Senate Community Affairs Legislation Committee

BUDGET ESTIMATES - 4 JUNE 2013
ANSWER TO QUESTION ON NOTICE

Human Services Portfolio

Topic: Call Centres – Peak Demand

Question reference number: HS 10

Senator: Moore
Type of question: Hansard page 73
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Question:

CHAIR: So, can you actually model your peak demand?

Ms Campbell: We can look at where we have seen the peak demand previously and project it forward, yes. So we look at what we got last year and last week and yesterday to see where some of the demand is. We can also see when different things happen, for example, in the economy, where there might be greater demand, or if we have new initiatives where Australians may wish to ask a number of questions about them. We can look at that demand and adapt.

CHAIR: So, you could look at something like Geelong last week when people got that notice about what was going to happen in their city. Could you actually go back to your smart line and see whether there was any peak demand?

Ms Campbell: We could, yes.

CHAIR: Can you? Will you?

Ms Campbell: We can take that on notice.

CHAIR: That would be great.

Answer:

The closure of the Ford manufacturing plants at Geelong and Broadmeadows was announced on Thursday 23 May 2013.

Based on the number of calls received by the Department for the Employment Services (EMS) line (which would be the main line affected), no immediate change in call demand can be attributed to the announcement.

The following table provides the number of successful calls on the Thursday and Friday in the week preceding the announcement, the week of the announcement and the following week.

Date	EMS
Thursday 16 May 2013	15,991
Friday 17 May 2013	14,355
Thursday 23 May 2013	15,233
Friday 24 May 2013	14,455
Thursday 30 May 2013	15,650
Friday 31 May 2013	14,704

Successful Calls: Number of calls which access the Department of Human Services Interactive Voice Response Unit