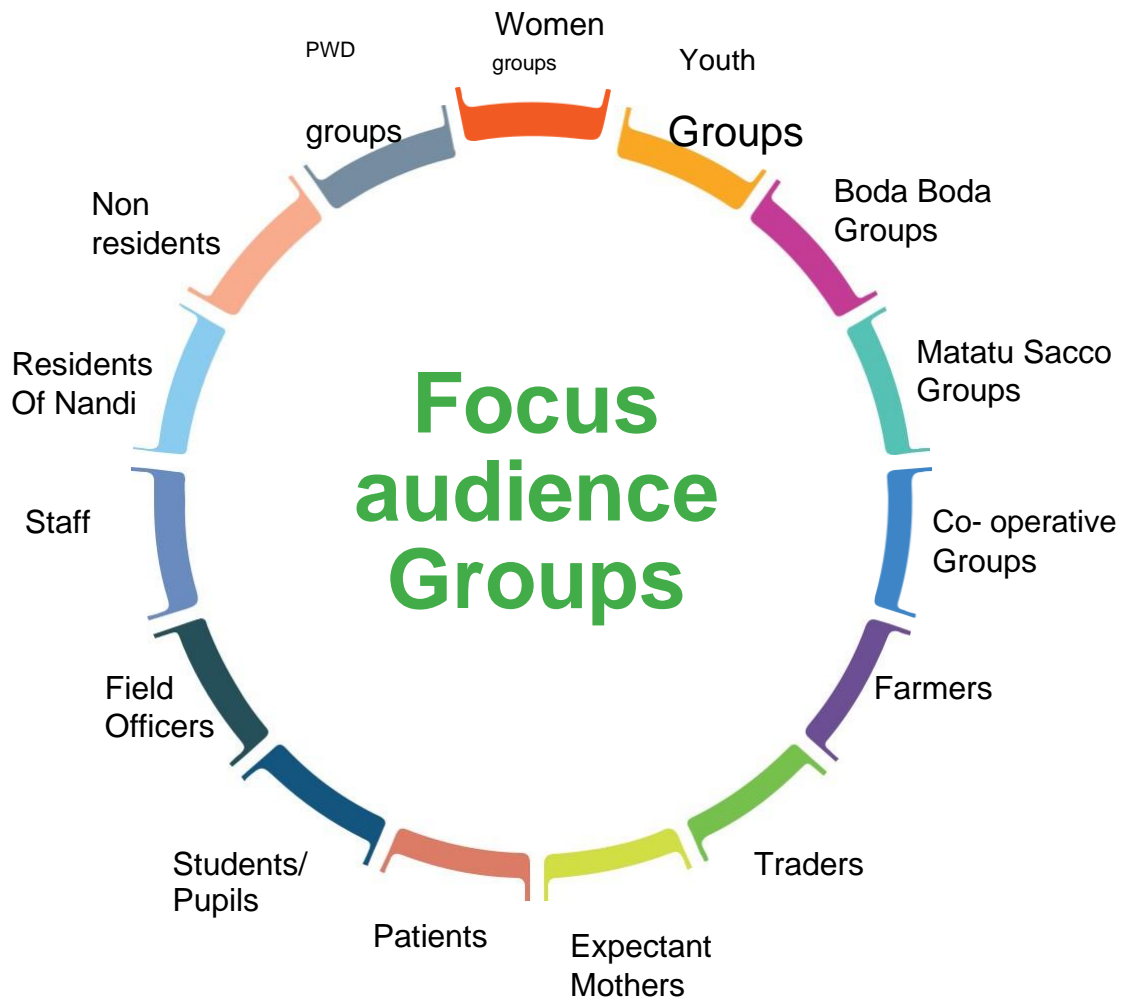
Other than the agent-led inbound and outbound voice calls, none voice messages are also received and feedback given through the call center. Citizens who would otherwise prefer to air out their views or make inquiries using no voice devices have been able to chat with the call center agents and have their issues/concerns addressed.

