



# How Izzy Helped AASAS Create a Groundbreaking Support Platform for Sexual Violence

## CASE STUDY



"Izzy was developed with the needs of survivors, and the organizations that support them, in mind. It's such a gift that they're offering not-for-profit organizations."

**HALEY SCOTT,**

DIRECTOR OF OPERATIONS, ASSOCIATION OF  
ALBERTA SEXUAL ASSAULT SERVICES



Working with 14 different sexual assault centres, the Association of Alberta Sexual Assault Services provides leadership, coordination and collaboration of sexual assault services in Alberta.

One of its most important services is [Alberta's One Line](#) for Sexual Violence, a province-wide helpline for sexual violence support, information and referral.

## HIGHLIGHTS

### CHALLENGES

- Creating a localized helpline for Albertans regardless of location
- Improving accuracy and detail of reports and call logs
- Reducing overhead costs and time-consuming administrative tasks

### SOLUTION

- All-in-one communication platform that reduced costs and administrative overhead
- Support for text, online chat and calls in one system
- Automated, centralized reporting significantly increased transparency
- Built-in shift scheduling reduced overhead and increases efficiency

### RESULTS

- A unified sexual violence helpline with local resources for all Albertans
- Transparent reporting ensured continued funding and increased awareness
- Phone, online chat and text support made it possible to handle a 57% increase in volume during COVID-19

# Challenges

## Creating a unified helpline for all Albertans

As the Director of Operations at the [Association of Alberta Sexual Assault Services \(AASAS\)](#), Haley Scott wanted to ensure every Albertan could get support for sexual violence regardless of their location.

While there were 14 sexual assault centres working across the province, there were still large parts of the province in which no specialized sexual violence services are easily accessible.

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“43% of Albertans have experienced at least one incident of sexual violence in their lifetime, but there were large parts of our province where people did not have easy access to specialized sexual violence services,” Haley explains.

On the back end, using different systems for calls, reporting and scheduling created inefficiencies. For example, supervisors manually filled out schedules and emailed them to volunteers. If someone wanted to trade or alter a shift, they had to go through a supervisor.

AASAS wanted to create a provincial support line to increase awareness and improve support for survivors while making life easier for staff and volunteers. AASAS also had to ensure it could deliver a consistent experience across multiple hubs and accommodate different operational practices.

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“We are accountable to our funders and must spend our dollars in the most efficient and effective way,” Haley says. “We need accurate information about the prevalence of sexual violence, and the number of people who reach out for support.”

AASAS needed an all-in-one communication platform. However, most helpline platforms were either decades old, too expensive or didn’t solve their challenges.

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“These platforms weren’t flexible and were often quite pricey,” Haley says. “They were rigid solutions that we had to mould our work into, as opposed to a solution that fit our needs.”

Izzy, a Calgary-based technology firm, was the exception.





**“We wanted to expand sexual violence services to all corners of our province because in some areas people either had to travel great distances to access support or rely on non-specialized services.”**

## **Solution**

### **The all-in-one communication platform**

Izzy brings call, text and online chat support into one common dashboard. As a fully-integrated hosted service, it eliminates the extra cost of third-party patching. It also includes built-in scheduling, comprehensive reporting and automatic logging features.

Everything is secure and encrypted but easy to use. Ripple Group, the company behind Izzy, has been around for over 20 years, and its security is state of the art.



“The platform is extremely user-friendly, both for our clients, our staff and our volunteers. Everything we could possibly need is all in one place,” Haley says.

By using callers' locations to pull up resources relevant to their areas automatically, Izzy enables staff and volunteers to ensure callers receive the best help possible.

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“It’s a brilliant tool,” Haley says. “It increases our efficiency regarding staff and volunteers’ knowledge of specialized local resources, which is no small task. Having that at their fingertips is beneficial to our team and the people we help.”

To increase the accuracy and detail of reports, call tickets don’t close until the support agent completes data entry. AASAS doesn’t have to enter reports and logs into a separate database manually; Izzy handles everything internally.

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“Izzy increased the consistency with which data is collected, and my confidence in the data we have,” Haley explains. “Our funders ask us for monthly updates on call volume. The platform pulls that data for us easily.”

Supervisors schedule and assign shifts within Izzy. Volunteers manage their own shifts in-platform, making it easy to trade a shift without increasing administrative overhead.

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“Staff and volunteers can more easily manage their own schedules,” Haley says. “It’s been beneficial for increasing organizational efficiency around volunteer and staff management.”



**“Izzy’s flexibility helped us operationally. The reporting functions are such an improvement over our past reporting platform. That’s been very helpful to me in my role.”**

## Results

### A nation-leading sexual violence support service

Because of Izzy, AASAS now coordinates a cost-effective provincial helpline for all of Alberta. It’s also able to boost province-wide awareness of sexual violence.



“One thing that’s unique and valuable about Izzy is that it was developed with the needs of survivors and the organizations that support them in mind,” Haley says.

Despite the COVID-19 pandemic, AASAS continues to adapt and expand its services to fulfil its mission and support survivors of sexual violence. Within one month, call, text and chat volumes grew 57%—but Izzy enables AASAS to scale with that increase.

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“The option to have text and chat support is incredibly valuable. In the first month after the pandemic arrived in Alberta, we saw a 57% increase in call volume. Online chat service became the most common way for people to reach out to us,” Haley explains. “It’s critically important that this service be available.”

Izzy eliminates scheduling conflicts and empowers staff and volunteers to be more flexible about where they work. Thanks to remote access, volunteers continue to support survivors from the safety of their homes.

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“Staff and volunteers can easily manage their schedules,” Haley says.

AASAS is better equipped to provide support to thousands of Albertans during unprecedented times. In Izzy, AASAS has a partner invested in their long-term success.

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**“There are so many barriers that people encounter when they’re trying to access support for sexual violence. Izzy offers them a choice in deciding how they are most comfortable reaching out for support.”**



**Izzy is an all-in-one communication platform  
that puts your clients first.**

Connect with us at [info@izzyplatform.com](mailto:info@izzyplatform.com) to learn  
more and book a demo.

[www.izzyplatform.com](http://www.izzyplatform.com)