Helping People in Need

Helplines are on the front lines of responding to children and adults in crisis. With well-publicized short-code telephone numbers (similar to 911 in the United States), helplines in more than 140 countries are taking urgent phone calls about those suffering from violence, abuse, neglect, mental health challenges, and other serious concerns.
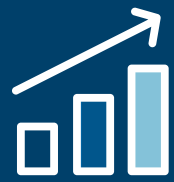
The initial challenge: Globally, child helplines receive more than 30 million calls annually, and those helplines are struggling to fully meet the needs of children in crisis. Millions of phone calls go unanswered. And most helplines face challenges from outdated technology and limited channels of communication – relying almost solely on voice calls. However, **more people – *especially children* – increasingly use social media and text messaging as their primary means of communication.** Today's young people often feel more comfortable discussing serious or delicate issues on text or chat functions, instead of a voice call. What's needed is a modern cloud-based contact center that makes it possible to both connect with children on the platforms they use, as well as improve the productivity of human counselors.

CLOUD BASED   **MULTI PLATFORM**   **INCREASED REACH**

Co-Creating the Next Generation of Helpline Contact Centers

To address these needs, Tech Matters developed Aselo™, an open-source, cloud-based contact center platform. Aselo was created in partnership with Child Helpline International (CHI) and its more than 160 members in nearly 140 countries. Ten national child helplines representing the diverse global membership tested each new prototype release, resulting in a child-ready platform that launched in early 2021. CHI's membership saw a real benefit in joining together to build an innovative common platform, rather than having each helpline pay for individual tech solutions.

Aselo's Design

- Provides a completely integrated modern contact center system for children and adults to reach counselors through phone, SMS, webchat, Facebook Messenger, WhatsApp, Twitter, and Instagram.
- Is cloud-based, making remote work by counselors possible.
- Is customizable to address the needs and languages of individual helplines.
- Includes optional and configurable chatbots to facilitate queue routing, data collection, and automated post-conversation feedback surveys.
- Offers optional case management workflows to assist counselors and supervisors with follow-up and case tracking.
- Supports real-time conversation monitoring and after-the-fact quality assessment tools for supervisors.
- Provides extensive contact center reports and dashboards for managing operations and analyzing trends.
- For child helplines, implements the CHI unified data framework, allowing easy data aggregation across countries, providing powerful tools for advocacy for children and laying the groundwork for greater use of evidence-based practices.