They include;

- Web chats
- SMS
- Facebook
- Twitter
- WhatsApp



# CLASSIFICATION OF AUDIENCES AT THE CALL CENTRE



Governor Stephen Sang interacting with the residents



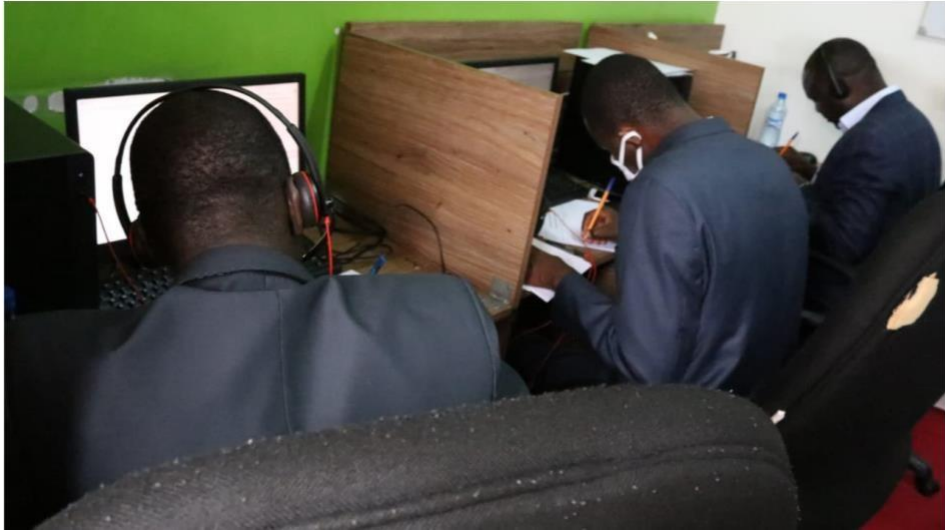


## FOLLOW UP CAMPAIGN ON VACCINATED RESIDENTS THROUGH THE CALL CENTRE TESTIMONIAL

According to Silas Tanui, a resident of Silver inn area of Kapsabet ward, the call center came in handy for him when he direly needed an emergency vet service. Mr. Silas managed to get veterinary officers assistance to rescue his cow from calving related complications (uterus prolapse) within the shortest time possible by dialing the call center which in turn connected him with a [veterinary officer](#); he applauds the county government of Nandi for such an initiative. The farmer is very grateful.

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Public service board conducting interviews using the call center during covid time



Safaricom celebrating customer care week with the call center team



Call center team supporting a member of PWD in Mugundoi

# SENSITIZATION OF FARMERS ON DAT THROUGH THE CALL CENTRE

The roll-out of One Million Farmer Platform Initiative through the Disruptive Agricultural Technologies (DAT) by the World Bank in 16 pilot counties in Kenya came in the wake of the novel COVID-19. Just when the County Government of Nandi through the Department of Agriculture & Cooperative Development had kicked off the sensitization and awareness of farmers on the new initiative than the invisible enemy struck.

One Million Farmer Platform is designed in a manner that enables DAT Innovators to work closely with the County Implementation Teams. Whereas the role of the cohorts is to offer technical expertise on DAT, the major role of county governments is to make sure that there is proper sensitization of the county leadership and residents on the programs.

The guidelines laid down by the Ministry of Health following confirmation of the first case to curb its spread, however, had a huge impact on what the Department could do sensitization and mobilization of farmers.

Alive to the fact that Agriculture is both critical and essential sector, protocols were quickly developed to ensure that the cohorts and counties leverage on Disruptive Agricultural Technologies to advance the Big Four Agenda on food security.

In a bid to ensure that the sensitization of farmers is not halted, the County Department of Agriculture collaborated with the ICT Sector through the County Call Centre (Nandi 1548) to conduct virtual campaigns.

Working with Producer Organizations (POs) and Common Interest Groups (CIGs), the county call Centre reached over 15,000 farmers within a span of two weeks through Interactive Voice Response IVRs, inbound & outbound calls as well as bulk SMS and introduce the innovations to farmers.

