



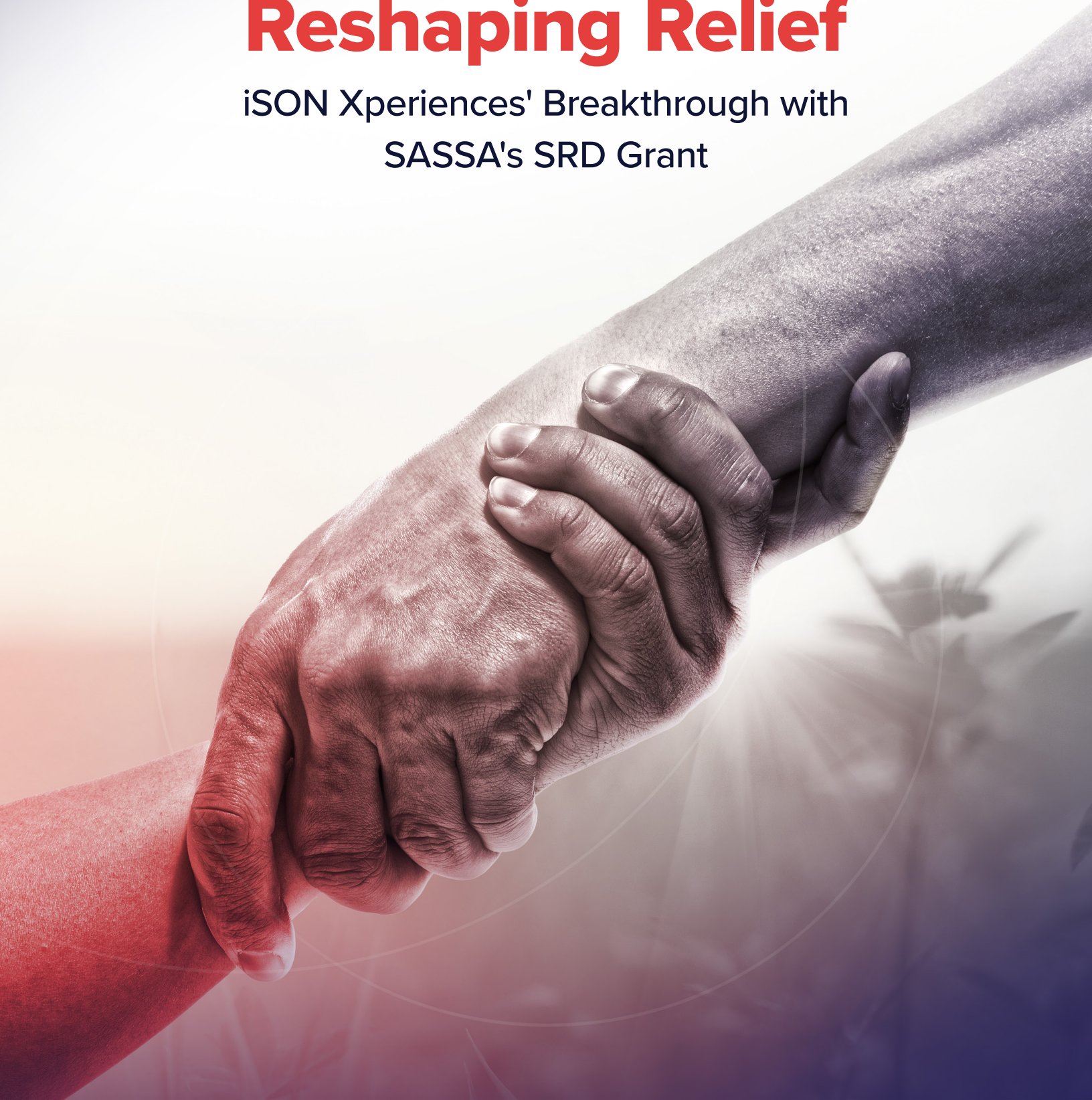
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SOUTH AFRICAN SOCIAL SECURITY AGENCY

iSON
xperiences

Reshaping Relief

iSON Xperiences' Breakthrough with
SASSA's SRD Grant



Client Overview

The South African Social Security Agency (SASSA) serves as a beacon of hope for those grappling with socio-economic challenges. In January 2021, amidst the throes of the COVID-19 pandemic, SASSA collaborated with iSON Xperiences to revolutionize the delivery of the Special COVID-19 Social Relief of Distress (SRD) Grant. This monumental partnership marked a pivotal moment in the history of social development in South Africa, with a focus on leveraging innovation and technology to provide essential relief to millions of vulnerable citizens.



Situation Analysis/Background

At the beginning of the COVID-19 pandemic in 2020 the President of the Republic of South Africa, Cyril Ramaphosa, announced the implementation of the national lockdown. This unfortunately compounded the challenge of poverty and unemployment of the population of South Africa. A few weeks into the pandemic, the Social Relief of Distress (SRD) Grant introduced a R350 monthly grant to South Africans who were negatively affected by unemployment and retrenchments due to the effects of COVID-19.

A digital solution was urgently required to mitigate the long queues at local SASSA offices, which posed serious health and safety risks under the pandemic regulations.

In December 2020, iSON Xperiences was awarded the tender to provide support and assistance for the Special COVID-19 SRD grant recipients through our ability to demonstrate how innovation and technology could improve and transform the customer experience for our clients.

Key Challenges

Navigating the complexities of the SRD application process presented significant challenges during the initial phase of the campaign. Issues related to application outcomes, payment processing, and communication channels posed hurdles in delivering seamless service to grant recipients.

