NAVY-WIDE TOLL-FREE HELPLINE WITH
## INTERACTIVE VOICE RESPONSE SYSTEM (IVRS)

1.   In pursuance of 'S*teadfast in Support'* pillar of the '*SHIPS FIRST*' policy, a *Navy-wide toll-free helpline with IVRS* is being deployed to provide all personnel an additional avenue to address various 'personnel service' related issues. The deployment of a reliable response system in form of a Navy-wide helpline will instil confidence pan Navy and assure all personnel that their issues can be communicated and addressed in a time-bound manner.

2.   **Aim**.   The aim of this policy letter is to lay down broad guidelines for implementation of the *Navy-wide helpline with IVRS*.

3.   **Scope**. The scope of this platform is limited to matters related to 'personnel issues'. The platform can be utilised by serving personnel, veterans, widows and NoK.

4.   **Network Architecture**. The network architecture of the navy-wide helpline with IVRS is as depicted below: -
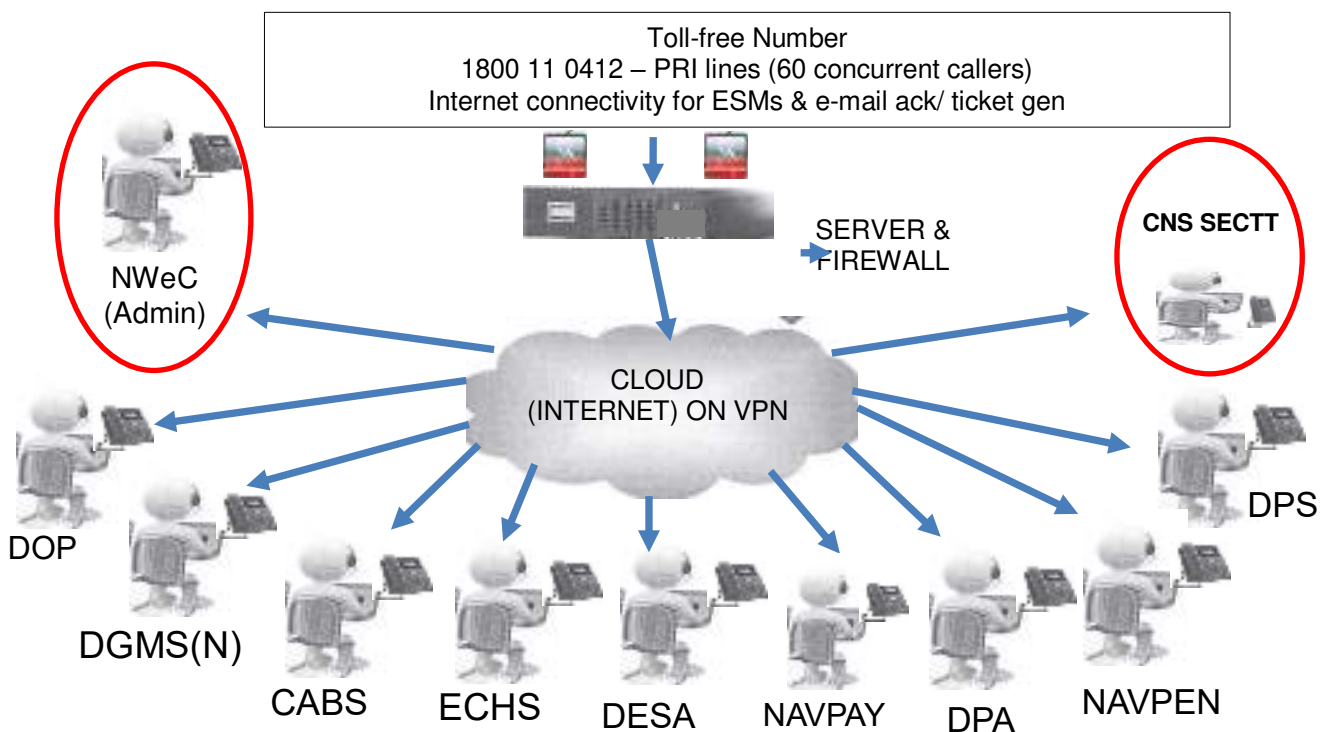
5.   **Workflow**.   The Workflow Chart for IVRS is placed at Enclosure.

