

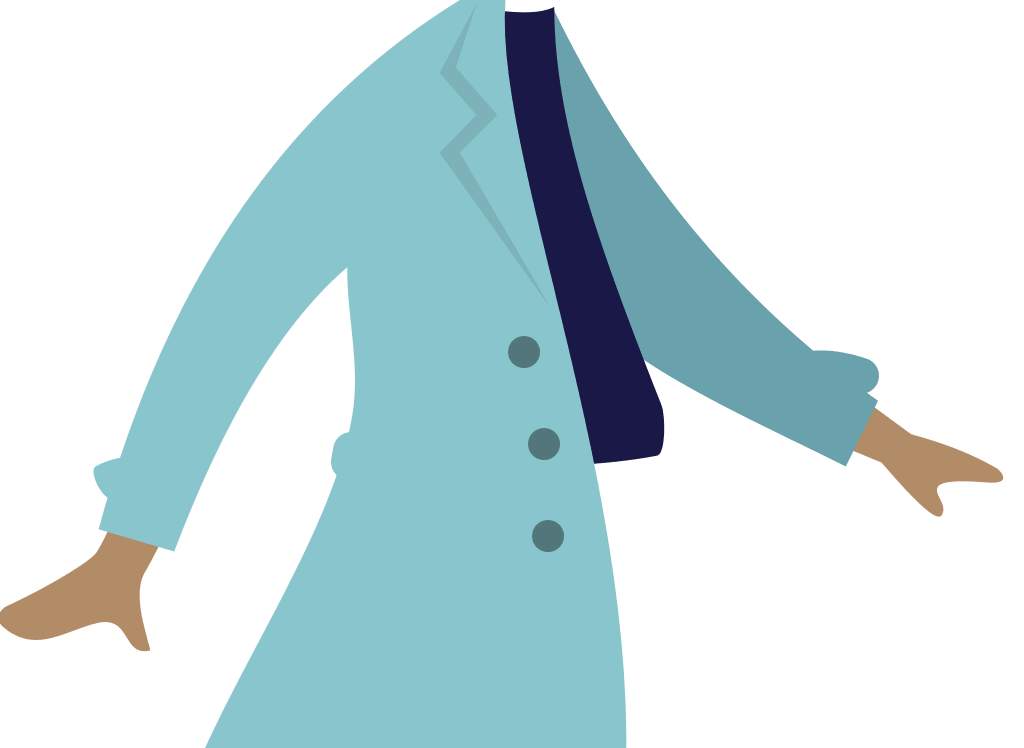
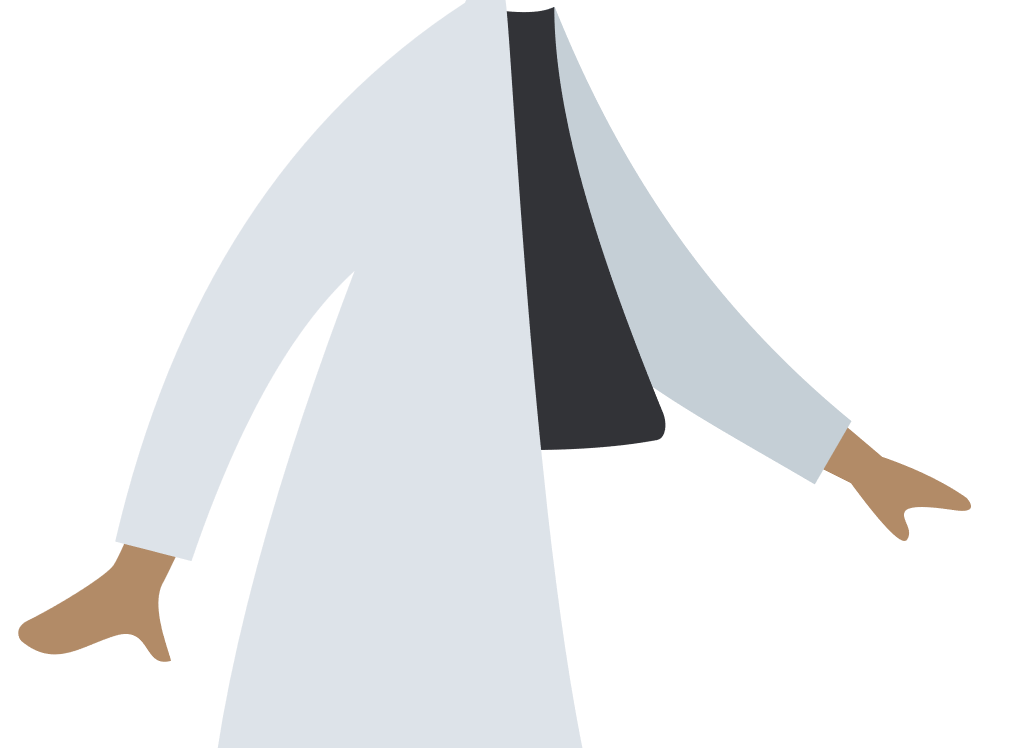
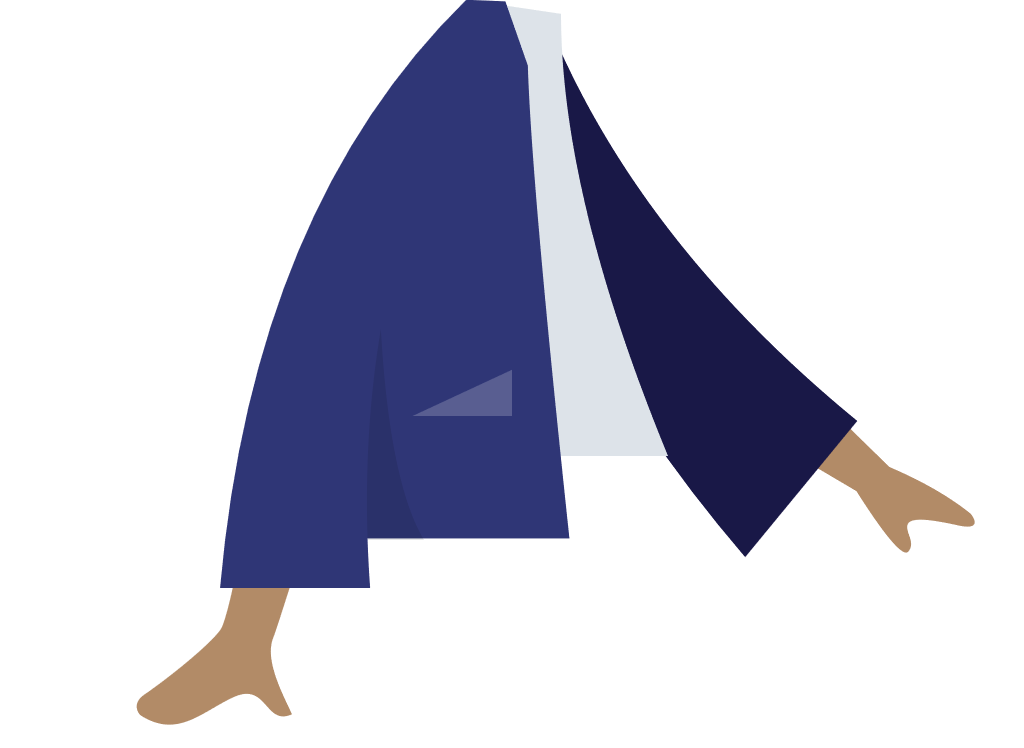