Receiving more than 50 inbound calls daily, the Call Centre Agents has continuously ensured uninterrupted engagement of callers during this unforeseen period. This has been seamless due to the collective expertise of the agents who were extensively trained on the department's key programmes including NARIG project as well as the County Government's contribution to ensure all inbound calls are TOLL FREE.

From guiding the farmers on call to providing additional services crucial for enhancing farmers understanding on technologies, the County Call Centre has proved to be a true companion assisting farmers in every step of digitizing agriculture in Nandi County. Keeping in mind the potential of the agriculture sector, the Call Centre is intensively accelerating uptake of Disruptive Agricultural Technologies like DigiCow while working towards strengthening agriculture as the backbone of the county economy.

## BENCHMARKING

Many counties have embraced the County call center initiative which provides for two-way communication between the government and its citizens therefore being one of the best platforms for public participation. Various teams have visited the county government of Nandi to benchmark on the counties move towards bringing effective governance closer to the people.

- Council of Governors
  - Bomet county
  - Kakamega county
  - Elgeyo Marakwet
  - Makueni
  - Tharaka Nithi
  - West Pokot
  - Uasin-Gishu
  - Nyamira County
- 



Council of Governor's benchmark at the call center

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Elgeyo Marakwet benchmark

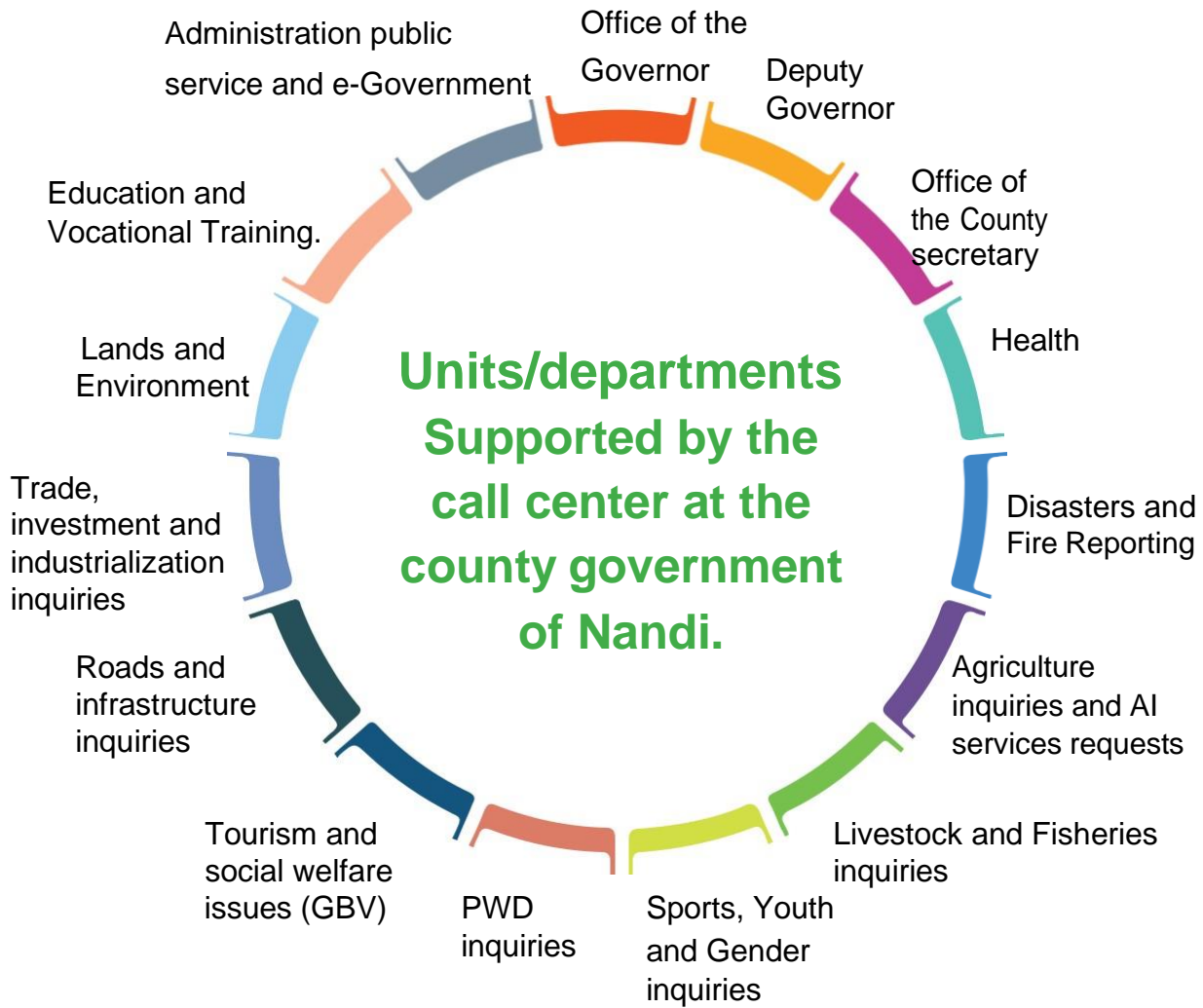
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# MAJOR AREAS SUPPORTED LARGELY BY THE CALL CENTER