> "We envision that the global child helpline movement will be able to serve 100 million children annually – more than triple the number of children we currently support each year – without significant increases in costs for individual child helplines. And Aselo's design offers new opportunities to understand and advocate for the needs of children. This innovation advances the entire field."
>
> *Jeroo Billimoria*, *founder, Child Helpline International and Childline India Foundation.*
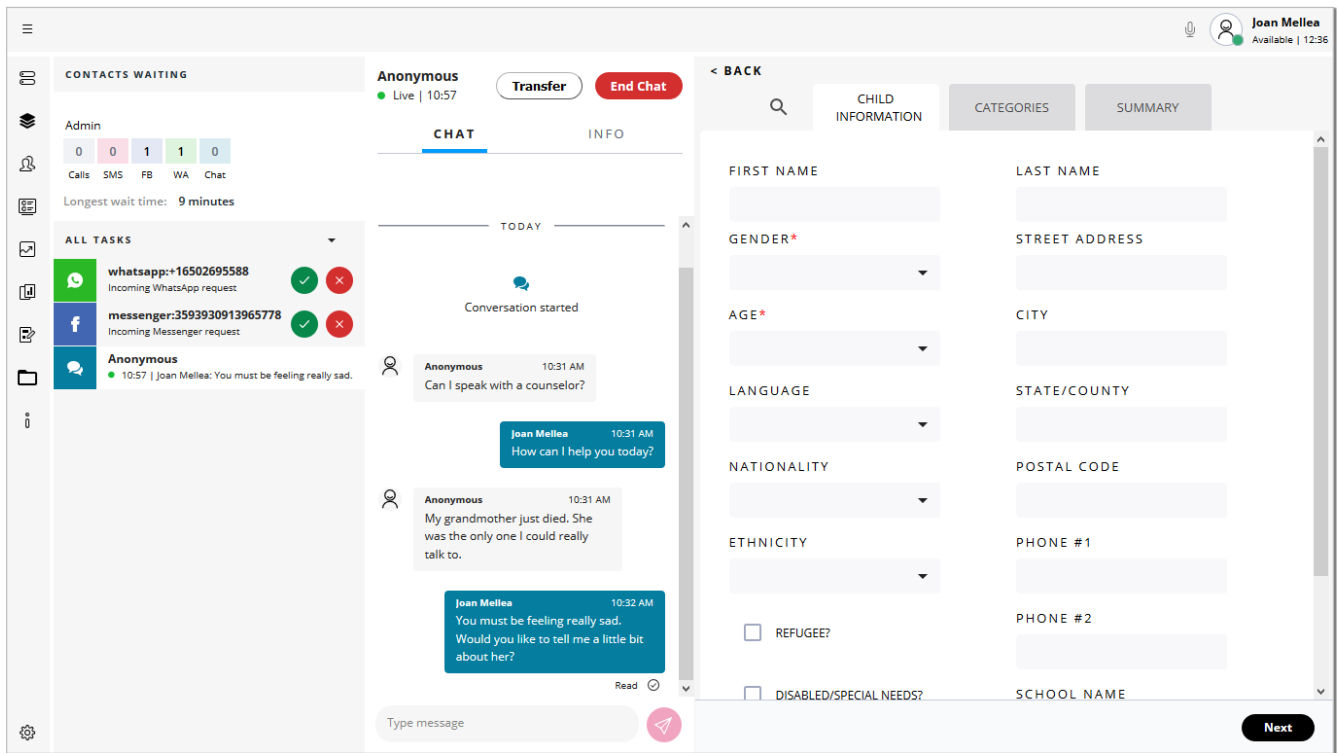
How Aselo Works

- Uses a single-screen, browser-based interface, integrating multiple communications channels simultaneously and enabling counselors to help more contacts at once.
- Supports the privacy and security of data about people in need as a central requirement. All data collected belongs to the individual helpline (not Tech Matters).
- Enlists a community-based and modular design process, addressing the top priorities of helpline users with new (and free) features added to Aselo several times a year.
- Uses a cloud infrastructure, which Tech Matters will operate for most helplines adopting Aselo.
- Is open-source, allowing helplines to freely improve, adapt, and operate the platform using their own or hired technologists if they prefer.
- Runs on Amazon Web Services and the Twilio Flex programmable contact center platform, which integrates well with existing telecom operators and social media companies.
- Is supported by a suite of software implementation services, such as customization, training, technical support, and larger partnership efforts across multiple helplines.
- Is designed and operated by a nonprofit team wholly focused on its mission of making helplines more effective, not on commercial objectives.

Our Supporters

Aselo was initiated with One Family Foundation; other major supporters include: Child Helpline International, the End Violence Fund, Twilio.org, Schmidt Futures, Meta, Okta, and the Jenesis Group.

Let's Connect

Do you want to know more about this initiative and how you or your organization might use – or support – Aselo and its applications? Whether you're the Executive Director/CEO, a board member or a counselor at a helpline, an organization that works to fund or support a social issue, or a tech person with a desire to apply your talents to the tech for good field, we'd love to talk with you. Contact us at **contact@aselo.org** or visit **Aselo.org**.

TECH MATTERS
POWERING SYSTEMS CHANGE

https://techmatters.org

About Tech Matters

Tech Matters is a Silicon Valley-based nonprofit with a mission to bring the benefits of technology to all of humanity, not just the richest 5%. Since the social sector is often decades behind in applying tech for good, Tech Matters works hand-in-hand with social change visionaries to build tech solutions needed for real systems change, to create large-scale, positive impact. Tech Matters is staffed by tech experts with a passion for social justice and a commitment to further positive social change.

You can find us at TechMatters.org, and follow us on Twitter, Facebook, and LinkedIn.