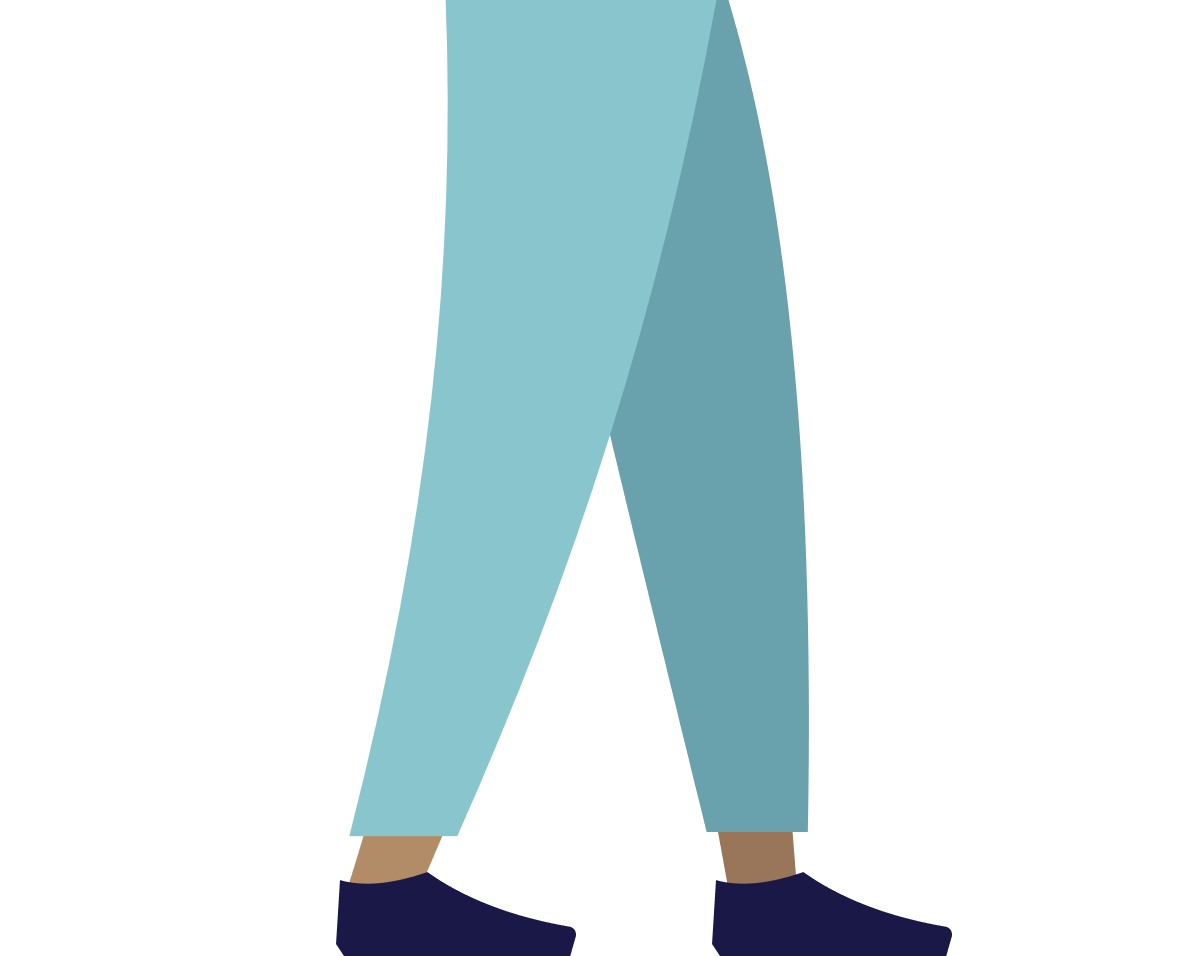
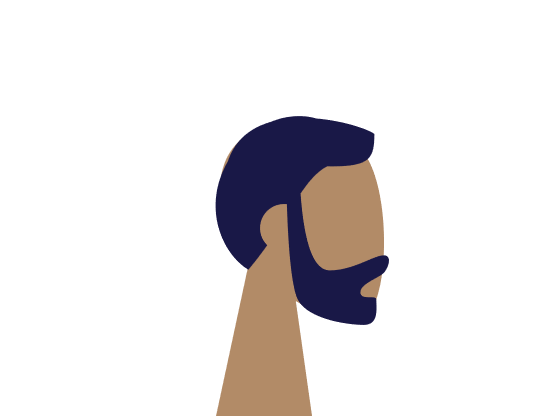
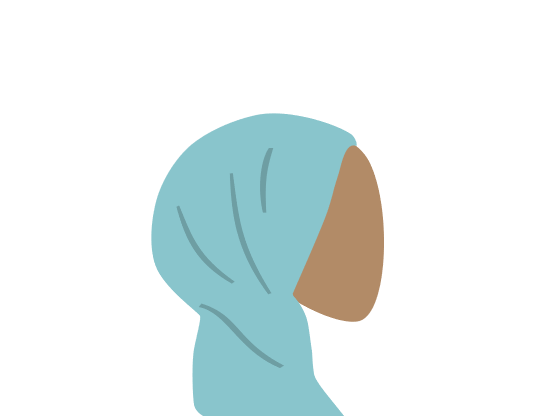
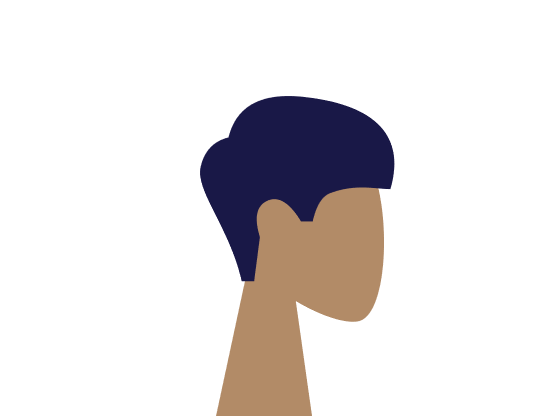