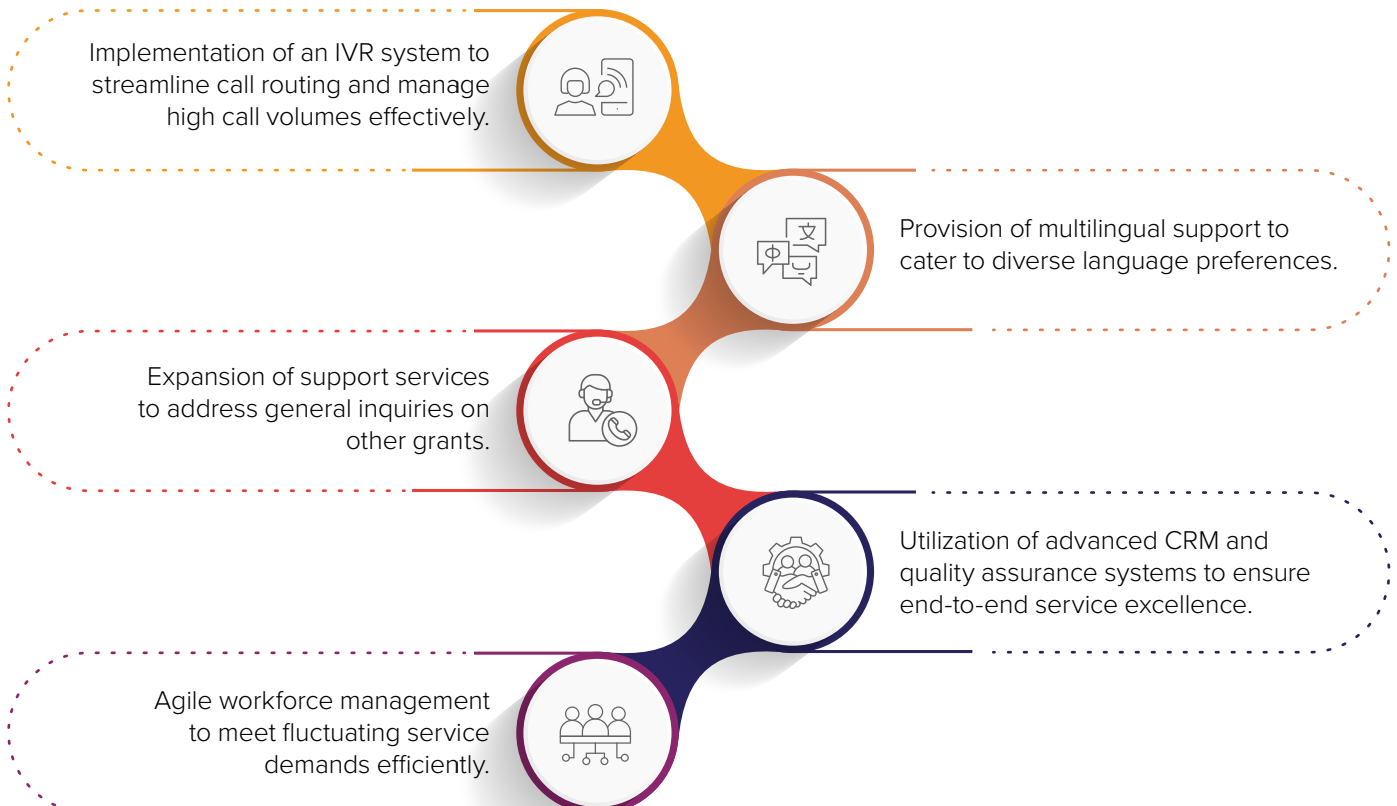


Solution Provided

iSON Xperiences devised a multifaceted solution to address the challenges at hand:

By the 16 January 2021 we trained and upskilled 300 previously unemployed youth and went live with our bespoke SASSA support contact centre, which also included 20 support staff namely 2 Operational Managers, 15 Team Leaders, 7 Quality Assurance Assessors, Human Resource, Workforce Management and MIS reporting to service SRD grant clients.

iSON Xperiences immediately provided customers with an efficient contact centre for approximately 16 million beneficiaries per month who could not access the physical SASSA customer centres, due to the lockdown restrictions.



Results Achieved

Exceptional SLA achievement of 87% and an abandonment rate of 10%, underscoring the commitment to service excellence.

Successful integration of TaskFlow into the government system, facilitating seamless data transfer and enhanced beneficiary information management.

Clearance of a backlog of over 300,000 emails regarding non-COVID social grants, demonstrating operational efficiency and responsiveness.

Recruitment and training of 300 unemployed agents, enabling the swift establishment of the support contact center.

Maintenance of a consistent agent headcount to meet service demands, ensuring uninterrupted support to grant recipients.



Key Learnings

The partnership with SASSA provided invaluable insights into the intricacies of social development strategies and the importance of service delivery in uplifting communities. Deep-seated commitment to the Batho Pele service approach and adherence to stringent government controls were integral to the success of the initiative. Moreover, a profound understanding of the needs of unemployed youth and marginalized populations underscored the significance of tailored support mechanisms in driving positive change.

This collaborative endeavor not only exemplifies a triumph in social relief efforts but also serves as a testament to the transformative power of innovation and technology in enhancing the lives of millions of South Africans.



Contact us to discover how we can achieve similar results for your organisation:
hello@isonxperiences.com



At iSON Xperiences, we orchestrate exceptional customer experiences through our digitally-led and data-driven approach, redefining the standard for enterprise solutions. Ranked among the top global CXM players in Africa, we provide a flexible enablement platform for businesses that need help scaling up their workforce, daily business operations, or debt collection solutions, or that want to expand their footprint in Africa. With over 18,000 employees across 19 countries, we serve 500 million global customers across Telecom, BFSI, Energy & Utilities, Government, Media & Entertainment, Aviation, Retail, E-commerce and more. For more information, visit www.isonxperiences.com