

**Innovative  
IT thinking  
delivers a turn-  
key customer  
service solution  
during a time of  
crisis**

**WHĀNAU MANAAKI**



**When a nationwide Covid-19 lockdown was announced on August 17, 2021, businesses had just six hours to prepare for consequences which would the change their operating dynamics.**

**Among those facing an immediate 180-degree customer service shift was leading community social aid organisation, Whānau Manaaki.**

## **The issue:**

Whānau Manaaki was one of the many selected non-governmental social welfare outreach agencies across New Zealand to receive access to staggered tranches of a targeted emergency funding pool from Pasifica Futures and the Ministry of Social Development, in addition to drawing on its own cash reserves, for ensuing distribution among families in urgent need.

Whānau Manaaki staff anticipated a huge surge in the number applications to the funding pool over a highly compressed time frame, while also being cognoscente of ensuring grants went to those most in need in a timely process to alleviate stress.

Whānau Manaaki staff needed a remotely operated online contact centre which would allow the details of funding applicants to be entered real-time - enabling immediate responses to direct resources to those in need.

## **The solution:**

Whānau Manaaki turned to its virtual chief information officer from GoCloud, for a rapid solution to the operational challenges which lay ahead.

Within hours of establishing the client's specific needs, GoCloud's technical team reported back that it had established an inbound call centre based on Amazon Connect with a dedicated 0800 phone number – receiving calls automatically rerouted through to Whānau Manaaki's response team.



**We were facing the prospect of being overwhelmed with applications for assistance. GoCloud came up with up with an immediate solution which enabled the team at Whānau Manaaki to deliver a seamless response for our clients in their time of need.”**

Whānau Manaaki Manager for Community and Strategy,  
Danny Mareko.

Amazon Connect enabled [Whānau Manaaki](#)'s 10 administration staff to enter callers' details directly into the organisation's system for transcription, verification and processing.

The application process was also designed so that [Whānau Manaaki](#)'s operators could achieve high levels of functionality and efficiency within hours of first using the system.

## The outcome:

Operating from 9am – 5pm over the 10-day period during which the social funding was pool was available, [Whānau Manaaki](#)'s call centre received between 600-800 calls daily from applicants in urgent need of assistance. During that period, [Whānau Manaaki](#) received between 120-150 referrals daily from other non-governmental social service agencies.

The robust 0800 online application system allowed [Whānau Manaaki](#)'s administrative team to efficiently distribute food vouchers to 2,500 families across the Lower North Island region – encompassing some 10,000 individuals.

At the conclusion of the peak demand period, the highly successful 0800 service – having totally achieved its goal - was appropriately terminated without any further costs to the client.

## The organisation

[Whānau Manaaki](#) is a not-for-profit organisation behind 101 kindergartens in the Central Plateau, Whanganui, Horowhenua, Kapiti Coast, Wairarapa, Upper Hutt, Eastbourne, Petone, and Porirua regions. More than 6,000 children attend one of [Whānau Manaaki](#)'s kindergartens.

The non-governmental organisation works under the auspices of the Pasifica Futures Whanau Ora Commissioning Agency. In addition to its educational operations, [Whānau Manaaki](#) is also an advisory service supporting Pasifica families within its catchment region to achieve positive outcomes in areas such as health, housing, employment, and education.

## About GoCloud Systems

We consult on IT Strategy and Cloud adoption to charities, non-profits, local and national government. We work with you to transform delivery, reduce costs by up to 40% and get the best out of your services. We're savvy, we know how to negotiate and build the very best result, on time and to a budget.

## Contact Us

P +64 (0) 4 888 1416  
E [hello@gocloud.systems](mailto:hello@gocloud.systems)  
w [gocloud.systems](http://gocloud.systems)