# BfN The Breastfeeding Network

## **NBH**

Fliss Lambert, NBH Manager



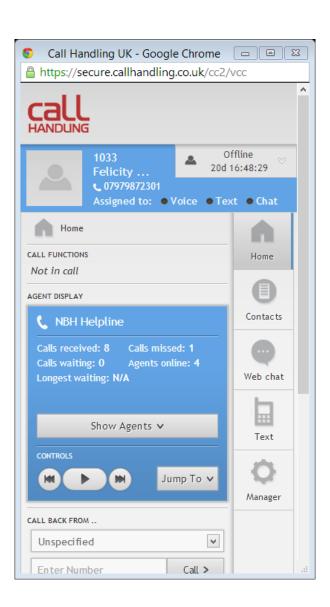


# **THANK YOU!**



### A couple of recent changes...

- New look virtual call centre
- Electronic call record forms



← → C 🖺 Sur	rveyMonkey, Inc [US] https://www.surveymonkey.com/s/NBHCallRecordForm	☆]
	NBH Call Record Form Thank you for being one of our National Breastfeeding Helpline volunteers. We could not run the helpline without ake makes a real difference to a mum, or family in need of help.	it you. Every call you
Call Record form	n - page 1	
Please complete t	this page of the survey for every call.	
<b>★1.</b> Helpline Vo	olunteer's name:	
2. Which organis	sation are you a volunteer for?	
BfN		
ABM		
<b>★</b> 3. Date of Call		
	DD MM YYYY	
Date		
<b>≭</b> 4. Age of baby	y/babies	



#### Challenges:

- Getting more calls answered first time
  - During October 2013 40% of callers got through to the NBH first time
  - 11% got through second time
  - 49% take 3 or more attempts to get connected to a volunteer
  - One caller took 13 attempts

#### Weekend coverage

- on an average weekday, we answer around 40 calls
- On an average weekend day, we answer around 20 calls

#### Caller feedback



- 'The service is outstanding, I've used it on all 3 occasions with each of my children. I am always amazed that the service is run by volunteers who are so committed, helpful and supportive. Thank you all so much.'
- 'This is just a quick email to say a huge thank you. I have just spoken to one of your Helpline supporters and feel much better about a bf query my doctor has persistently ignored.'

#### The future...



- Web chat offering a different channel of support – especially suitable for people with hearing or speech impairments
- Text reminders for volunteers, especially on weekends and bank holidays
- Get involved!

• Email: felicity.lambert@nationalbreas



Text or call: 07826671222

• Twitter: @nbhelpline

Search National Breastfeeding Helpline on Facebook



On behalf of babies, mums, midwives, doctors and families across the country...

## **THANK YOU!**