STAGES	Awareness			Accessibility				Call Experience		
TIME		3 mins			2 mins		2 mins		5-30 mins	
USER JOURNEY	User finds about the service through: 1. Google Search 2.GP Social Media	User calls phone number 8am-midnight	Phone operator says: "Welcome to the service It is It isn't (111, 999, etc)	Phone operator asks: 1. Language preference 2. Primary topic - select all that apply from from a list of menu options				<ul> <li>Phone operator tells user what number they are in the queue.</li> <li>Choose between:</li> <li>Request a callback</li> <li>Wait here</li> </ul>	Core counselling moment with BFC	
	<ul> <li>3.Social Media Advertising</li> <li>4.Recommendation from mid- wife or HCP</li> <li>5.Posters in hospital</li> <li>6.Friend's recommendation</li> <li>7.NCT communications</li> </ul>	<text><text><text></text></text></text>	Ist Response "Welcome to the service It is It isn't You can either continue answering our questions so we can direct you to the best support and be con- nected in less than 5 mins. Or, you can call right away."	<ul> <li>Chatbot style questions to cap- ture:</li> <li>1. Urgency - timebound eg. you would like to speak to someone now or in the next 2 hours</li> <li>2.Language</li> <li>3.Primary topic - select all that apply from the list</li> </ul>			"X out of 10 people with your chosen topic preferred a video call. Would you prefer to speak to someone over: - WhatsApp Message - Video Call - Voice Call Remember, you can always change your mind."	Outcome I: Service tells user roughly how long someone will be available in. "Would you like to: a) Request a call/message back" OR b) wait here AND, you can read or watch content whilst you wait." [insert link to NCT resource library online] Out of hours service (between midnight and 8am) stops here. People are directed	Core counselling moment with BFC	
				If not urgent, book a slot within a 2 hour time window	Send bookable Calendly link.	Confirmation of timed slot message on WhatsApp with a reminder 30 mins before		Outcome 2: "Deborah will be with you in under 60 seconds In the meantime it would really help us to develop this service if we could know a bit more about		
		2		If yes to language, offer options: 1. WhatsApp Voice notes now 2.WhatsApp messages now 3.Voice/Video call with an inter- preter, timed slots within the next 3 days				<ul> <li>you"</li> <li>know more about you and it's to- tally optional."</li> <li>Number of children</li> <li>Relationship to child(Ren)</li> <li>Relationship with NCT</li> <li>Any past contact with NCT</li> </ul>		
HOW DO WE WANT THE USER TO FEEL										
CRITICAL CONSIDERATIONS			Screening out medical emergencies etc.	Capturing from Chatbot: - Urgency (time) - Language - Serving Language			Freeing up service back-end Collecting preferential data	Reassuring that you are holding in a queue		N p
PERSONAL USER DATA CAPTURE		Phone number		Language, Topics, Urgency				Postcode ethnicity relationships to child(ren) relationship with NCT	Call notes captured in CRM by BFC	P( 0 0 1. 2.
DATA CAPTURE FOR TRACKING AND EVALUATION		Have they called before		Track requests for al- ternative languages			Logging times and tracks call volumes Log preferences for channels to aid further development			F
TECH REQUIREMENTS		Gets them in queue. Tells BFC if called before feeds through notes		Links to Calendly. Link for booking slots if non-urgent	Live bookable calendly links			System holds in callback queue		B & O
		from previous calls		Links to Calendly system for interpreters.						k
<b>BFC ACTIONS</b>									Records on system if appropriate to ask for donation in follow-up or not BFC to double check they're okay to be sent info & resources on WhatsApp. BFC captures call notes in CRM	BF
<b>OTHER BACKEND ACTIONS</b>								System sends general link to resources and content on website		Se th ac
QUESTIONS				How quickly can we book 3rd party people for interpretation? Which languages will we offer? Which 3rd party broker of inter- preters will we use?						Hc re-

\*Service elements explored as part of the original scope but reassigned as a work-stream to different owners. Still to be considered as part of future development of the service.

## Service Blueprint for the Redesigned NCT Helpline

## Follow up

3-5 mins	3 mins	3-5 mins
<section-header><section-header><list-item><list-item></list-item></list-item></section-header></section-header>	Ist check-in Text 24 hours later: How are you doing and do you want another conversation? Option 1: All good, no follow up needed. Ask for the following 1. Do you want to share a story with us? 2.Write an anonymous testi- monial for the BFC team 3.Give an optional donation* Option 2: I want to have another conversation. Two options a. Book a slot b. Pay to book a slot with the same BFC c. Join the queue to speak to someone now If Option b), choose between: - WhatsApp Messages - Video Call - Voice Call - Home consultation* If Option c), go back to start and repeat chatbot triage with questions around:	<ul> <li>2nd Check-in Text I week later:</li> <li>How are you doing and do you want another conversation?</li> <li>For those who answered last time:</li> <li>All good, no follow up needed.</li> <li>Ask for the following:</li> <li>Would you be up for giving us some detailed feedback?</li> <li>Would you be interested in an optional donation?*</li> <li>For those who didn't answer last time.</li> <li>For those who didn't answer last time.</li> <li>All good, no follow up needed.</li> <li>Ask for the following:</li> <li>Do you want to share a story with us?</li> <li>Write an anonymous testimonial for the BFC team</li> <li>Give an optional donation.*</li> </ul>
	- Urgency	
Measurable impact for funding pitches		
Permission to check in again Opt-in/Opt-out for additional comms: 1. Ongoing service (BFC ask) 2.Donation ask (follow-up text for permissions)		
Feedback from Parents	Track requests volume for further check-ins	
BFC Library of videos &resources to send that are searchable through keywords, tags etc.	Ability to take payments Ability to loop back to start of journey for triage	
BFC follows up with resources and course recommendations.		
Send options to paid courses that are packaged as bookable add-ons.		
How can we collect permission to re-contact for donation request?		