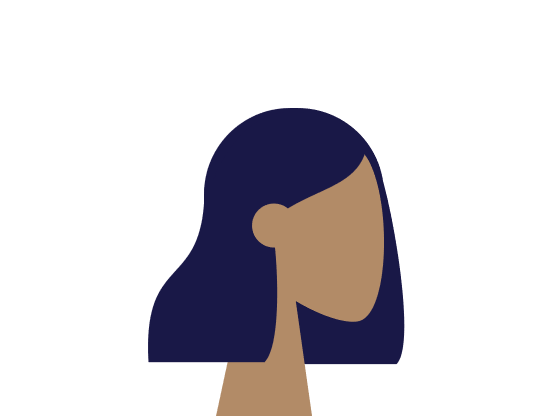
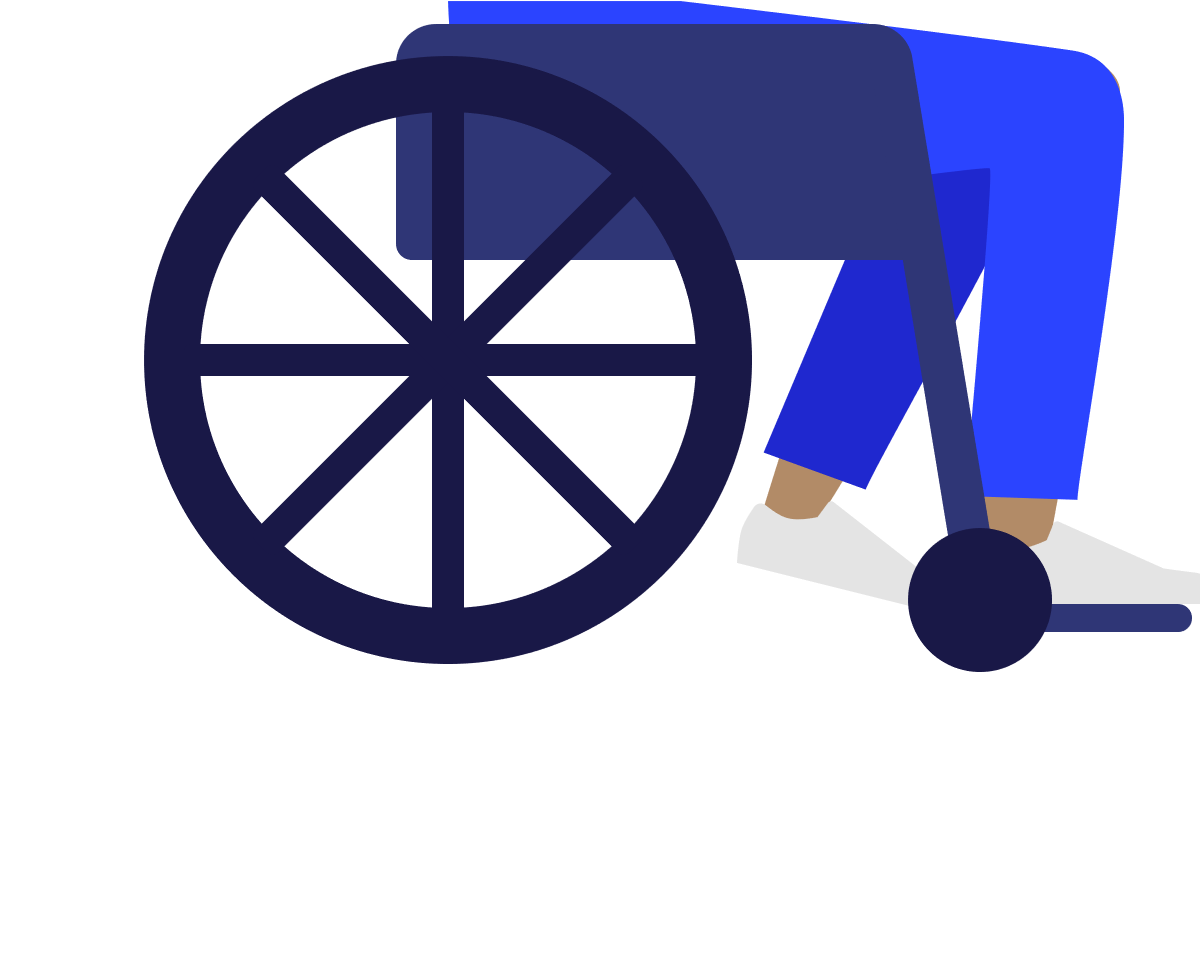
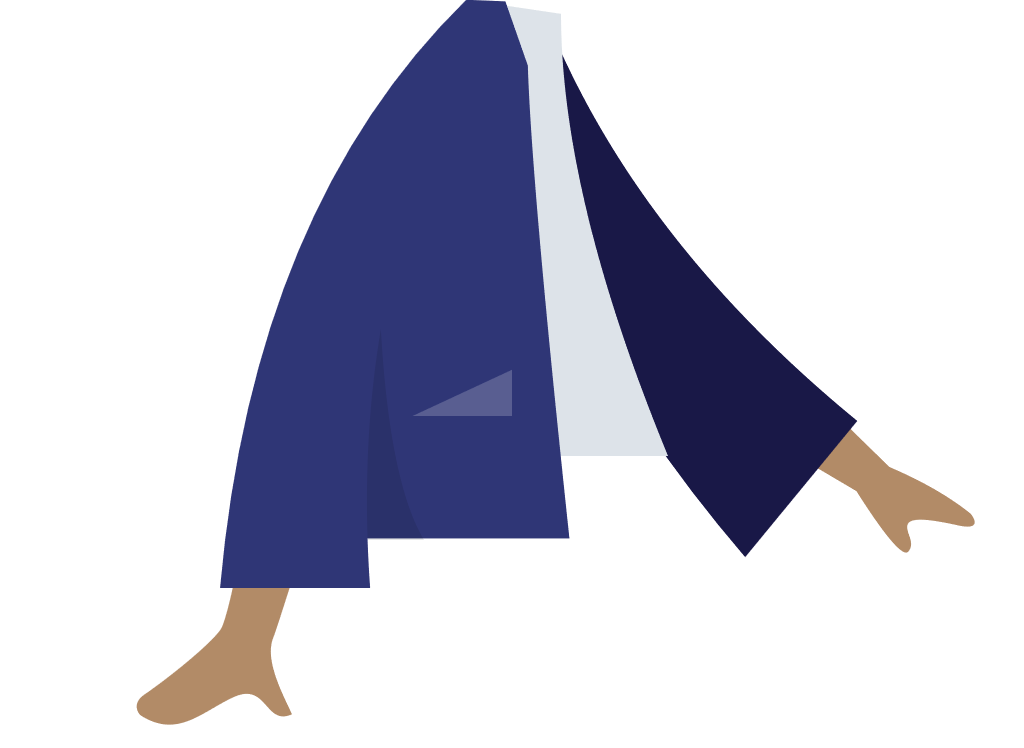
