

Working for the Federal Government on a highly sensitive, national security campaign.



Five

Our Approach

Unity4 was engaged by Cultural Partners, a communications agency, to undertake a high profile campaign on behalf of the Federal Government. Unity4 was asked to establish and run a multicultural call centre for a multi-channel mission critical campaign.

Every household in Australia was sent an information pack. Due to the sensitivity of this particular issue, the government commissioned 32 translated versions of the accompanying booklet.

To meet demand we designed a call centre service that handled these 32 language groups, seven days a week.

In order to maintain a focus on cost efficiency, an automated message service was included for use in times of low volumes. This system enabled callers to listen to information in their own language and request information.

The combination of live answering and automated messaging provided the client with the highest level of service at a realistic cost.

Additional to the inbound service Unity4 was asked to provide a proactive strategy to distribute appropriate language booklets to multicultural organisations, special interest groups, Public Libraries, Consulates and Embassies and State and Federal Government offices.

This outbound campaign involved a combination of multilingual and English calling, and required the sourcing and development of a contact database. This database development was undertaken in real time and required a full data duplication and update process to be established.

The Result

Unity4 designed and implemented this highly complex logistical campaign in under one month.

Due to the sensitive nature of this program, we are unable to disclose call volumes or the number of requests for information.

The service was in operation for over twelve months.