



TACKLING THE ISSUE OF ABANDONED CALLS

# VESTA® 9-1-1 CASE STUDY

## COLLIER COUNTY SHERIFF'S OFFICE, FLORIDA

### MAKING MORE EFFICIENT USE OF TIME, RESOURCES AND BUDGET WITH AUTOMATED ABANDONED CALLBACK

It's not hard to imagine Collier County as "Florida's Last Frontier" — a tropical paradise located on the state's southwest coast left partly unspoiled. It's only been 90 years since a finished roadway enabled developers to more easily make their way into the area, then home to less than 3,000 people.

In the years since, the County has experienced tremendous growth and today hosts a population of around 365,000 across 2,305 square miles. The exception is winter, when the number rises closer to 440,000 as "snowbirds" travel south for the warmer climate. In addition, the County receives roughly two million annual visitors, drawn to its popular

vacation destinations — Naples, Marco Island and Everglades City.

The influx of people creates challenges for the Collier County Sheriff's Office responsible for their safety. The two primary Public Safety Answering Points (PSAPs), one in the Sheriff's Office and the other in Naples, manage 440,000 calls a year, of which 150,000 are 9-1-1. Call takers in 45 positions respond to these calls, using the VESTA® 9-1-1 call handling system from Motorola Solutions, but regularly find themselves preoccupied with a sizable number that have been "abandoned" by callers.


#### CUSTOMER PROFILE

Collier County Sheriff's Office, FL

#### Motorola Solutions

VESTA® 9-1-1  
VESTA® SMS  
VESTA® Map Local  
VESTA® Analytics





**“To have a solution that automates the process makes a tremendous difference in our ability to better serve citizens and visitors.”**

Bob Finney, Collier County Communications Director

## THE PROBLEM: THE HIGH COSTS OF ABANDONED CALLS

Over 240 million calls are made to 9-1-1 in the U.S. each year. According to the National Emergency Number Association (NENA), approximately 80% are from wireless devices. Some estimates say over 20% of those are abandoned, often the result of a misdial or accidental pocket dial. For Collier County, abandoned calls total around 4,000 annually with no indication of decreasing. Abandoned calls impact time, resources and, just as important, employee morale.

Bob Finney III, ENP and the County's Communications Director, says, "An abandoned call situation generally occurs when call takers are already getting hammered with calls. These situations are hard to predict, making it difficult to anticipate staffing needs and creating more work for those at hand." Bob shares that the County's policy is to call back every abandoned call, and it's the same personnel already tied up with calls who are responsible for returning abandoned calls, compounding the work and the stress.

"Another issue with abandoned calls is when the caller calls back and is speaking to a call taker, while another call taker is trying to reach that caller to clarify the abandoned call, thus tying up two resources for one person. All the while," says Bob, "additional calls are coming in."

### ROLLOVER CALLS

When a call comes into the Sheriff's Office PSAP and has been in the queue for 30-35 seconds, it rolls over to the Naples PSAP. Bob says, "It's a smaller PSAP with a generally lower call volume. This means fewer people handling calls, so rollovers can have a huge impact on call takers." The rollovers equate to more inbound calls. "We can actually double Naples's call volume in a day just if we have a high rollover period or a period where more calls are being abandoned," says Bob.

Plus, when rollovers include abandoned calls, call takers at the Naples PSAP must then forward those calls back to the Sheriff's Office.



# THE SOLUTION:

## AUTOMATED ABANDONED CALLBACK

Collier County Sheriff's Office remains committed to having ground-breaking technology that puts them ahead of the curve to best protect citizens and tourists. Fortunately, its personnel didn't have to look far for a solution to manage abandoned calls. Its VESTA 9-1-1 system offers a simple answer to the issues experienced by Collier County – the VESTA 9-1-1 Automated Abandoned Callback (AAC) feature.

### HOW AAC WORKS

AAC automatically returns an abandoned 9-1-1 voice call. Should the caller answer and indicate help is needed, they are put back into the emergency call queue. In the event no one answers the automated call, the AAC will try again based on the parameters PSAP officials set and/or place the call into an abandoned call queue, signaling the need for a call taker to follow up.

### ITS BENEFITS

Recent data for Collier County Sheriff's Office shows 80% of abandoned calls returned by AAC were resolved without call taker intervention. Of this number, only 16% had an emergency and were put back into the queue for call taker assistance. These capabilities remove the burden from call takers to return each call, saving valuable time and allowing call takers to focus on callers who truly require help. This latter benefit also extends to those in the field, since Collier County's policy is to dispatch an officer to the abandoned caller's location. However, with the AAC verifying their well-being, response efforts have been redirected to those in need.

### A COMMITMENT TO INNOVATION

Collier County was Florida's first county to implement Text-to-9-1-1 service for its citizens. The integrated solution of VESTA 9-1-1 made its adoption and use easy for call takers.

Also, since VESTA 9-1-1 allows both primary PSAPs to use the same geo-diverse system, personnel now have more insight into the types of calls being transferred. Bob explains, "Previously, when we used two separate systems, we didn't know if calls were rollovers or abandoned, because the rollover would appear to be an abandoned call. But, now that we're on the same system, we know whether a call has rolled over or is abandoned." At the same time, the AAC has reduced the number of rollover calls to the Naples PSAP. "By greatly decreasing the number of rollovers to the city of Naples," says Bob, "the personnel in its PSAP are much happier."

He explains, "Anyone who has worked in 9-1-1 knows that keeping morale up in a 9-1-1 call center is often difficult because of the conditions we work under, the hours we work under and the fact that we are often short-staffed. The situation with abandoned calls compounds the issue and wears people down. To have a solution that automates the process makes a tremendous difference in our ability to better serve citizens and visitors."

Bob also points out that AAC is completely transparent to call takers. "Once the feature is configured how the PSAP wants it, the rest is automatic. Call takers don't have to do anything different or learn a new system – a big plus."





## MOTOROLA SOLUTIONS NG9-1-1 EMERGENCY CALL HANDLING

Our VESTA® and CallWorks Next Generation 9-1-1 solutions serve more than 70% of all U.S. Public Safety Answering Points, as well as almost 150 Federal and DoD operations globally. As one of the most trusted solutions providers in Public Safety communications, we help people be their best in the moments that matter.

Save Clicks. Save Seconds. Save Lives. Call **951.719.2100**.

## AAC'S IMPACT TO PSAP OPERATIONS

- **Saves Time:** Removes the burden from call takers to return abandoned calls, allowing them to focus on true emergency calls.
- **Minimizes Resources:** Eliminates the possibility of two call takers being tied up with one abandoned call and the rollover of abandoned calls to another PSAP.
- **Maintains Budget:** By saving time and resources, PSAP administrators can make the most effective use of budgets and may be able to more effectively staff PSAPs.
- **Improves Morale:** Helps call takers eliminate some of their workload, reducing their stress.

For more information, please visit us on the web at: [www.motorolasolutions.com/vesta](http://www.motorolasolutions.com/vesta)



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