The call center has since created a big impact for the people of Nandi. This is because, the call center agents are well trained and have information concerning all the departments therefore, any resident can make inquiries and receive information at their comfort without having to travel to Kapsabet, the counties headquarters thus cutting down on transport costs.

The call center is on 24/7 and therefore, residents can access any information concerning any department on a timely basis especially on Emergency cases like Ambulance requests, fire and any disaster related issue.



MOU signing with childline kenya







# SUCCESS STORIES

The call center has impacted the county government of Nandi and touched lives in a big way, some of the success stories realized through the call center include;

1

Successful reporting and timely response of hospital Accidents and Emergencies.

2

Successful job Interviews done by the County Public Service Board through the call center.

3

Successful departmental surveys and campaigns done through the call center

4

Covid 19 sensitization on vaccination

5

Successful deliveries by mothers through Ambulance request

6

Successful rescue of jigger infested families

7

Successful rescue of neonates abandoned by their mothers.

8

Empowerment / Education of farmers through provision of real time information at the call center

9

Successful fire and Disaster rescues done through the call center

10

Interpretation of info graphics on social media through the call center

11

Successful reporting 24 hr. toll free 1548 on Gender Based Violence

12

The call center has also opened Avenues for information sharing between the Government and the citizen

13

Successfully joined the Open Governance Partnership.

## AWARDS AND ACCOLADES.

The County Government of Nandi scooped second position in the 2021 Open Governance partnership award Local innovation award in Africa. With call center toll free number 1548 to enhance civic engagement. Through the short code 1548 the members of the public were able to participate in public forums as well as surveys on topical issues. The OGP Local innovation Award in Africa for its commitment to increase transparency and accountability in governance sector.

## CHALLENGES FACED AT THE CALL CENTER

The call center has encountered its own shares of challenges since 2019 that has largely affected its operations and service delivery at some point. The following are some of the challenges

- System breakdown which leads to unavailability of the toll free number 1548 for the callers

- Power outage in Kapsabet environs which affects the system which has no back up
- Unstable internet which is caused by frequent power interruptions
- Lack of system maintenance by the service providers which has caused the system to crash because the Service Level Agreement (SLA) was not signed
- Poor quality headphones that has caused ear problems to some of the call center agents

## SOLUTIONS/RECCOMENDATIONS

- The service level Agreement should be signed to enable system maintenance and upgrade to be done on time by the service providers to avoid system crashing. This involves inviting the service provider for negotiations, hand over and documentations giving us credentials and rights to the system.
- The call center should have a (UPS) un interrupted power supply to safeguard interruption of incoming calls in case of power outage.
- The call center should have an independent dedicated network to avoid being interrupted by unstable internet caused by power outage
- Good quality head phones should be purchased to avoid Ear Problems

