

# How Exigo Tech Helped Samaritans of Singapore (SOS) Provide Emotional Support to Individuals in Crisis



Samaritans of Singapore (SOS), a Singapore-based not-for-profit organisation, enhanced its operations to offer emotional help more efficiently to individuals who are in need.



## INDUSTRY

Not-for-profit



## LOCATION

Singapore



## SERVICES

Applications,  
Data & Analytics,  
Custom Development &  
Integration,  
Security

## NUMBERS THAT MATTER



### INCREASE IN RESPONSE RATE

The implementation of the omnichannel Dynamics 365 customer service module, improved the response time in providing emotional support to individuals seeking help.



### COST SAVING

A 60% cost saving was achieved through our solution that eliminated the charge per message and supported the provider who doesn't charge per message.



### AVAILABILITY

Our solutions enabled the volunteers of Samaritans of Singapore (SOS) to provide 24/7 virtual support to individuals in need.

## ABOUT THE CUSTOMER

Samaritans of Singapore (SOS) is a non-religious and not-for-profit organisation headquartered in Singapore and has been in service since 1969. [The company](#) provides confidential emotional support to people who are in crisis, considering suicide or have been affected by suicide. They focus on suicide prevention, crisis intervention, mental health awareness, self-harm, counselling, and emotional support and their mission is to be an available lifeline to anyone in crisis.

# THE CATALYST FOR CHANGE

Samaritans of Singapore (SOS) was struggling with managing communication from individuals in need of emotional support through multiple channels such as social media, web chat, WhatsApp, etc. The task of assigning these individuals to the appropriate mental health consultant was becoming increasingly complex, cumbersome, and time-consuming as the volume of requests continued to grow. To address these challenges, they were looking for a unified solution that can centralise all these requests in one place. Another challenge was to maintain a record of the communication between an individual and a volunteer for purposes of monitoring and improvement, which was becoming difficult due to the overwhelming number of requests. Additionally, providing virtual support to individuals in need through virtual agents was a persistent challenge that required a solution.



## THE SOLUTION PROVIDED

[Exigo Tech](#) worked closely with Samaritans of Singapore (SOS) to understand their needs and challenges and built solutions that acted as a catalyst of growth and efficiency for them. With a focus on delivering technological solutions for [not-for-profit organisations](#), Exigo Tech went beyond the traditional approach suggested by SOS and extended their [Dynamics 365 customer service](#) capabilities to enhance communication between volunteers and people in need. The result was an enhancement of the [Dynamics 365](#) implementation, which streamlined the communication process and ensured that the right mental health worker was quickly assigned to the right individual. This improvement made communication between volunteers and people

in need seamless, easy, and efficient. The consolidation of requests from various digital platforms, such as webchat, and WhatsApp, into a single location, simplified their operations.

In addition, Exigo Tech made it possible for people in need to find help and communicate with SOS conveniently through multiple channels including webchat, and WhatsApp chat. This omnichannel approach has significantly improved the accessibility of mental health support and has made it easier for individuals to reach out for help. The collaboration between Exigo Tech and Samaritans of Singapore (SOS) has resulted in a solution that has improved the efficiency, accessibility, and support for those in need.

# THE IMPACT CREATED

Our Dynamics 365 omnichannel solution helped Samaritans of Singapore (SOS) establish new channels and improve communication between volunteers and those in need, leading to better support. We followed our principle of 'Technology Made Simple' and made the following impacts for Samaritans of Singapore (SOS)

As new channels like web chat and power virtual agent were created, volunteers were able to work remotely and around-the-clock so that help can be provided day and night.



Due to all-time availability and improved volunteers, there wasn't any delay in getting a response and this ensured that people got help when needed.



A reduction in time and effort when assigning an individual to the appropriate mental health volunteer.



Personalise interactions, enhance service efficiency, and elevate customer satisfaction with Dynamics 365 Customer Service

[Learn More](#)

Start your journey with Exigo Tech and embrace the power of the latest technologies.

**BEGIN NOW** ▶



CALL - 1300 EXIGOTECH (394 468) | Sales Connect - [sales@exigotech.com.au](mailto:sales@exigotech.com.au) | Find Us – [www.exigotech.co](http://www.exigotech.co)