

Peak Performance

Driving Contact Centre Efficiency with Surge Support

Governments struggle with unpredictable events, like natural disasters, that lead to increased citizen demand. Even predictable surges, like elections and immunization scheduling, are a challenge to ramp up and down: government often needs to overstaff for potential demand, driving higher costs.



Challenges

- Hiring restrictions and lack of available agents
- Outdated technology, unable to scale on demand
- Budgetary constraints
- Over reliance on single-channel phone support

Solution

- Scalable cloud infrastructure
- Network of recruitment partners and flexible staffing models
- Centralized knowledge base to reduce training time
- Call deflection with SMS to reduce calls and costs

Benefits

- Enable **fast scaling and right-sized staffing**. Only pay for extra capacity when needed
- Rapid response: Maximus clients stood up a new contact centre in **just 12 hours**
- **Adjust staffing levels in real time** with live workforce management dashboards

Powered by all-in-one cloud contact centre platforms, Maximus surge support delivers omnichannel citizen services, backed by **Shelf** knowledge management and reporting through **Power BI** and **Success KPI**.

With extensive experience in government contact centre surge support, we offer:

- Demand forecasting / capacity planning
- Flexible staffing and onboarding
- Scalable cloud technology
- KMS and training at scale
- Quality assurance
- Security and privacy compliance

Proven Experience: *Wildfire Support in BC*

In a rapid response to the provincial wildfire crisis in British Columbia in August 2023, Maximus deployed a specialized omni-channel contact centre for Service BC and the Ministry of Emergency Management and Climate Readiness.

The government needed to contact evacuees to offer accommodation support with local hotels—fast.



Evacuee Outreach | Real Results

LAUNCH|

Within just **12 hours**, Maximus established a **fully operational contact centre** to provide inbound and outbound support. Hourly meetings with Province maintained communications.

EXPAND|

Within **2 days** we called the entire group when a new list of **8,000 evacuees** was received. We launched an **SMS campaign** to provide emergency details and improve our reach.

ADAPT|

Continually evolving updates were made to knowledge platform in near **real-time**, providing agents **up-to-date information**.

EXCEL|

Due to queue prioritization, Maximus continued intake of inbound calls from evacuees with a **100% Service level** (TSF) within **60 seconds**, with **2 second ASA** (average speed to answer).

Proven Canadian Experience

Our existing operations with **Service BC, Elections Canada, and Ontario Drug Benefit** demonstrate our ability to deliver high-quality, compliant services within the Canadian context.

We collaborate closely with our clients, acting as an extension of their team to achieve shared goals.

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Thanks to ServiceBC and our service provider @maximus_canada for their hard work in setting up the contact centre to provide info for those impacted by the **#BCStorm #BCFlood**

Lisa Beare
Minister of Citizens' Services BC