Avaya’s global team continues to put our experience and expertise to work in finding ways to help organizations navigate through the COVID-19 pandemic. Whether you are planning to implement a contact tracing program, or are already doing so, learning from others’ experience can enhance the success of your program. The following five recommendations can help you jumpstart your contact tracing program.

1. **Get Started Now**
   - Economies across the globe are beginning to reopen, employees are returning to the office and students will soon be back on campuses bringing additional challenges. It’s critical for governmental agencies, healthcare organizations, educational institutions and corporations to initiate contact tracing programs to help ensure the health and well-being of their constituents, patients, students and employees. Don’t wait for the next wave; get started now so you’re ready.

2. **Use Automation to Quickly Connect with Contacts**
   - Jump start your program using automation. Quickly build contact tracing heat maps by reaching out to affected individuals using automated outbound notifications in the form of voice, bidirectional text messaging, virtual agent interactions, email or a combination of all.

3. **Automation and Manual Contact Tracing is Most Effective**
   - Automation is an excellent first step but automation alone will not enable you to achieve your full objective. The key is to supplement automation with proven manual contact tracing activities. Thorough, compassionate, detective-like work conducted by your staff will help you deliver the kind of support needed to help affected individuals and their close contacts.

4. **Prioritize Training and Knowledge**
   - As you rapidly put in all the pieces of your contact tracing program, don’t forget about training. Properly training your front-end tracers will help you reach more contacts, gather better data and deliver better contact outcome. Artificial intelligence can help make your tracers more intelligent when they speak with affected individuals by surfacing screen pops, scripts, advice and other knowledge based on words and phrases spoken by patients and contacts.

5. **Commit to Continuous Improvement**
   - Effective contact tracing is a continuous process where you’re always engaging, collecting, measuring and looking for ways to improve contact interactions and your overall program. Real-time reporting provides an hour-to-minute cognizant. Review and evaluate individual contact interactions to help ensure your tracers are meeting expectations as they speak with contacts. Post interaction surveys are an excellent vehicle to gather contact feedback on their engagement. All these insights can be used to help maximize performance and efficiency.

Learn more
Every organization has different challenges and goals. Look for a partner that has the industry leadership, experience and commitment to help you realize your contact tracing objective.  

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