



# SUICIDE PREVENTION THROUGH CCaaS

Published on January 2024

The National Center for Mental Health (NCMH) is intimately aware that accessible mental health support can be the difference between life and death. In fact, even before the pandemic gave rise to increased suicide attempts and mental health problems, NCMH launched their 24/7 Crisis Hotline in May 2019.

This hotline aimed to prevent Filipinos from committing suicide and direct those in need to mental health professionals and facilities. Shortly after their hotline was opened, however, the NCMH was overwhelmed by calls for help.

**“Back then, we [only] had two numbers and one cellphone. We were doing it manually. We had no way of [doing] checks and balances. It came to a point when we could not control the number of calls anymore. That’s when we decided that we needed to level up.”**

*Dr. Bernard B. Argamosa,  
Medical Specialist III,  
24/7 Crisis Hotline Founding Program Director,  
National Center for Mental Health*

To meet this massive demand, NCMH relied on their expert technology partner, ePLDT, for a solution. **ePLDT delivered with their cloud-based, Contact Center as a Service (CCaaS).**

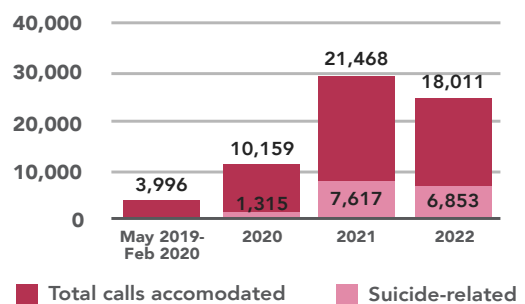
**ePLDT’s CCaaS is a cloud-based contact center platform that is supported by Salesforce, a Customer Relationship Management system, and hosted in ePLDT’s local data center.** It provides an efficient, call center-like system that

can service 15 calls at a time while monitoring, tracking, and consolidating caller information.

Once integrated into their hotline, the NCMH had access to the **CCaaS’s automatic call distribution feature to manage inbound calls and outbound calling features for their call out and call back processes.** Additionally, the CCaaS came with a call center management portal as well as reportorial and audit tools, including connections to email, SMS, and social media for monitoring customer satisfaction.

These combined features empowered NCMH to meet their audit requirements, improve their hotline response through caller feedback, and most importantly, handle significantly more calls. Case in point, prior to the CCaaS deployment, the NCMH crisis hotline only accommodated 3,996 calls from May 2019 until February 2020. For the remainder of 2020, it handled 10,159 calls and in 2022 alone, it handled 18,011 calls.

**CRISIS HOTLINE CALLS ACCOMMODATED  
(2019 to 2022)**



Are you ready to start your own digital success story? Visit <https://www.epldt.com/> to view our Multi-Cloud and Data Center solutions.