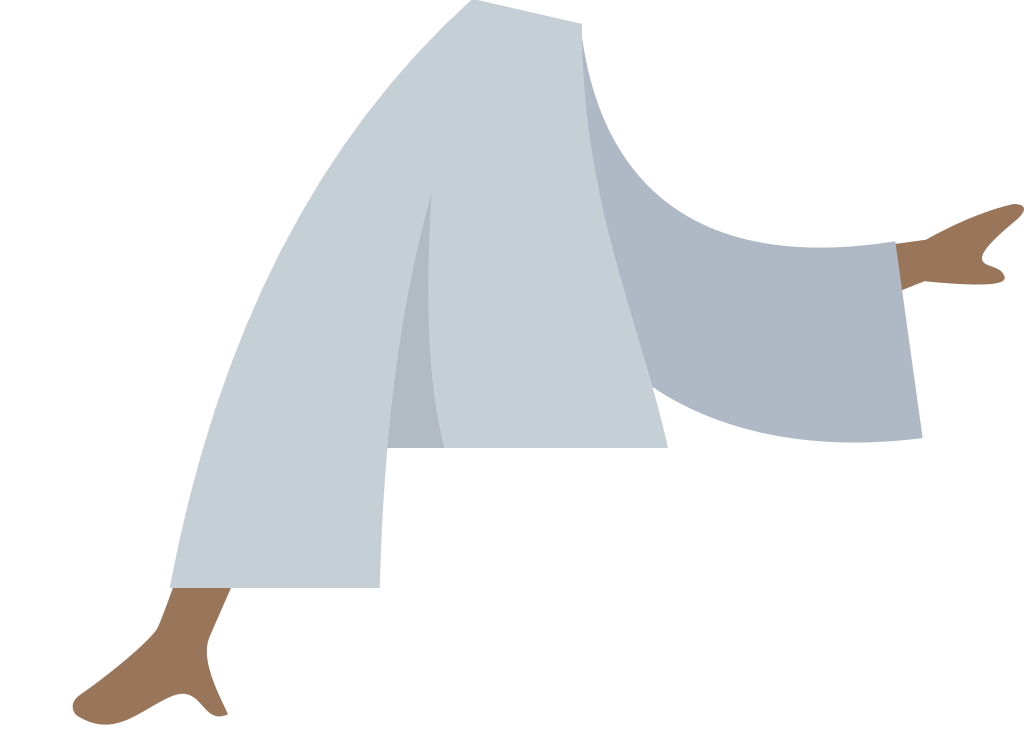
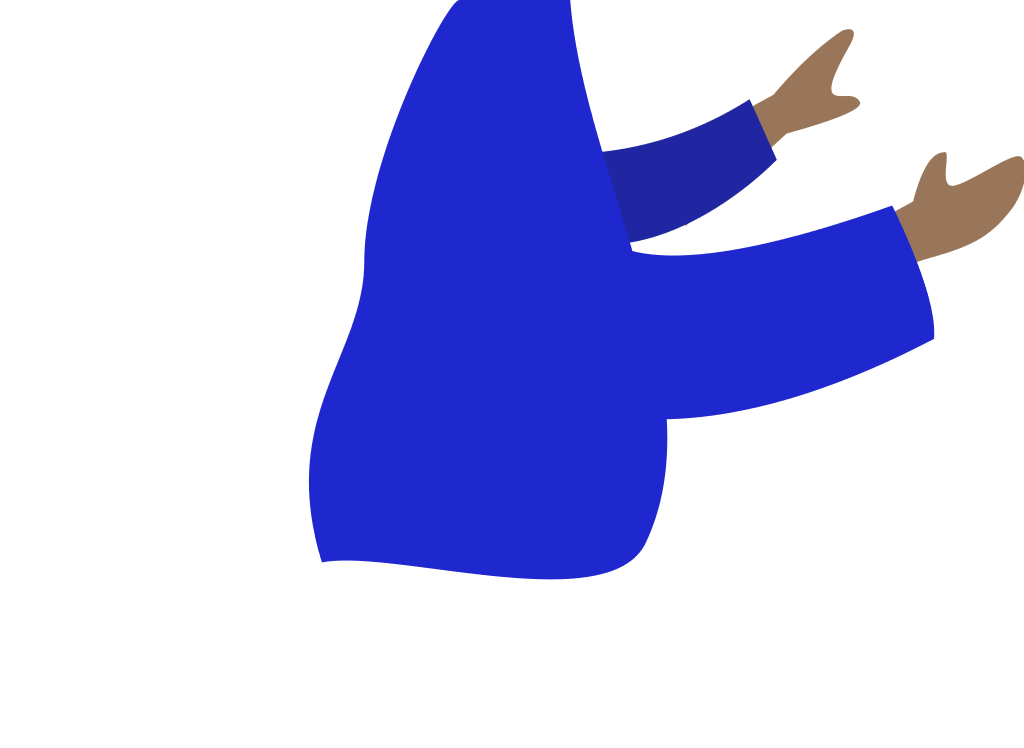
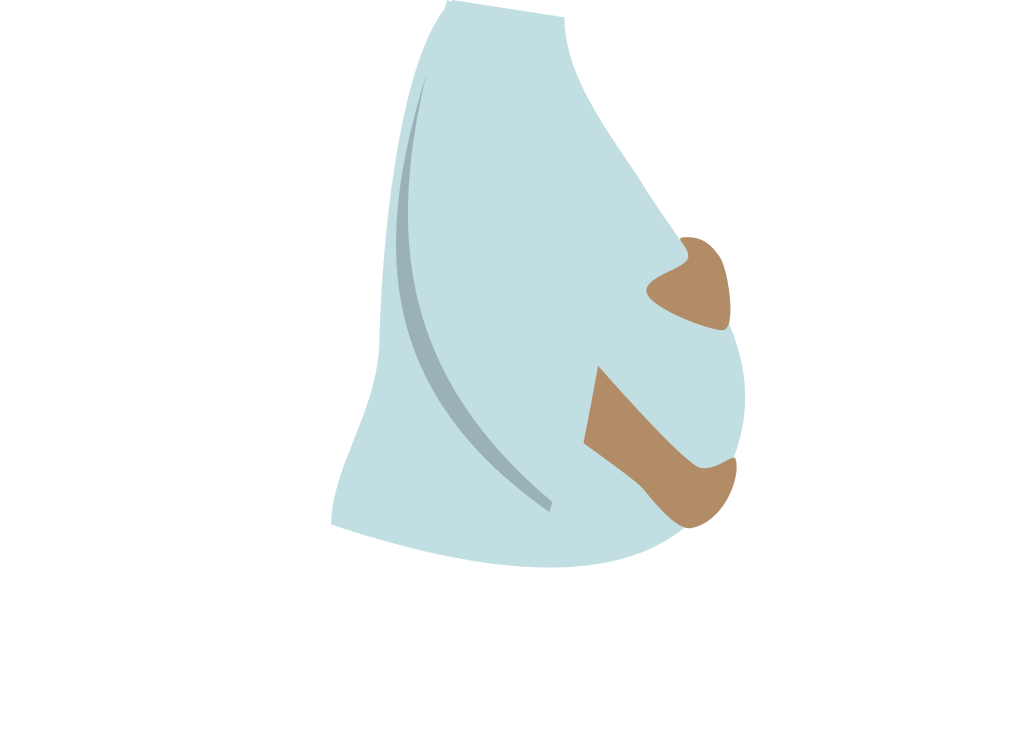
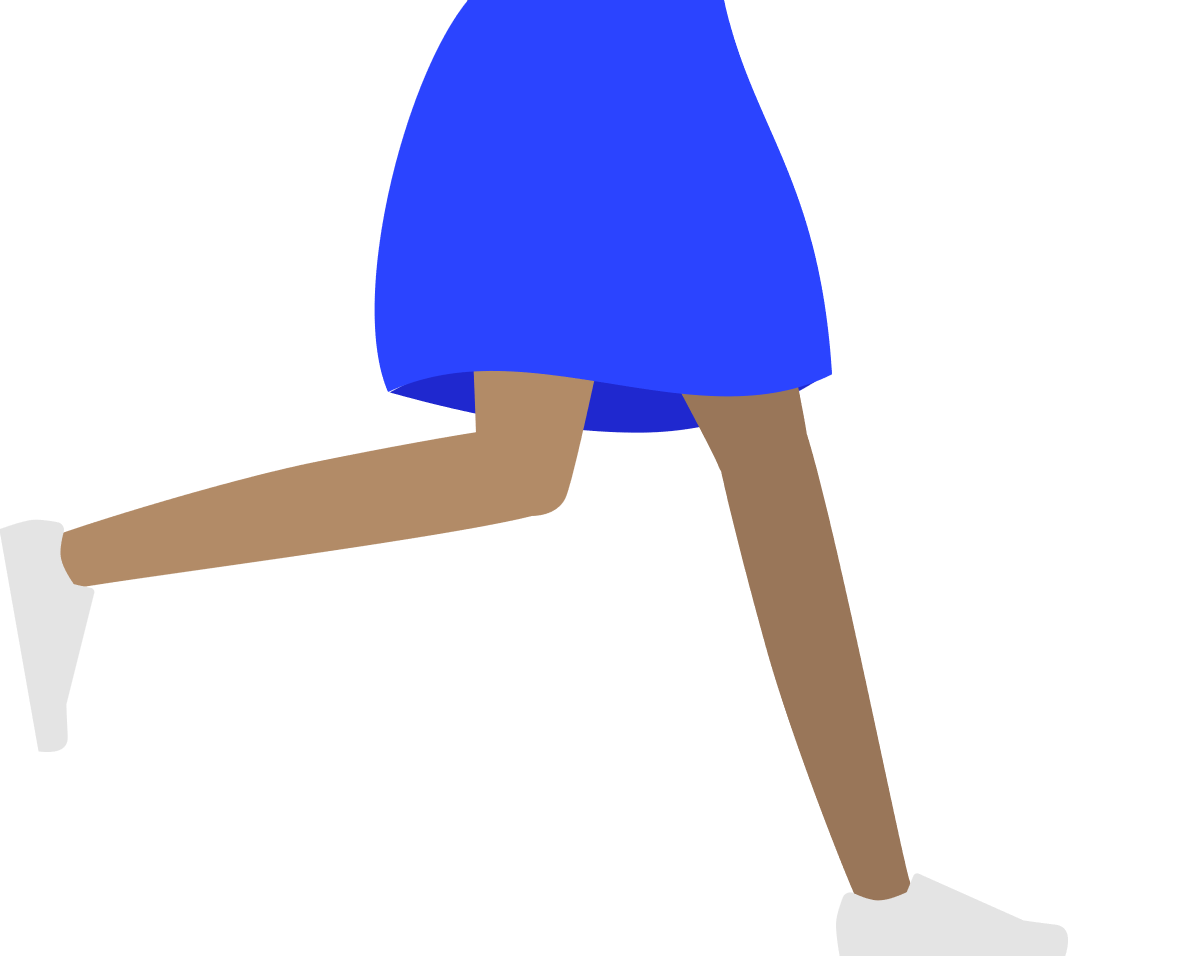
