User Journey Mapping Document

Persona: Helpline Managers

1. Introduction

This document outlines the journey of **Helpline Managers**, who oversee helpline operations, staff management, and service quality. The purpose is to identify their workflow, challenges, and opportunities for improvement.

Key objectives:

- Ensure efficient helpline operations.
- Improve service delivery and caller satisfaction.
- Enhance staff training and performance monitoring.

2. Persona Overview

- **Who They Are:**
  - Professionals responsible for managing helpline teams and case resolution.
  - Oversee helpline performance metrics and reporting.
  - Ensure compliance with protocols and best practices.
- **Needs & Motivations:**
  - Effective workforce management and scheduling tools.
  - Clear performance metrics and data-driven insights.
  - Seamless coordination between helpline staff and external agencies.
- **Challenges They Face:**
  - High call volumes leading to operational bottlenecks.
  - Staff burnout and turnover affecting service quality.
  - Difficulty in tracking case resolutions and follow-ups.

3. User Journey Stages

Stage 1: Helpline Setup & Staffing

- **Recruiting & Training Staff:**
  - Hiring qualified helpline operators and case workers.
  - Conducting training programs on crisis response and communication.
- **Challenges & Barriers:**
  - Limited access to specialized training resources.
  - High attrition rates requiring frequent recruitment.
- **Opportunities for Improvement:**
  - Online training modules for continuous learning.

    - Well-defined career growth paths to retain staff.

Stage 2: Helpline Operations & Case Management

- **Managing Calls & Case Assignments:**
    - Monitoring call response times and service quality.
    - Assigning cases to case workers and tracking progress.
- **Challenges & Barriers:**
    - Inconsistent service levels due to staffing issues.
    - Lack of real-time case tracking tools.
- **Opportunities for Improvement:**
    - AI-powered call routing for better efficiency.
    - Digital dashboards for real-time case monitoring.

Stage 3: Reporting & Performance Evaluation

- **Analyzing Helpline Metrics:**
    - Collecting data on call volume, case resolution rates, and caller feedback.
    - Using insights to refine helpline operations.
- **Challenges & Barriers:**
    - Manual reporting processes are time consuming.
    - Difficulty in evaluating long-term impact.
- **Opportunities for Improvement:**
    - Automated reporting and analytics tools.
    - AI-driven trend analysis for proactive decision-making.