

# Contact Tracing & Proximity Tracking Solutions



The roadmap to recovery is paved with partners united in Contact Tracing

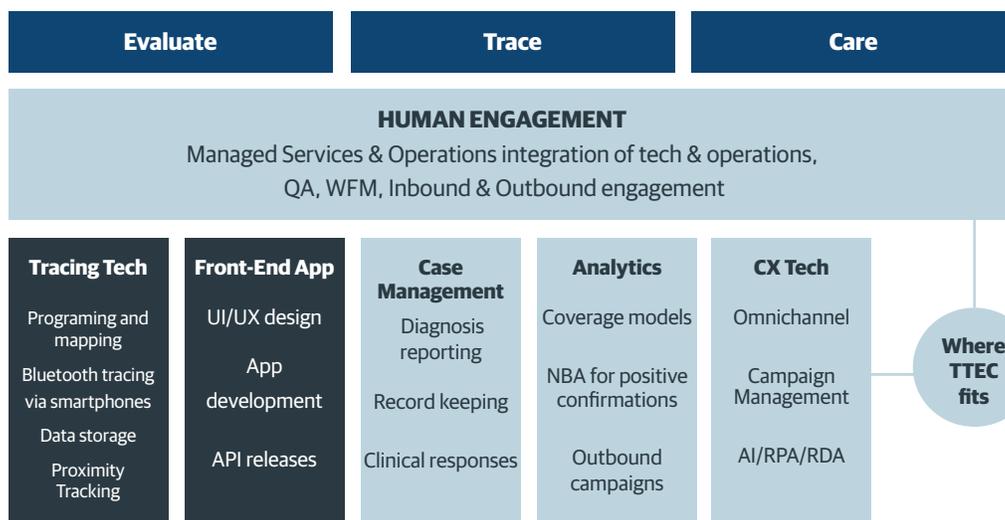
States are eager to re-open and get citizens back to work, but could risk new coronavirus cases. Public health leaders widely agree that communities need to ramp up capacity to test, trace and isolate<sup>1</sup>. Contact tracing programs have been successful in other nations such as South Korea, New Zealand and Germany, where daily cases have been on the decline.

Public officials are racing to hire and train tracers at clinical and non-clinical levels to stay ahead of the curve, calling for \$46B<sup>2</sup> in public health investments in order to safely re-open the economy.

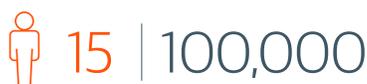
Historically, contact tracing has been a manual process, requiring tens of thousands of tracers in the U.S. alone. However, with automation governments can scale to meet today's guidelines. Hiring and training skilled tracers paired with secure technology allows for greater efficiencies.

TTEC, along with our partners, integrate the right people with the right technology to **evaluate**, **trace** and **care** for our citizens.

## Contact Tracing Framework



In non-emergency situations public health experts estimate that 15 workers for every 100,000 people are sufficient.



Now, with the COVID-19 pandemic, experts estimate 2x the workers per the same 100,000 population are needed.



## AddNOW + TrainNOW

Rapidly hire and onboard contact tracers from our broad and competitive candidate talent pool of 61k+. Implement safe and secure at-home operations in as little as 2 weeks.

Keep your contact tracers' skill up-to-date through asynchronous virtual learning - a combination of gamified content, micro-learning, podcasts and practical assessments, all administered, tracked and analyzed in the gamified learning platform.

## How Contact Tracing Works<sup>3</sup>:



1. Trained staff interview people who have been diagnosed with a contagious disease to figure out who they may have recently been in contact with.



2. Those people are notified, sometimes encouraged to quarantine themselves to prevent spreading the disease any further.

**"The technique is a "cornerstone" of preventative medicine."**

Dr. Laura Breeher, medical director of occupational health services at the Mayo Clinic.

