



A CASE STUDY ON TELEPHONE COUNSELLING IN A GOVERNMENT DEPARTMENT

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Introduction and Background

- Case Study for the DRDLR for 2018/19 Financial Year
- Before amalgamation with the Dept. of Agriculture
- By default (never planned)



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Definition of Telephone Counselling (TC)

- A structured therapeutic relationship where the client and the therapist speak on the telephone rather than meeting face-to-face.
- Employees and family members would phone the call centre through a dedicated toll-free number, available 24/7.
- Assessment would be conducted by call centre staff (Social Workers and Psychologists) and reference number given to ease the process should the client need to call again.
- Depending on the assessment, some cases would be put on contracted sessions (specific therapist, time arrangements).



Main Premise and Objective

The Telephone Counselling session would be for the Therapist to:

- Ascertain and better understand the impact of the presenting issue(s) from the client.
- Assist with setting up of goals to reduce the impact of the issue(s).
- Provide immediate tools and develop coping skills to achieve the goals.
- Client's responsibility to implement the agreed upon action plans, do home work, etc.
- Therapist's responsibility to support through follow-ups in-between the sessions.



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DRDLR Cultural Dynamics

- Belief in the traditional counselling (face-to-face, eye contact, non-verbal cues)
- Had concentrated on Traditional Gen X and Baby Boomers (1946 – 1976)
- Millennials or Gen Y (Born 1977 – 1995)
- Gen Z, iGen (1996 -



Benefits and Advantages of TC

- Convenient in today's busy and stressed times – immediate coping skills
- Client decides on the pace (when to call & from where)
- Continuity - 24/7 (It's possible to arrange consultations with the same therapist)
- Affordable for both the employer and the employee
- Accessible and best for emergencies and the required containment in risk cases
- Preferred by those with social anxiety or phobias and those who may be ashamed to attend face-to-face therapy
- Those with less mobility due to disability or long-term illnesses



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When are the Benefits of TC realized?

- * Most benefits are realized when TC is conducted by skilled telephone clinicians who are able to assess whether a particular client can benefit from TC or not and refer accordingly.

- * Internal arrangements were made for employees that were referred for Face-to-Face Counselling.



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Disadvantages of TC

- Not perceived as effective by some.
- * Not a one size fits all, hence no comparison with any other model. Sharing organisation's experience.
- * Internal measures for employees that preferred face-to-face counselling.