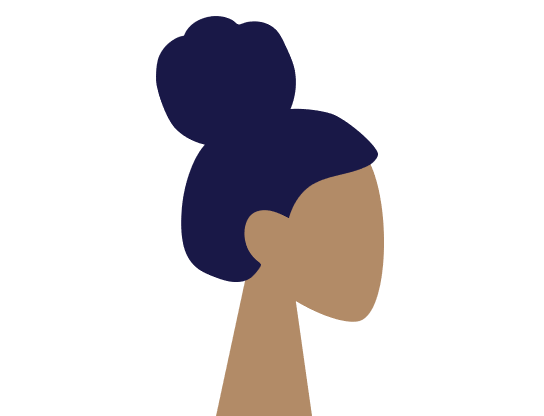
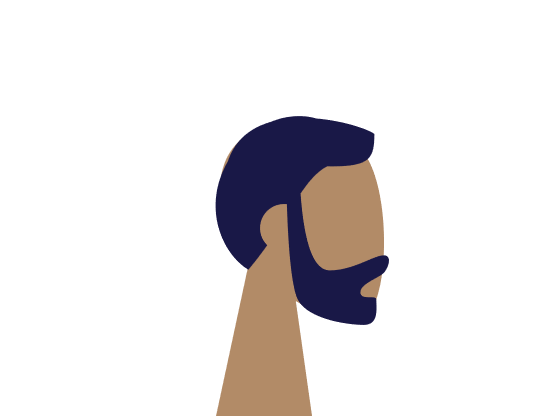
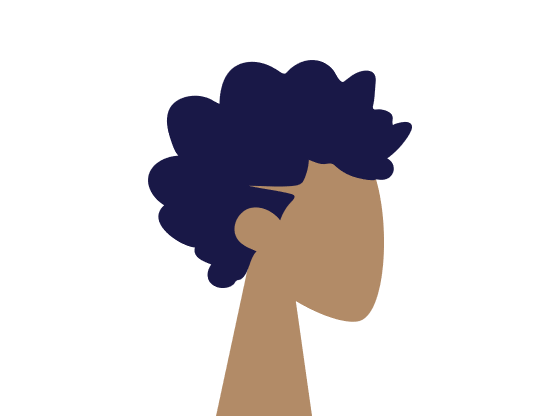
