

Smarter Communication, Safer Communities: Reinventing 211 Support Statewide



Fragmented Systems Undermined Crisis Response and Day-to-Day Efficiency

At United Way of Greater Chattanooga, the team isn't just focused on supporting their local community—they're also helping lead the way for how 211 services operate across Tennessee. But that work was being slowed by disconnected systems that made it hard to scale, share resources, or respond quickly in moments of crisis.

Every 211 center was operating a little differently, making coordination nearly impossible when it mattered most. There were no callback options, no queue updates for callers, and no easy way to move agents or calls between regions. On top of that, finding the right tech partner wasn't just about features—it was about meeting high standards for security, compliance, and data ownership.

A Secure, Unified Platform for Multi-Region Communication and Resiliency

United Way changed that by implementing LinkLive across the Chattanooga and Nashville 211 centers. With both regions on the same platform, teams can support each other more easily, shifting calls and staff to handle busy times or emergencies. It's not just more efficient—LinkLive is making their services more resilient and reliable.

And they're not stopping there. The long-term plan is a statewide hub that any Tennessee region can tap into if their local center goes offline. No matter what happens—a natural disaster, tech outage, or call surge—help is never out of reach.

Smarter Routing, 78% Faster Service, 20% Happier Agents, and Stronger Community Impact

One of the biggest game-changers was routing calls across centers. When Nashville is slammed, Chattanooga can step in—and vice versa. This flexibility has made a huge difference in how quickly and reliably United Way of Greater Chattanooga can help people.

Callback options and queue updates have also improved the experience for callers. People now know where they are in line and request a callback instead of waiting. It's a simple change that's removed a lot of stress for those reaching out.

Onboarding new staff is 17% faster, since everyone's using the same system. **"Agents are 20% happier, first-call resolution (FCR) is up to 78%, and supervisors now have real-time insights into performance so they can adjust in the moment—not days or weeks later,"** says Mike Mudd, Sr. Director of 211 & Community Resources.

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Privacy-First 211 Communication With SOC 2 Compliance and Responsible AI

But improving operations was only part of the equation. United Way also needed to know their communications were secure and compliant. LinkLive's SOC 2 certification and clear data ownership policies gave them that assurance from day one.

"If a vendor isn't going through a formal audit like SOC 2, that's a red flag," Mike noted. **"You have to know your data is secure—and that you still own it."**

They've also been thoughtful about how they use AI—keeping it internal, secure, and contained in a "black box" to ensure no sensitive data is exposed. It's a privacy-first approach that matches their values and the trust their communities place in them.

From Easy Implementation to Better Onboarding, Routing, and Caller Experience

From the very start, the transition to LinkLive exceeded expectations. **"[Our onboarding contact,] Jennifer and the LinkLive team nailed every milestone. The smoothest implementation we've had,"** said Mike. That level of care continued well beyond go-live. **"A great product is only as good as the people behind it,"** he added. **"LinkLive's team has been incredible every step of the way."**

With both Chattanooga and Nashville now fully live, United Way is better prepared than ever. If one region gets overwhelmed, the other can step in. That kind of flexibility wasn't possible before—and it's already changing how they respond to community needs.

Callers are also seeing the difference. With clearer wait times and callback options, they get help faster and with less frustration. And for the internal team, working within a single platform has made collaboration and training much easier.

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Future Vision: A Statewide Hub for Resilient Communication

With LinkLive now a key part of its tech stack, United Way is building a statewide disaster response hub. The goal is simple: make sure every 211 in Tennessee can keep helping people—no matter the circumstances. **"For us, the idea of having a centralized communication hub isn't just smart—it's essential,"** Mike said. **"It's one of those capabilities you should expect from any platform that's serious about supporting crisis response."**

United Way is also exploring additional communication channels with LinkLive—like two-way text and chat. Their thoughtful, forward-looking use of AI helps them stay focused on what matters most: safe, secure, human-first support. And with LinkLive, they've found a partner who makes that future possible.



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