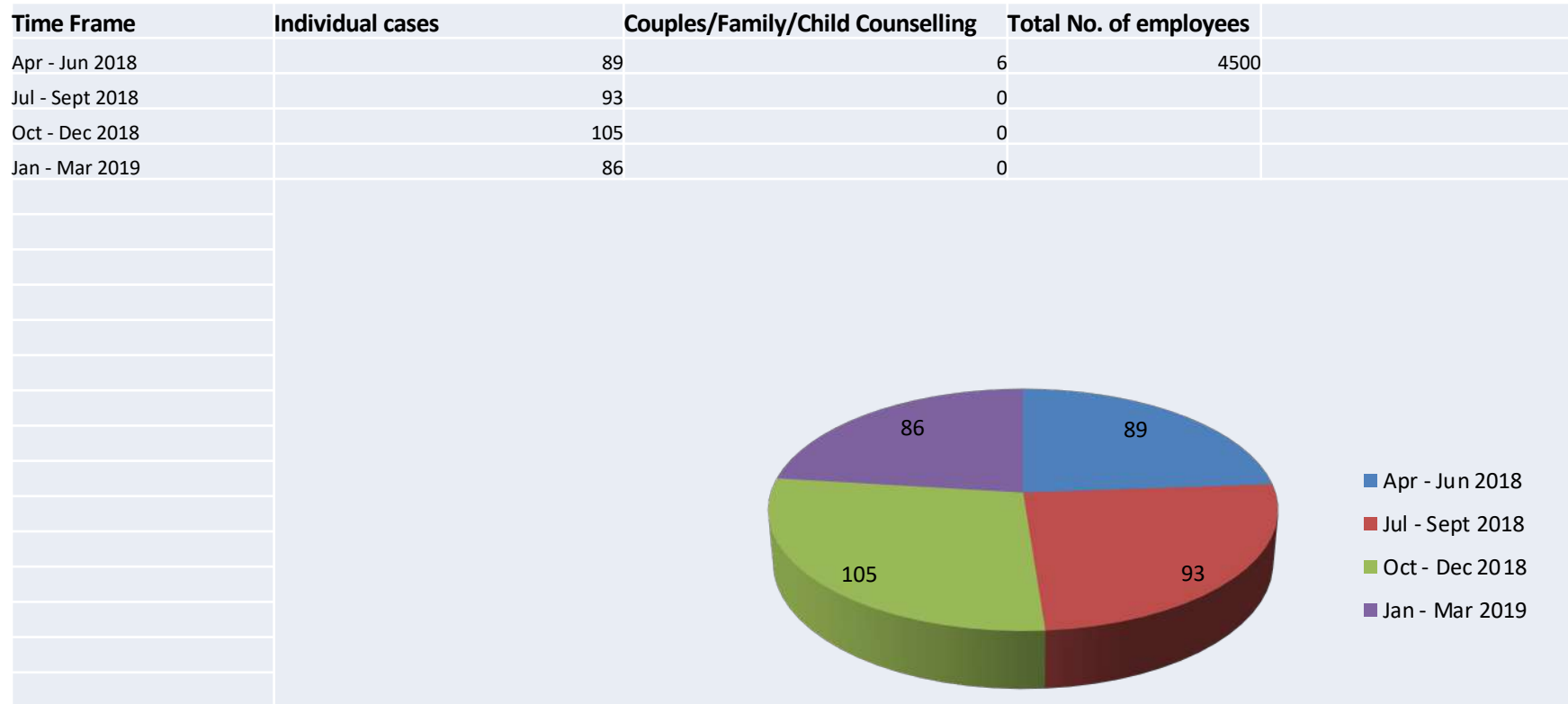


Nature of Issues addressed

- Relationship Issues
- Stress
- Organisational Issues,
- Information & Resources
- Personal Development
- Child and Family Care, Trauma, Mental Illness/Psychiatric, Money Management, Legal issues, Loss, Health and Life-style, Addictive behaviors, Life Threat, Abuse, Discrimination, HIV, etc.