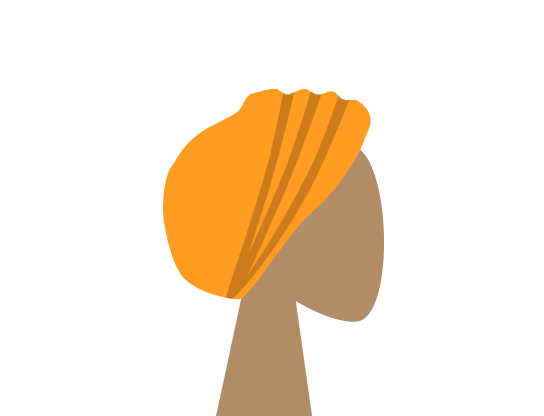
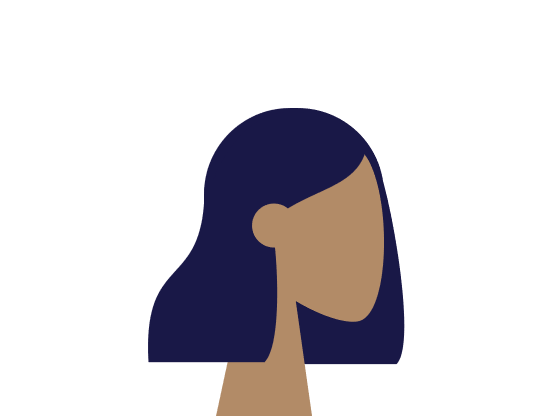
Everything you need to know as a helpdesk agent on the

