

**REPORT ON BRASTORNE CONTACT CENTRE SOLUTIONS  
(BRASTECH) IVR-BASED CAMPAIGN FOR THE BOTSWANA  
RED CROSS SOCIETY (BRCS)**

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## INTRODUCTION

This report focuses on the campaign conducted by Brastorne Contact Centre Solutions (Brastech) on behalf of the Botswana Red Cross Society (BRCS) in collaboration with the Ministry of Health and Wellness, the United Nations Children's Fund, and USAID. The purpose of the campaign was to disseminate health information to the underserved communities in Botswana by use of the integrated Voice Recording (IVR) and Robodialer system. The campaign targeted low-income communities who may not have access to smartphones nor access to internet and mobile data to access the information through other platforms. The campaign began in March 2024 and ended in May 2024. The objectives, aims, how the IVR and Robodialer systems were implemented, and the campaign success metrics are included for a comprehensive view.

### Objectives of the Campaign

1. To create a comprehensive channel for health information dissemination and messaging distribution via Robo-dialer and IVR-based and coordinated by Brastorne Contact Centre Solutions (Brastech) for the Botswana Red Cross Society (BRCS).
2. To empower individuals with knowledge to make informed decisions about their health and well-being by leveraging technology and strategic communication.
3. Deliver health information messaging to underserved communities at minimum or no cost.

### Aim of the Campaign

- To disseminate crucial information on the following issues to the entire Botswana community, targeting underserved communities through Robo-dialer and robust IVR system accessible in English covering the topics below. The messages were categorized and distributed weekly.

**Week 1:** Cholera

**Week 2:** Measles

**Week 3:** Rotavirus

**Week 4:** Pneumococcal

**Week 5:** Polio

**Week 6:** Cardiovascular

**Week 7:** Tips on how to feed your baby

**Week 8:** Mental health

**Week 9:** HIV

## METHODOLOGY

### User Journey for Robodialer

The Robodialer system initiated outbound calls to users' phone numbers. Then, when a user answers the call, a pre-recorded health message is automatically played delivering the relevant message of the topic for the week. For calls that were not answered, if the user had a message box set up with their mobile service provider, the message would be recorded in their voice mail for play-back. In an event where a user does not have an active mailbox, the user had an option of calling back and listen to the IVR recording.

### Targeted demographic

The campaign targeted community members of all ages, male and female from the ages of twenty-two (22) years and above. The campaign targeted a database of 626,353 users.

### Integration of Robodialer with IVR

The Robodialer campaign was designed to complement the existing IVR system. Both channels operated concurrently, providing users with multiple avenues to access health information. After receiving a Robodialer message, users had the option to call the IVR on 16200 at any time to listen to all messages or select specific topics of interest. The messages were delivered directly to individuals through Robodialer automated services via the contact center.

The cost per call for users was P0.79t per minute approximately P0.86t cheaper than the standard peak rate (P1.65) on the Orange network and P0.53t cheaper than the standard peak rate (P1.32) of the Mascom Botswana standard rate.

During the course of the campaign, 31,317 inbound calls were initiated by users calling into the IVR to listen to messages.

## Target User Sensitization

To alert users, the campaign was advertised on the Brastech social media platform and Botswana Red Cross Society complemented the advertising on their social media platforms to expand and to maximize reach. The advert design was designed in collaboration with Botswana Red Cross Society representatives and was approved prior to flying on the social media platforms.

Below is the artwork which was utilized for advertising the campaign.



  
 REPUBLIC OF BOTSWANA  
 Ministry of Health

**CHILD AND YOUTH HEALTH INFORMATION CENTER**

# PROMOTING HEALTHIER AND SAFER COMMUNITIES

FOR 24-HOUR ACCESS TO COMMUNITY HEALTH AWARENESS INFORMATION CALL  
THE SERVICES LINE AT:

 **16200**

**AVAILABLE INFORMATION INCLUDES**

**COVID-19, HIV, MENTAL HEALTH, CHOLERA, POLIO, CHILD CARE, PNEUMOCOCCAL DISEASE,  
CARDIOVASCULAR DISEASES AND ROUTINE IMMUNIZATION**

CALL 16200 FROM ORANGE, MASCOM AND BTC LANDLINE (CALL CHARGE: P0.79 PER MINUTE ON ORANGE AND MASCOM)

PLEASE EXPECT A CALL FROM AN AUTO-RECORDED MESSAGE.