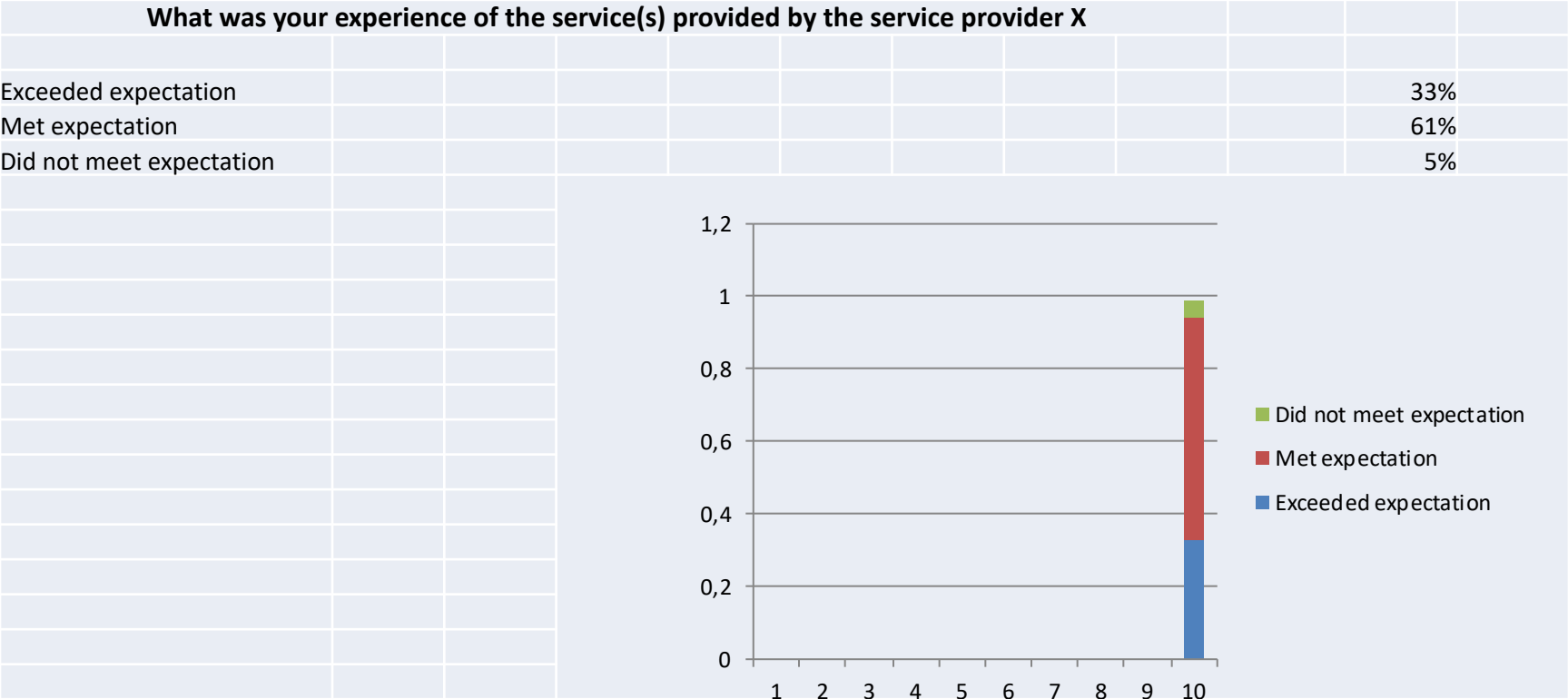
Quarter to Quarter Engagement Analysis



What does the evidence say?

CLIENT SATISFACTION SURVEY

(No. of clients contacted: 235 & No. of clients participated: 75 (32%))



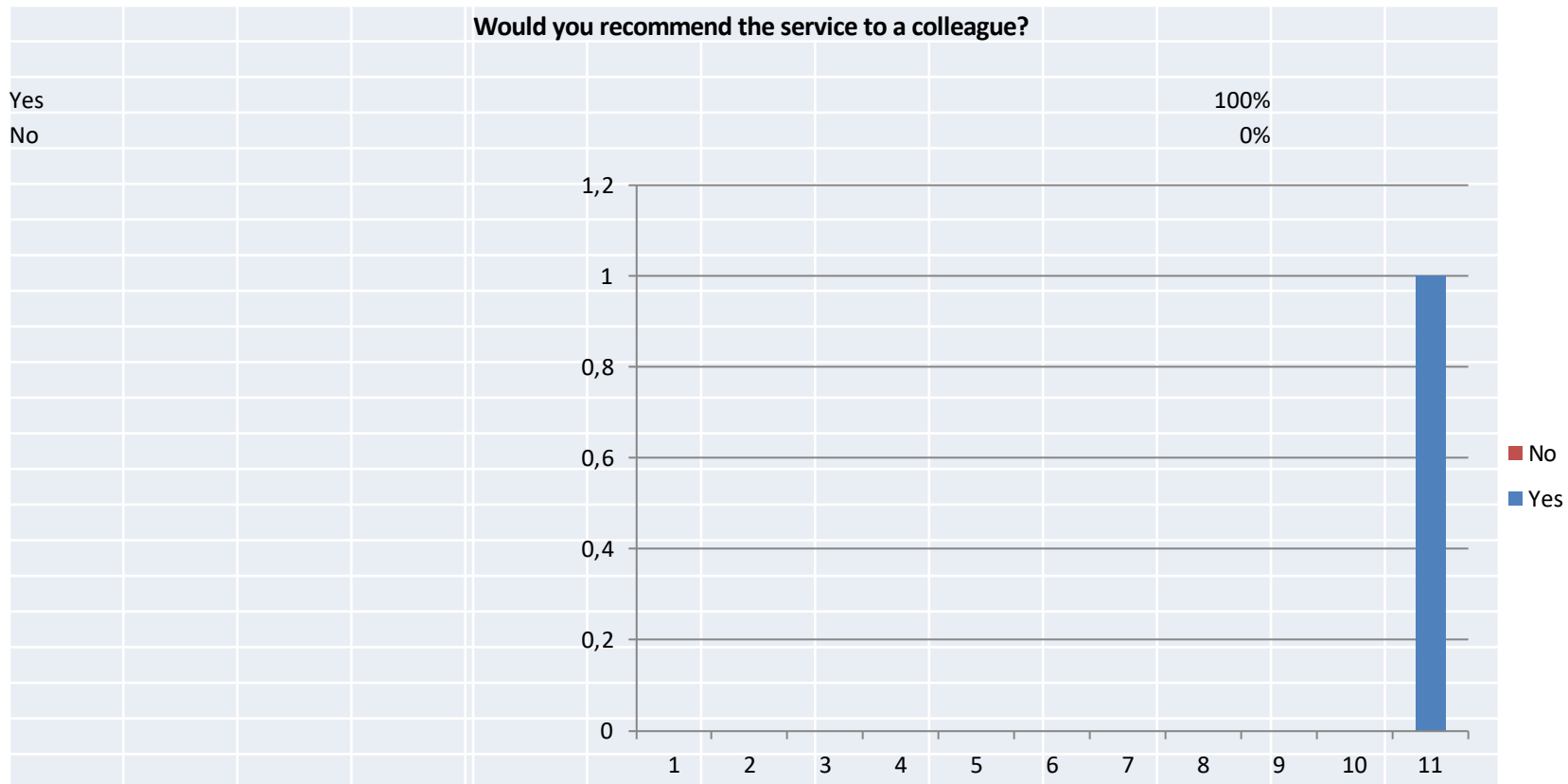
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What does the evidence say? (Cont..)

