

Client



Problems

Planned Parenthood needed the technology to effectively communicate their young clientele way they do—texting on their mobile phones .

Project Gestalt Scope

- > Project management
- > Integration testing
- > Support during pilot project

Technologies

- > LivePerson
- > MobileCommons
- > MySQL

Solution

Planned Parenthood Federation of America created a text and chat “hotline” for teens to send in their sexual health questions. Call center agents provide real-time feedback and advice, and in some cases, can direct the teens to local health clinics near them. By providing the immediacy of chat with the anonymity of text messaging, Planned Parenthood can give teens vital information about an embarrassing subject in a way that’s convenient for them.

Planned Parenthood needed project management and integration experience during the process of selecting and contracting with chat/text software providers, uploading questions and answers into the software, installing and configuring the software for use by the call center agents, coordinating testing and acceptance, and supporting pilot operations.

The Planned Parenthood team selected leading vendors in the chat and text space and worked with them to pilot a solution integrating their products. LivePerson is best known for their chat platform, which lets companies chat in real time with visitors on their websites. Mobile Commons, leaders in the text space, integrated their text software with LivePerson, so agents can chat with people on their mobile phones.

Today, anyone with an Internet connection or a mobile phone can connect with live agents and get accurate answers.