DIGITAL HELPDESK

of Hungary Red Cross

*Standard Operating Procedures*

*Version 13-11-2022*



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# Abbreviations used in this document

|  |  |
| --- | --- |
| **Abbreviation** | **Explanation** |
| CVA | Cash and Voucher Assistance |
| FAQ | Frequently Asked Questions |
| HIA | Helpful Information Application |
| PA | Person Affected or People Affected |
| SOP | Standard Operating Procedures |
|  |  |
|  |  |
|  |  |
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|  |  |

# How to use this document

This document contains the Standard Operating Procedures of the digital helpdesk of Hungary Red Cross. It provides you with helpful information to operate the helpdesk successfully.

This document gives you insight in:

* The context of the helpdesk: why does it exist, who could you expect to approach the helpdesk, etc.
* How to operate the helpdesk: what procedures to follow

This document is closely related to the following documents:

* The helpdesk manual
* The helpful information application (HIA FAQ)

|  |
| --- |
| **TOGETHER WE KEEP THIS DOCUMENT UP TO DATE**  This is a living document. Are you missing certain information? Is anything unclear or maybe even contains a mistake? Please report to the helpdesk supervisor on [valerija.krupicka@vorokereszt.hu](mailto:valerija.krupicka@vorokereszt.hu).  [Until the second supervisor is in place, you can also inform Jonath Lijftogt (Netherlands Red Cross) on [jlijftogt@redcross.nl](mailto:jlijftogt@redcross.nl) |

If a new version of this document is available, you will be notified by the supervisor.

# About this helpdesk

## Objective of the helpdesk

The objective of this helpdesk is to answer questions that people may have about the cash program of Hungary Red Cross. You can find more information about this program in chapter 4.

## Opening hours

The opening hours of this helpdesk are:

On working days, from [time] to [time]

On Saturdays and Sundays the helpdesk is closed.

## Phone number

The PA contacts this helpdesk by:

* Calling to phone number: [number]. The PA hears a recorded message in Ukrainian and Hungarian and can leave a question for the agent to call back or sent an answer by SMS.
* Sending a message via Viber: [number]. The PA first answers a few questions from a chatbot (what language they prefer to communicate in and what their question is about). They are then referred to one of the information categories they indicated their question is about on HIA: [LINK]

When we reply to the PA, he/she sees this phone number:

* When calling: [phone number]
* When sending SMS: [phone number]
* When sending a Viber message: [phone number]

# Information about the cash program

In addition to providing assistance in the form of basic items such as food and water, Hungary Red Cross is also in the process of distributing modest financial assistance to support families who have been affected by the Ukraine crisis.   
  
This program will provide financial assistance to help families cover their basic needs such as food, water, accommodation, education and clothing. The financial assistance will be unrestricted, meaning that recipients will not be limited to only spend at certain shops or purchase certain items. This empowers families to make their own decisions about what they need the most.  
  
All selection criteria can be found here: [LINK HIA]  
  
For the eligible families, Hungary Red Cross will provide 30.000 HUF per person (family) per month in two installments for a period of 2 months.

For the eligible recipients, there are two methods to receive the financial assistance: Visa card or MoneyGram. Due to restrictions in the program, PA’s cannot choose their preferred way of receiving the assistance.