CLIENT SATISFACTION SURVEY

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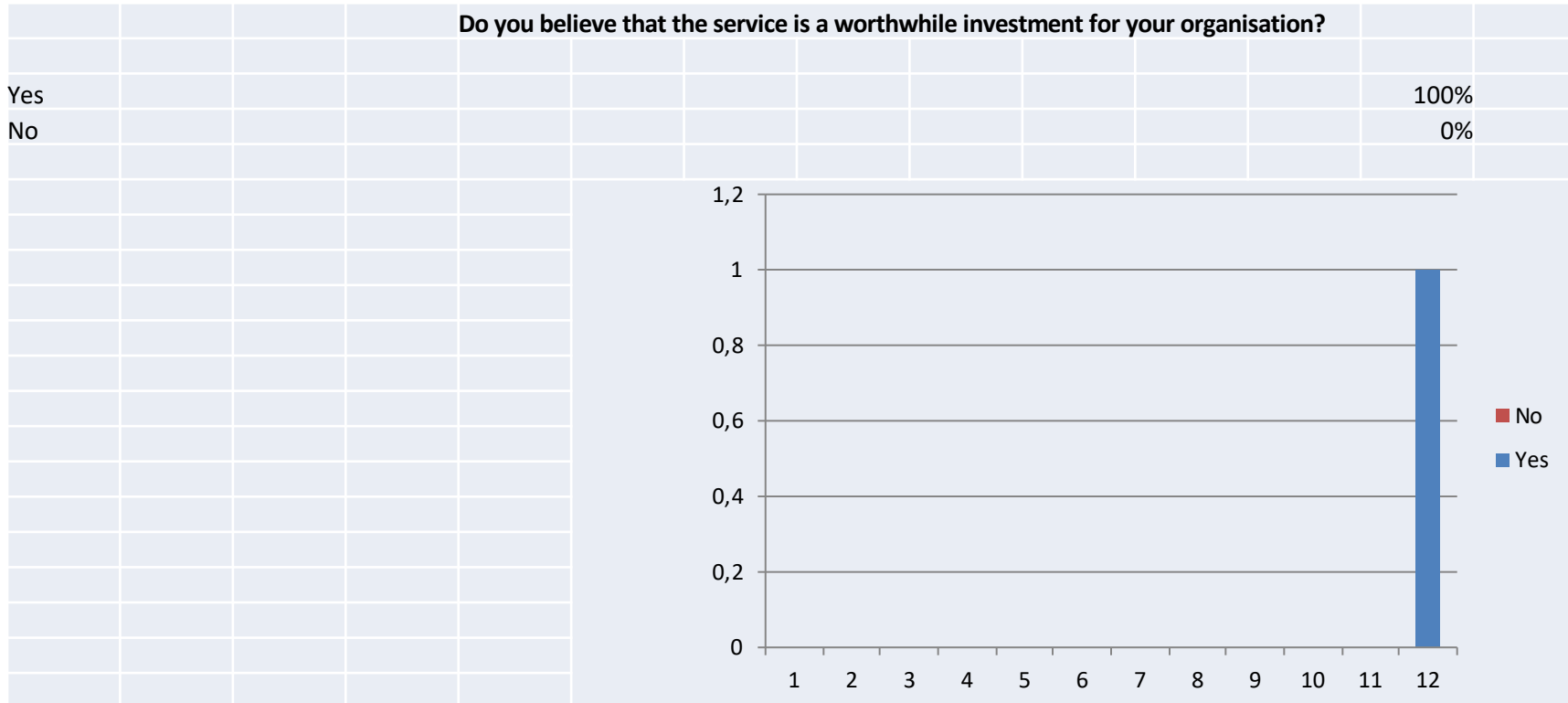
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What does the evidence say? (Cont..)

