



Wednesday, 18 January 2017.

## **NEWS RELEASE**

### **One-Millionth Customer Served *Tobago's 211 Call Centre lauded a success***

The success of the Tobago House of Assembly's 211 Call Centre was put in the limelight during a ceremony at the Victor E. Bruce Financial Complex yesterday, held in recognition of the one-millionth customer served.

The call centre is operated under the purview of the THA's Division of Finance and Enterprise Development (DFED) and is administered by Tobago Information Technology Limited (TITL). Established in 2008, the 211 Contact Centre provides members of the public with easy access to real time information on Tobago by calling the toll free telephone number – 211.

Making the one-millionth call was regular customer, Catherine Trim, who was given a plaque to commemorate the event. Trim gave her views on the 211 service, "I'm honoured to receive this award, but the true honour should be given to those who make the 211 Call Centre possible. The agents are always courteous, competent and provide accurate information. As Tobagonians, we should be thankful for this service and I look forward to seeing how they will make it even better in future."

Assemblyman Joel Jack, Secretary of the DFED, spoke at the ceremony and explained that the 211 Call Centre embodies the THA's commitment to enhance access to quality services to residents of, and visitors to Tobago, with a view to bringing the government closer to the people.

"I would like to begin by giving a hearty round of applause to the management, staff and all stakeholders of the 211 Call Centre for their tireless work that led to this milestone of serving the needs of one million callers. You have used home-grown talent in becoming a beacon for customer service and an example to all of Tobago. In fact, I have used this service on more than one occasion and I was very pleased with the results," Assemblyman Jack emphasised.

Since inception, the service has continuously expanded its capacity to answer to the diverse needs of the people of Tobago. Among its many facets, the 211 Call Centre provides 24-7 access to the emergency service providers on the island, electoral information in partnership with the Elections and Boundaries Commission and an Emergency Messaging System (EMS) that informs residents and visitors of any emergency situation via text messaging alerts on their mobile phones. It was noted that this EMS service proved invaluable in mitigating the effects of Hurricane Tomas in 2010.

In 2012, the 211 Call Centre launched the Emergency Medical Alert System, which provides senior citizens, individuals living with disabilities and other at-risk persons with direct contact to the emergency services providers in Tobago.

211 Call Centre agents are trained to provide information on a myriad of topics including health, agriculture, housing, the Tobago Jazz Experience and Tobago Fashion Week just to name a few. They are also certified to receive calls and deal with critical topics such as domestic violence, various diseases, crisis intervention and even sightings of the Lion Fish.

Speaking about her experience as an agent was Moesha Bruce, who answered the benchmark one-millionth call, “We face challenges on a daily basis, including dealing with different personalities, but like my fellow agents, we truly enjoy our job. We are well supported by the DFED and TITL and they also recognise our efforts as shown by events like this. There is an unexplainable feeling of fulfilment that comes with helping people, especially in emergency situations. Because of the training we get, we are also growing with the organisation as we aim to provide higher and higher levels of service.”

The Secretary of the DFED, Joel Jack left the attendees of the ceremony with these sentiments, “We at the Division of Finance and Enterprise Development are proud of this exceptional team for developing impeccable product offerings whilst delivering a highly professional service. In support of your proven capacity and commitment, we will continue to provide the necessary resources for the organisation to evolve to meet the developing demands of the service industry.”

#### **PHOTO CAPTIONS**

**211Pic1:** Assemblyman Joel Jack, Secretary of the Division of Finance and Enterprise Development, presents Catherine Trim with an award for being the 211 Call Centre’s one-millionth customer served.

**211Pic2:** Sharing in this proud moment at the 211 Call Centre recognition ceremony were (from left), Phil Edwards, CEO of Tobago Information Technology Limited; Moesha Bruce, 211 Call Centre Agent; one-millionth customer, Catherine Trim; and Robert Bobb, Director on the Board of TITL.