

## ***Coast Provides BPO Solution for Emergency Management***

In the wake of the COVID-19 pandemic and several subsequent national disasters, Coast Professional, Inc. has answered the call for more than a quarter million Americans in need, connecting them to necessary emergency services and providing hope in their most difficult times.

### **The Need**

As a subcontractor of contact center and business process outsourcing solutions for an expansive federal entity charged with coordinating the response to disasters, Coast has been trusted to provide large-scale, empathetic, compliant communication with individuals whose lives have been directly impacted by storms, wildfires, floods, and other disasters or who have lost a family member to COVID-related illness.

### **The Solution**

From the onset, Coast demonstrated its ability to quickly implement, adapt, and exceed performance expectations on this

large-scale government contract. The partnership began in April 2021 as assistance to individuals who paid funeral expenses as a result of death by COVID-19 and were entitled to financial reimbursement. Over time, the relationship evolved to include contact center services for individuals in need of emergency help following natural disasters. As of March 2022, that contract requires 65 CSRs dedicated to Tier One calls and an additional 25 CSRs for Tier Two assistance.

### **The Strategy**

At its peak, more than 300 trained agents were assigned to emergency management contracts. To ensure client needs are fully met, when hired, all Coast employees must successfully complete an intensive, award-winning training program built on these tenets:

- Active listening
- Building rapport and trust with the individuals we are speaking to on the phone
- Treating all people with respect
- Understanding the complex emotions that a person may be experiencing

Coast's contact center operations are Health Insurance Portability Act

(HIPAA) compliant, a key factor in rapid deployment of all emergency management contracts. Employees are required to complete an annual HIPAA course to demonstrate their knowledge and compliance with HIPAA and ensure the protection of Protected Health Information (PHI). When combined with Coast's stringent physical and network security protocols, this creates a robust firewall between Coast clients and a potential compliance breach.

### **The Way Forward**

Through March 2022, Coast employees have assisted well over 258,000 individuals with sensitive disaster support and COVID-related funeral reimbursement, including roughly 217,000 inbound and 41,000 outbound calls. These services, solutions, and best practices are scalable to meet future needs of the client – or any federal, state, or local entity in need of accurate, timely, empathetic communication with diverse audiences.

#### **Key Stats:**

- 258,533 individuals assisted
- 217,591 inbound calls
- 40,942 outbound calls
- 301 Coast agents at peak volume