CLIENT SATISFACTION SURVEY

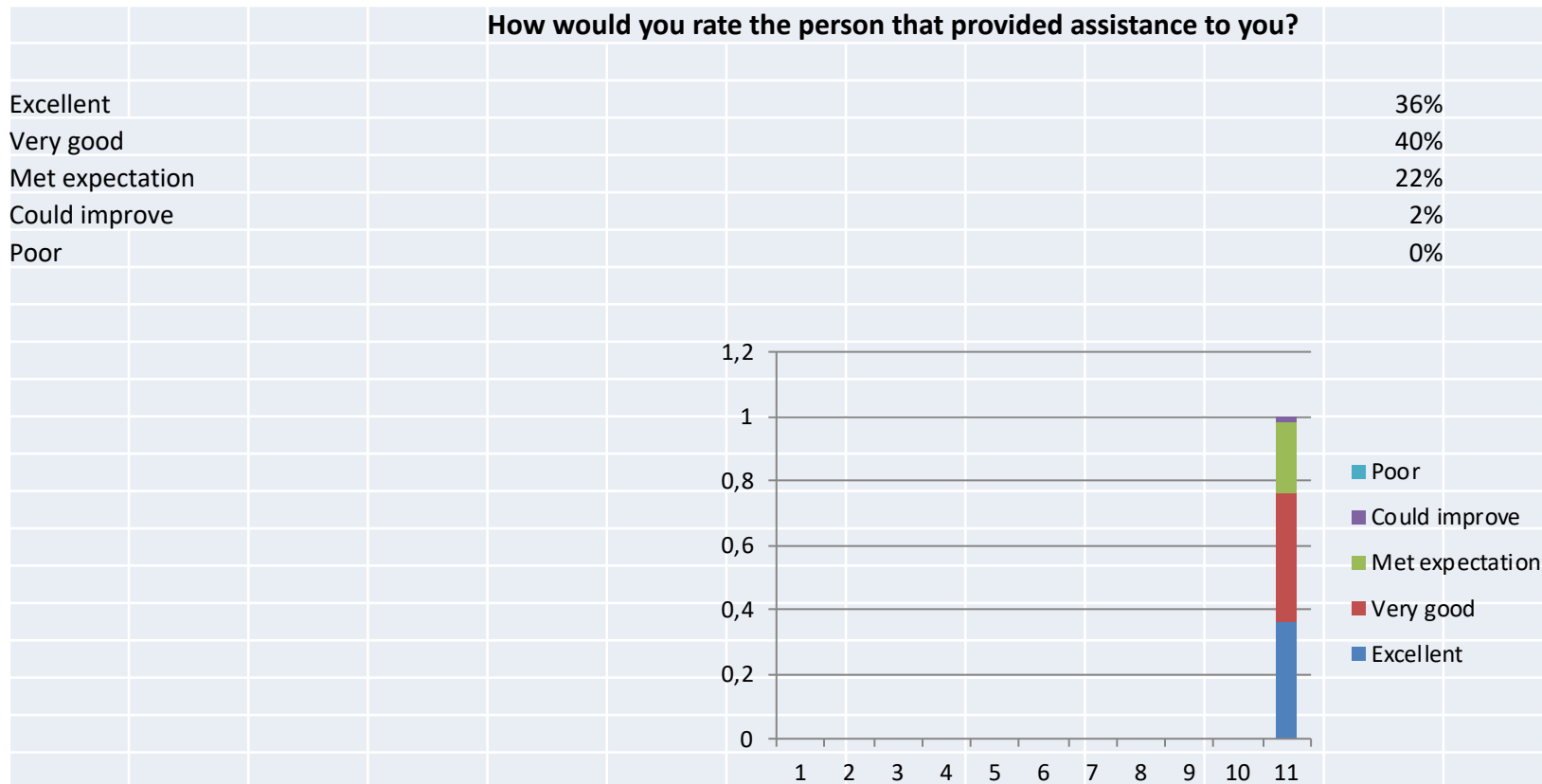
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What does the evidence say? (Cont..)

CLIENT SATISFACTION SURVEY

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Feedback by service consumers

Reasons for exceeding expectations: Service Quality

Examples:

The client said she told the counsellor the truth. The counsellor didn't judge her instead he motivated her. If she had to rate the service, she would score the service provider 100+. Communication was good and she felt understood.

The client was in a very bad space when he called but he felt that the counsellor was superb, she was able to calm him down and provided excellent advice.

The client stated that the service exceeded her expectations because she was given good advice.

Feedback by service consumers (Cont..)

Reasons for not meeting expectations:

Examples:

The client said the service did not meet her expectations because she needed face-to-face counselling.

The client stated that the service did not meet her expectations because he was not referred for face-to-face counselling.



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Conclusion

The TC Model enhances the EA Professionals' knowledge and understanding of the uniqueness of the workplace, to better serve both client companies and employees, thus challenging the common existing thinking of the EA Professionals' view of Telephone Counselling as in-effective.

It challenged my professional view and I hope it will also challenge yours.



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- You, Ladies and Gentlemen for taking time to listen to our success story.

The Dept. of Agriculture, Land Reform & Rural Dev. is ready for the 4th Industrial Revolution!



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THANK YOU



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