PROJECT SUCCESS METRICS

Table 1: Weekly Call statistics

Weeks	Call Made	Call answered	Not answered	Completed calls	Not Completed
Week 1	67302	48356	18946	27089	21267
Week 2	85736	40981	44755	20673	19308
Week 3	50001	29941	20060	17321	12620
Week 4	57198	35605	21593	23811	11794
Week 5	71254	47023	24231	25861	21162
Week 6	80023	39495	40528	27319	12176
Week 7	67819	41724	26095	30009	11715
Week 8	74927	52159	22768	31987	20172
Week 9	72093	37561	34532	19754	17087
TOTAL	626353	372842	253508	223824	147301

SUMMARISED PROJECT CALL STATISTICS

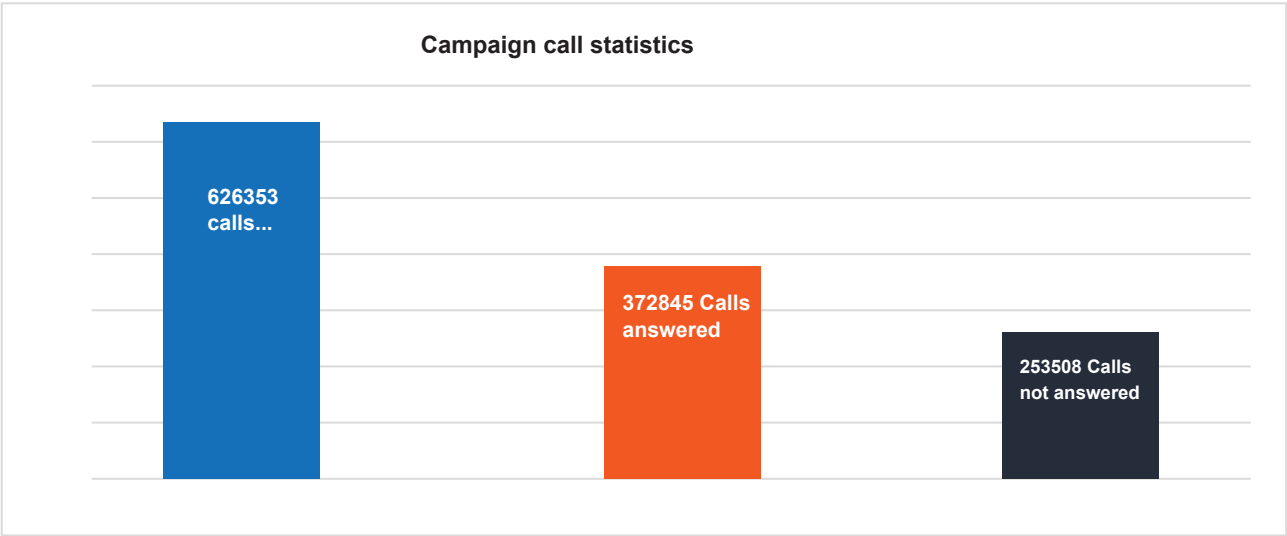


Figure 1: Number of calls made vs those answered and unanswered

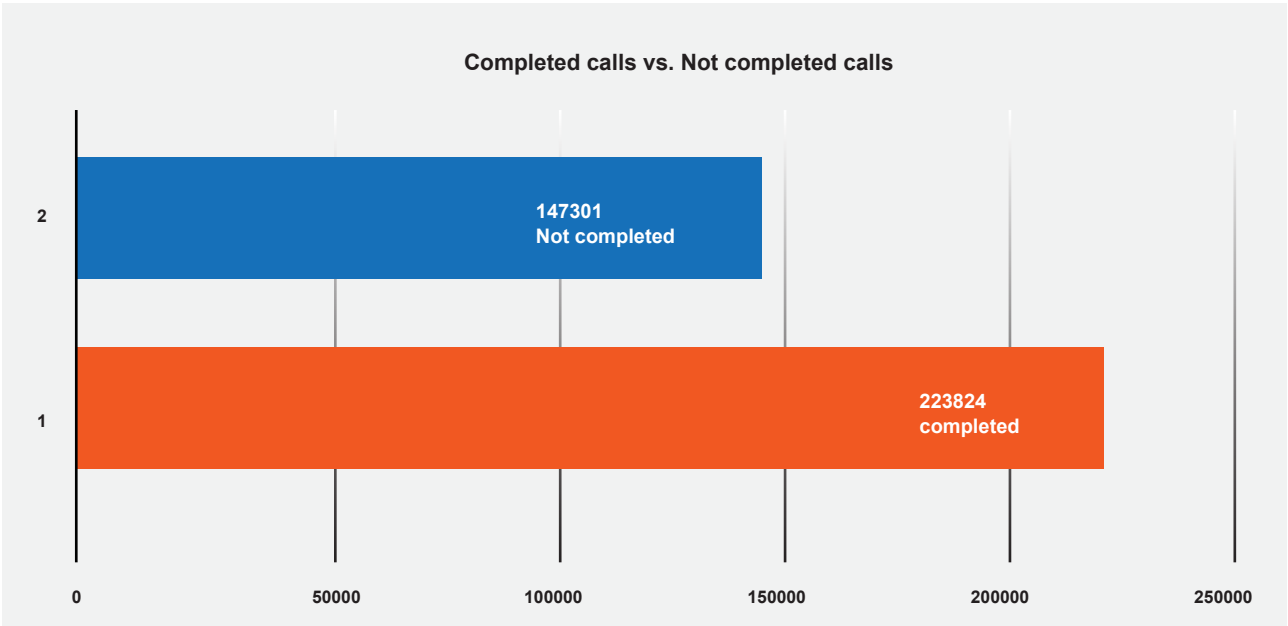


Figure 2: Completed calls vs. Not completed calls





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