

# Cerebral Palsy of Massachusetts

Quincy, MA

**The Challenge:** Cerebral Palsy of MA provides a continuum of services for children and people with disabilities in MA to encourage independent living and self-sufficiency. Services offered include over the phone and in person assistance with navigating healthcare and benefits systems. CPM experienced **increased demand** for their services and noted that increases in call volume and requests for in home visits were yielding higher **error rates** and **longer times** per call/per visit.

**The Solution:** Cerebral Palsy of MA utilized a WTFP General Program grant to provide training to call center staff and in-home presenters intended to **streamline processes** and **reduce errors**. **Time management Training** for call center staff focused on problem solving skills and time management while **presentation training** for field staff focused on designing and presenting information clearly and effectively.

## The Results:

“We are a much better organization as a result of the new skills our employees developed and implemented”

-Cerebral Palsy of  
Massachusetts

**11** net new jobs created

**10%** improvement in  
productivity for  
in-house presenters

**5%** wage increase for  
all trainees

**7%** improvement in  
call center staff  
productivity

**30%** reduction in  
consumer error