

yourtown

Insight assists yourtown in gen-next,
AI-enabled D365 contact centre solution



yourtown

 Insight®

In Australia, where an increasing number of young people grapple with mental health challenges, yourtown stands as a crucial 24/7 safety net. Their mission: to provide timely and accessible support, ensuring, no child or young person faces their struggles alone. The sheer scale of this undertaking was evident in 2024, where yourtown responded to over 130,000 contacts, a testament to the vital role they play in the lives of vulnerable youth.

yourtown has teamed up with Insight to harness the power of a cloud-based contact centre powered by AI to eliminate productivity challenges, enhance counsellor experience and create a seamless, end-to-end helpline solution to support at-risk young people reaching out for critical mental health support and advice.

The journey began with a critical technological imperative for yourtown: the transition to a next-generation Dynamics 365 Contact Centre as a Service platform. Microsoft, recognising the high stakes and the novelty of the technology – a global first – turned to Insight as their trusted local partner. Insight's deep expertise in Dynamics and demonstrated ability to successfully implement end-to-end solutions in lockstep with Microsoft, stood out as a clear differentiator. This foundational project, a year preceding the AI initiative, laid the groundwork for a strong and collaborative partnership focused on empowering yourtown's essential services.

Empowering the yourtown mission

In order to deliver on its mission, yourtown recognised that it needed to modernise its Client Services contact centre by migrating away from its existing platform – a system that was disconnected from all other systems and platforms within yourtown, causing operational issues that impacted the counsellors' ability to focus on providing the best advice and support. Given the sheer volume of calls and yourtown's goal to accelerate reach and support to callers, the organisation needed a resilient, cloud-based contact centre that could support remote counsellors, scale according to its expansion plans, meet emergency call routing legislative requirements, and alleviate growing administrative pressure on staff.



“ Our partnership with Insight has been invaluable because they truly understood our mission to meet young people where they are. This deep understanding, coupled with their commitment to empower our mission with AI, has resulted in a modern contact centre solution built on a foundation of our actual needs, empowering our team to focus on what matters most – providing vital support and guidance.”

Tracy Adams, CEO, yourtown

More calls, more care: How AI supported counsellor productivity

Given that yourtown offers a critical, potentially life-saving helpline for young people in Australia, the call quality limitations of their current systems and platforms were significant. Therefore, to empower their counsellors to focus entirely on the young person – a critical need for their service – yourtown tasked Insight with a dual objective: implement customised Dynamics 365 Contact Centre for call volume and longevity, and create an innovative AI-powered clinical notes summarisation solution aligned with the service's unique legal and detail-oriented information requirements.



Implementing the solution

yourtown is a national service, and receives calls for support from all over Australia, 24/7. As a result, they have a highly complex telephony setup and routing logic based on location, availability and skill, that required their existing Session Border Controller (SBC) to be imported into Azure to ensure a seamless transition from their existing solution to Microsoft Contact Centre. Insight's experience and capabilities within the network and telephony domain has allowed yourtown to continue to refine and enhance their SBC setup as their needs evolve.

With these foundations in place, yourtown and Insight are looking to the future and are actively delivering additional capabilities that support the experiences of counsellors and customers. Features such as:

- Specialised clinical notes summarisation using OpenAI to summarise 2-hour long voice conversations into industry specific medical formats.
- CRM transformation for their counsellors and client service teams, replacing yourtown's legacy systems and reducing swivel chair for their counsellors by leveraging Dynamics 365 & Power Platform.

The Dynamics 365 Contact Centre now enables yourtown to support more than 200 agents across multiple states, has inaugurated new centres, and offers flexible remote work without the telephony constraints of the past. With reliable routing and call-handling capabilities, yourtown has been able to expand its services, while maintaining the high standards of care that vulnerable young people rely on. Counsellors can decompress after conversations, knowing that critical details from the conversation have been securely captured and can be referenced at any time, by any counsellor with the organisation.

“ Azure OpenAI dramatically accelerated our call summarisation, cutting development from months to weeks while perfectly meeting our clinical needs. By reducing counsellors call time up to 10% per call, and even catching missed details, this solution significantly boosted their wellbeing, productivity, and the quality of care provided.”

Tom Clark,
Head of Technology and Security, yourtown

Pioneering a Global First – A Partnership Driven by Innovation and Expertise

As a global organisation that actively advocates empowering organisations to achieve more, Microsoft recognised the critical nature of yourtown's services. As a result and in partnership with Insight and yourtown, Microsoft's local leadership demonstrated a strong commitment

“ We've laid strong foundations for our Kids Helpline contact centre. Insight is a key partner as we move forward with initiatives that will deliver even more significant improvements. Insight's expertise, way of working and relationship with Microsoft have helped us get more value from every step – and that's vital for a not-for-profit organisation.”

Tom Clark, Head of Technology and Security, yourtown



With regular governance meetings ensuring seamless alignment between Microsoft, Insight, and yourtown, the partnership facilitated swift access to the necessary expertise and resources from Microsoft's global engineering team, mirroring Insight's own dedication to providing tailored support. This robust partnership, built on a shared commitment and understanding of yourtown's unique operational needs, was pivotal in developing and delivering a customised solution precisely aligned with yourtown's requirements, ensuring a seamless experience for counsellors, and ultimately, the children at risk.



“ *The critical and complex nature of yourtown's Kids Helpline, particularly the potential volume and length of calls, required a deeply collaborative approach with Microsoft's global engineering team. This close partnership allowed us to strategically identify and introduce complementary technologies like Azure OpenAI precisely when needed. By pushing the boundaries of the standard contact center, we ensured a holistic solution that truly met the unique demands of Yourtown's life-saving services.”*

Veli-Matti Vanamo, APAC CTO, Insight

A redefined caller experience

Seamless knowledge transfer powered by D365

Recognising that many young people rely on yourtown's services for support and guidance, often as their sole source of assistance, yourtown is transitioning from a 30-year-old custom CRM to a fully integrated Dynamics 365 environment. This crucial next phase will equip counsellors with a unified, single-screen view of a caller's history, including past case notes and care plans. This seamless access to critical context will empower them to understand callers' challenges immediately, provide swift and informed support, and foster better continuity of care, eliminating the need for repeat callers to recount their stories with each interaction.

“ *Built on trust, shared understanding, and a commitment to excellence, our partnership with yourtown has been exceptional. Witnessing firsthand the phenomenal impact of the contact centre solution on counsellors and, ultimately, the young people has made this digital transformation journey truly rewarding. With Dynamics 365 CRM, yourtown is poised to accelerate its impact and reach more young Australians in need of guidance and mental health support.”*



John Jones,
National Practice Manager,
Business Applications - Insight