6.   **Salient Features of the Single Navy-wide Helpline**. The salient features of the single toll-free Navy-wide helpline with IVRS number are as follows: -

(a)   **Efficient Call Routing**. The system has the ability to efficiently route 60 concurrent incoming calls to the concerned directorates/units or individuals based on user inputs to voice prompts.

(b)   **Accountability**. The system ensures automatic generation of unique tickets to calls through SMS and e-mail on registered mobile numbers and e-mail address to enable tracking and monitoring the issue till resolution.

(c)   **Scalability**. Based on the experience gained, the system can be scaled up at a later date to accommodate higher call volumes and user demand.

(d)   **Multilingual Support**. To cater for the Navy's diverse human capital, the system can support multiple languages. Selection of English and Hindi will be implemented for interaction on the IVRS in the initial phase.

(e)   **Customisable Prompts**. The system allows directorates/units to customise voice prompts and menu options, according to their specific needs and/or internal organisation and work processes.

(f)   **Accessibility and Caller Identification**. The system will integrate with backend systems/databases such as HR-CDF (for serving personnel) and VET-CDF (for retired personnel) to enable expeditious caller authentication and identification.

(g)   **Call Analytics and Reporting**. The system will provide data on call volumes, user interactions, call durations, and frequently accessed menu options.

(h)   **Fall Back Mechanism**. In case of system failure or connectivity issues, the system has an option to inform users about downtime and alternate options available to raise the query in the interim.

(j)   **User-Friendly Interface**. The system has an intuitive and user-friendly interface. This includes clear and concise voice prompts and easily navigable menu options.

(k)   **Accessibility**. Callers will be able to raise their queries or grievances from their registered mobile number in the naval records. Additionally, callers can raise their queries on email address ivrshelpdesk@helpline-indiannavy.in with personal details and the issues. The same would be further assigned to the appropriate personnel service providers by NWeC.

(l)   **Call Manager**. The call manager application is integrated with e-mail and SMS to communicate with callers. Interfacing it with a specific mobile-based app or WhatsApp will be reviewed at a later date.

(m)   **Ticket Management System**. The ticket management application can create tickets through calls, e-mail and SMS. It generates automated responses to callers, enables management of open tickets and ticket closure etc.

(n)   **Re-routing Tickets**. Although the IVR flow has been made considering the mandate of various personnel service providers, there would be occasions

when a caller chooses responses leading to a console not dealing with the particular subject. In such cases, the concerned directorate/unit is to log the ticket and transfer the issue/grievance to the IVRS admin (NWeC) for further sub-allocating to the concerned directorate/unit.

7.   **Processing within the Directorate/ Unit**. Each Directorate/unit is to draw up its own internal process to man the installed IVRS nodes, address tickets generated on the IVRS and monitor resolution of all issues received thereafter.

8.   **Escalation Matrix**.   The escalation matrix along with time datum and its auto escalation in case of delay in resolution or grievance is tabulated below: -

Ser	Escalation Level	Designation	Timeline for Escalation
(a)	Level 5	CNS	91st day onwards
(b)	Level 4	COP	75-90 days
(c)	Level 3	DGMS (N) / CPS	60-75 days
(d)	Level 2	ACOP (HRD)/ ACOP (AC)/ ADGMS (N)	30-60 days
(e)	Level 1	Directorate/Unit Head	15-30 days
(f)	Level 1	Capt/ Cdr	0-15 days

9.   **Summary**.   IVRS is a means to expedite and efficiently address queries/ grievances and has been implemented to enhance transparency/ faith in the system. Towards optimum efficacy of the system, it is recommended that all personnel may be sensitised to exercise prudence before registering an enquiry or grievance as each redressal requires investment of time and effort. Utilisation of existing in-service means must continue to be encouraged and emphasised through the divisional system/ chain of command at the unit level.

10.   **Review**. Based on the feedback received, this policy will be reviewed in Sep 24.

11.   It is requested that contents of this letter be disseminated to all units under your Command.

Sd/xxx