<sup>1</sup> **test trace and isolate** Simmons-Duffin, S. (2020, May 7). States Nearly Doubled Plans For Contact Tracers Since NPR Surveyed Them 10 Days Ago. Retrieved from <https://www.npr.org/sections/health-shots/2020/04/28/846736937/we-asked-all-50-states-about-their-contact-tracing-capacity-heres-what-we-learned>

<sup>2</sup> **\$46B** Ordoñez, F. (2020, April 27). Ex-Officials Call For \$46 Billion For Tracing, Isolating In Next Coronavirus Package. Retrieved from <https://www.npr>

<sup>3</sup> **How Contact Tracing Works** Garza, A. de la. (2020, April 22). What Is Contact Tracing? How It Will Be Used for COVID-19. Retrieved from <https://time.com/5825140/what-is-contact-tracing-coronavirus/>

<sup>4</sup> **symptom onset** He, X., Lau, E. H. Y., Wu, P., Deng, X., Wang, J., Hao, X., ... Leung, G. M. (2020, April 15). Temporal dynamics in viral shedding and transmissibility of COVID-19. Retrieved from <https://www.nature.com/articles/s41591-020-0869-5>

## AutomateNOW

Enhance productivity through automation so employees can focus on caring for the most vulnerable citizens. Robotic process automation and desktop automation assist teams by handling simple repetitive tasks.

Through the COVID-19 Employee Safety and Business Continuity Tracker app, leaders are able to visualize the scope of exposure and the impact on operations. The customizable dashboard allows for more informed decision-making. The app can also be programmed to trigger actions such as conducting further analysis, creating tailored alerts and instructions, and sending reminders of safety measures.

## MessageNOW

Messaging allows your teams to reach the public on any device via the platforms they prefer, such as SMS, Facebook Messenger, WhatsApp, Apple Business Chat, and more.

Speed is required to make the most of contact tracing. Deflect call volumes with IVR and messaging, which enables contact tracers to handle 4x interactions concurrently.

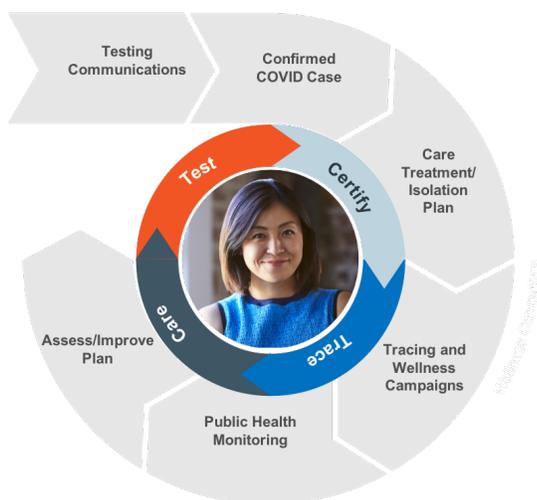
## ManageNOW

We bring people, process, and technology together to make effective contact tracing achievable.

Citizens are assured a cohesive experience with a technology-enabled at-home workforce and operations can be scaled up or down based on current demands.

## Partnering to deliver a holistic citizen experience

- +Monitor public health
- +Communicate and engage
- +Care and support



**“These calls can be complicated; and it’s important to make sure that folks have the tools and the training that they need to be able to handle them well.”**

Emily Gurley, infection disease epidemiologist, Johns Hopkins Center for Global Health the Bloomberg School

Contact tracing will be most effective in flattening the curve if implemented immediately, especially with a highly infectious virus that peaks on or before symptom onset<sup>4</sup>. The faster agencies can understand and contain the spread, the better positioned they will be to make the right choices for their citizens.

**Contact Us** [cx@ttec.com](mailto:cx@ttec.com)

Watch digitally driven citizen engagement in action: [www.ttec.com/resources/demos-videos/digitally-driven-citizen-engagement](http://www.ttec.com/resources/demos-videos/digitally-driven-citizen-engagement)

## About us

TTEC Holdings, Inc. (NASDAQ: TTEC) is a leading global customer experience technology and services company focused on the design, implementation and delivery of transformative customer experience for many of the world’s most iconic and disruptive brands. TTEC Digital delivers outcome-based, human-centric, tech-enabled, insight-driven customer experience solutions. TTEC Engage operates customer acquisition, care, fraud prevention and detection, and content moderation services. These two offerings combined deliver flexible and extensible customer experience solutions at scale. Founded in 1982, the Company’s 48,700 employees operate on six continents across the globe and live by a set of customer-focused values that guide relationships with clients, their customers and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit [www.ttec.com](http://www.ttec.com).