## PROJECTIONS

The call center is envisioning on the following achievement:

- Larger room with sufficient number of computers thus avoiding large number of calls in cue
- Sufficient infrastructure i.e. chairs, computer and headphones
- Increased number of calls thus reaching out to Nandi residents and beyond
- Increased Blast SMS thus sending informative messages to a larger audience on time i.e. farmers, PWDS, GBV, Patients and Traders
- Conducting public participation at the call center to allow residents who cannot be present physically give their contribution and be heard.
- The public service team should be able to conduct interviews via touch of a button; a perfect example was during the covid-19 pandemic.
- Increased Revenue awareness through the call center by engaging and sending blast SMS to Traders and reminding them to pay their licenses on time to avoid penalties.
- Increased number of hospital surveys thus advising hospital management team on major areas of improvements.



## CALL CENTER TEAM

The call center entails 16 staff who work in shifts to ensure smooth, timely and efficient 24/7 service delivery. The call center agents went through a rigorous six months training on customer service that was done by JKUAT .Therefore all the agents work professionally as per the training because not everyone can work in a call center unless he/she has been trained professionally. Because of the massive calls one or two agents only cannot handle calls per shift otherwise a lot of callers will be kept in cue and

those without patience would easily give up while other calls are dropped. The practice of having headphones on and talking throughout for more than six hours would be hectic.

## **SHIFTS**

There are four shifts at the call center and every shift lasts for six hours apart from the night which goes for 12hrs.

The first shift works from 7:00am to 1:00pm

The second shift works from 1:00pm to 7:00pm

The third shift works from 7:00pm to 7:00am

The fourth shift proceeds for a 7 day off after working for a 7 day night shift.

## **DUTIES AND RESPONSIBILITIES**

Every shift has a maximum of three agents who perform the following roles.

- Answer inbound calls and respond to emails
- Follow up on customer calls where necessary
- Produce call center reports.
- Manage and resolve customer complaints
- Identify and escalate priority issues
- Provide customer with product or service information
- Conduct Customer surveys
- Initiate outbound calls
- Respond to web chats, Facebook chats, and sms chats
- Respond on emergency and disaster reporting

## **MANAGEMENT**

EMILY BETT - Call center manager

AILEEN CHEPKIRUI-Assistant manager/agent

IRENE CHEPKEMOI - Quality analyst

MERCY CHEMUTAI-Assistant quality analyst/agent

MAUREEN ROTICH - Knowledge lead

RONALD KIPCHUMBA-Assistant knowledge lead/agent

## **ICT OFFICERS**

VICTOR KEMBOI

SHADRACK KEMBOI

## **SHIFT 1**

NAOMY RUTTO

JUDDITH MALAT

## **SHIFT 3**

DOROTHY MURREY

WALTER KIPKEMBOI

## **SHIFT 2**

WYCLIFFE KIBICHIY

## **SHIFT 4**

JOSELINE CHEPKORIR

JUDDY CHEMUTAI





# PARTNERSHIPS



European Union



KCEP-CRAL KENYA CEREAL ENHANCEMENT PROGRAMME - CLIMATE RESILIENT AGRICULTURAL LIVELIHOOD(WINDOW)



Investing in rural people



hello tractor



Precision Agriculture for Development



Digital Green



USAID FROM THE AMERICAN PEOPLE



EARLY GRADE READING BAROMETER

HUAWEI DIGITRUCK A JOURNEY TO DIGITAL SKILLS



Evouchers



# NANDI

# 1548

  
**1548**

Calls and Messages  
**ABSOLUTELY**

## DID YOU KNOW?

That you can now reach the County Government of Nandi on the following services by calling

# 1548



A. I  
Services

N.H.I.F

Business Permits  
Agriculture

Rates and  
Permits



Ambulance &



Gender, Youth,  
Women & PWD

Fire Brigade

Affairs

**Emergency Services available 24/7. Other Services available from 8 am - 11 pm**

*In pursuit of open and transformative governance*

# **COUNTY GOVERNMENT OF NANDI**