As part of the Cash Program, a PA could have received any of the following standard messages from the Red Cross on these channels:

[messages]

# General Instructions for helpdesk agents

## When you start your DAY

## How to open a conversation/ticket

Start your reply with:

*“Hello [name, if this is known], thank you for your message. My name is [...] and I work/I am a volunteer of the Red Cross.”*

If you take over a conversation from a colleague, add:

*“I am a colleague of [...]”.*

## If you don’t know the answer

If you don’t know the answer to the PA’s question, this is the process to follow:

1. Check HIA [link] to see whether you can find the answer there.
2. Ask your helpdesk colleagues through [channel]
3. Notify the helpdesk focal person

To notify the helpdesk focal person, you [procedure: how to notify, who replies to the PA].

## If you need to get data from RedRose

[Add procedure]

## What if I receive a message in a language that i don’t know?

1. Translate the message of the PA not with google translate, but by using Teams. This because of data security.

2. Ask the PA if he/she speaks XXX. You can ask this both in XXX and XXX, and translate it to the language that the PA speaks (for this you can use google translate).

3. In case the PA doesn’t speak XXX or XXX you can try if it works by using google translate. Always make clear that the message was translated by using google translate, by ending your message with “this message was translated by using google translate”.

## What if I receive a question from a journalist?

Add [procedure]

## What if I receive a question from a pa that does not relate to the cash program?

Add [procedure]

## What if I receive a call/message from a PA in a life-threathening situtation?

Add [procedure]

## How to close a conversation/ticket

* You ALWAYS end with asking the PA whether he/she has been helped, e.g: *“Please let us know if you have any further questions.”*
* If you are in a conversation with a PA at the end of your shift, it would be appreciated if you can finish the conversation, or let the PA clearly know that we will follow up the next day. In case of an emergency and you cannot follow up on it after end of your shift, let somebody from the team know, so he or she can follow up.
* You then close a conversation by: [Add procedure: summary, labels]

## When you end your shift

Each time when you end your helpdesk shift:

* Write a hand-over note for the following shift. This hand-over you can write here: [location].
* Update logbook

The hand-over note should at least contain:

* Is there any unfinished conversation with a PA that the new helpdesk agent needs to respond to?
* Is there any conversation that has been escalated and therefore should not be replied to (but instead, if a new message comes in from this PA, who should be informed?)

# Communication style / tone of voice

As we are the Red Cross, the way we support people through the helpdesk, should always be in line with the Red Cross Principles: Humanity; Impartiality; Neutrality; Independence; Voluntary service; Unity; and Universality – see also the last page of this document.

The style we use on the helpdesk is friendly, informal and helpful. We want to let the PA know that he or she is in contact with an actual person, who cares about his or her situation. In the table below some suggestions for various situations.

|  | **STYLE** | **EXAMPLE** |
| --- | --- | --- |
|  | We always want to check if a PA understood the information that we gave. And we always check if we can help with anything else. | Was this information clear for you? / Do you have another question?  Or: Can I help you with anything else? |
|  | In case a PA tells you that he or she is in a difficult situation, you can always let this PA know that you sympathize with him or her (while avoiding false sentiment or pitying the PA). | PA: I’m feeling very sick, and I need a doctor.  Answer: I am very sorry to hear that you are not feeling well.  Or: I’m very sorry to hear about your situation. |
|  | Be honest if you don’t immediately know the answer to a question, but make sure that the PA knows that we have received the question and are looking into it. | I don’t know the answer to your question, but I’ll contact my colleagues to find out more. I’ll come back to you as soon as possible. |
|  | Don’t only copy the link of a website in your message, but also give this information directly in the message. This is more friendly, but it also makes the information more accessible to the PA. | e.g. Not only insert the link of Helpful Information, but:  You’ll receive your next payment on [date]. On our website you can find more information about this: [link]. |

When sending a text message, you could consider the following:

* Avoid sending a very long message, consider breaking it up in multiple messages.
* In WhatsApp or Viber, you can emphasize some text by making it bold, italic or strikethrough (note: you won’t see it in your screen!):
  + **Bold**: if you type \*ANY TEXT\* the PA sees **ANY TEXT**
  + *Italic*: if you type \_ANY TEXT\_ the PA sees *ANY TEXT*
  + ~~Strikethrough~~: if you type ~ANY TEXT~ the PA sees ~~ANY TEXT~~

# Respecting people’s privacy

Please consider the following DOs and DON’Ts to protect people’s personal identifiable information (people’s privacy).

1. Think twice when asking a PA for personal identifiable information or sensitive information: do we really need it?
2. If you do really need to ask for it, then do explain to the PA why you need it and ask for consent. The PA should feel that he/she has the option NOT to share it. For instance: *“Could you please tell me your date of birth? I’ll need this to be able to check your registration.”*
3. When having to share personal data with another colleague, only do so in Teams, in a protected channel or in a personal chat message with one of the team members.
4. Don’t use Google translate or another online translation app, unless you are completely sure that the message does not contain any personal data.

# Referral to a physical Red Cross helpdesk

If a PA can’t be helped sufficiently through the digital helpdesk, these are the options for a PA to go to meet a Red Cross staff or volunteer in person:

[Location]

[Opening hours]

[Appointment required YES/NO]

# FUNDAMENTAL PRINCIPLES OF THE RED CROSS AND RED CRESCENT MOVEMENT

**HUMANITY** | The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavours, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.

**IMPARTIALITY** | It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavors to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

**NEUTRALITY** | In order to continue to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

**INDEPENDENCE** | The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

**VOLUNTARY SERVICE** | It is a voluntary relief movement not prompted in any manner by desire for gain.

**UNITY** | There can be only one Red Cross or one Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

**UNIVERSALITY** | The International Red Cross and Red Crescent Movement, in which all Societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.