

# The MSI Global Contact Centre Network

So that every woman and girl is only one contact away from a safe provider

Updated Feb 2023

MSI's global network of contact centres provide free information, advice and referrals over the phone, social media and WhatsApp, supporting thousands of clients every day to make the reproductive choices that are right for them. We are now mapping high-quality partner services, so that every woman and girl is only one contact away from a safe provider via our contact centres.

## Revolutionising access to reproductive choice with digital

Digital is transforming healthcare globally. From a growing number of clients accessing information and referrals via MSI's websites and chat tools, to a rise in questions to our online counsellors via social media and WhatsApp, clients' phones are fast becoming a one-stop-shop for information on reproductive health.

This shift has the potential to transform access, including to marginalised communities. Our data shows that in remote regions served by our mobile outreach teams, over three-quarters of clients (77%) now have access to a mobile – a 17% rise from 2016.

Global healthcare providers need to meet this increasing demand for digital healthcare. MSI's global network of 33 contact centres is leading the way.

## 2.97 million

client interactions via our contact centres in 2022

## 77%

of our outreach clients have access to a mobile phone

## 10.3%

of incoming calls from adolescents

## 33%

of whom were referred for services



Last year, our contact centres handled over 4,500 phone calls from clients and received almost 3,600 messages every single day. We helped clients before, during, and after they accessed care, by providing advice and referrals via the phone, social media, and WhatsApp.

With accurate information, we can empower people to access the reproductive choices that are right for them, whether that's accessing a self-care product from a pharmacy, or making an informed decision at a clinic. Clients know that non-judgemental, accurate advice is only one contact away.

## How can we improve awareness of safe services?

MSI's vision is a world where everyone has reproductive choice, but we know we have a fight ahead of us. Today, an [estimated 96,000 women](#) will risk their lives to undergo an unsafe abortion and over [218 million women and girls](#) in low and middle-income countries have no access to modern contraception.

Awareness of sexual and reproductive healthcare and rights remains low. DHS data from the countries that MSI works in shows that only 25% of women are aware of their fertile period and a recent review found that [many women](#) aren't aware of the abortion laws and rights that apply to them. During COVID-19, [MSI's surveys](#) showed that knowledge of where to access safe abortion or contraceptive services dropped further.

We aim to change that with MSI's contact centres so clients are only one contact away from a safe service.

## Contact centres: a one-stop-shop for confidential advice and referrals

MSI's network of 33 contact centres is staffed by over 300 team members, providing free sexual health advice and service referrals. We have seen demand for our contact centres grow each year, with a 93% rise in client interactions between 2018 and 2022.

In 2022, our contact centres interacted with clients over 2.97 million times, empowering thousands of clients every day to make informed choices.

Our 2022 data shows that our contact centres reached marginalised clients too. One in ten calls (10.3%) were from adolescents, 33% of whom were referred for services, equating to 44,472 adolescents accessing safe care. In Niger, almost half (44%) of callers were aged under 20.

When clients engage with an MSI contact centre they report higher satisfaction rates and are more likely to champion the service to friends and family (69% vs 54%). That's driving community awareness of local, safe care. And if our centre clients have any follow-up questions after their service, for example, on side effects, our contact centres are there for them, too.

When the world went into lockdown due to COVID-19, demand for sexual and reproductive healthcare grew and our contact centres saw a [50% rise](#) in client messages over social media. Confidential, accurate advice on where to access safe services remained crucial, so our teams adapted fast, introducing chat platforms for private messaging and [launching telemedicine](#) to deliver home-based care.

By partnering with governments in support of their national COVID-19 response, we offered our contact centres as a source of information on which services remained open, protecting access to safe care. As one contact centre agent in Ghana shared: *"If it wasn't for the contact centre, clients wouldn't have known that MSI Ghana was still operating safely."*

### Choice in her hands with a continuum of care

Globally, access to healthcare outside of facilities is growing, including [via pharmacies](#) and telemedicine.

[Evidence shows](#) that self-managing a medical abortion is safe and effective, but what is needed is a continuum of care: a quality product, clear instructions on how to take the pills, and access to in-person care, if needed. However, self-care products go beyond medical abortion – from self-injectable contraceptives to home-based HPV testing, we can support women to manage their health on their terms.

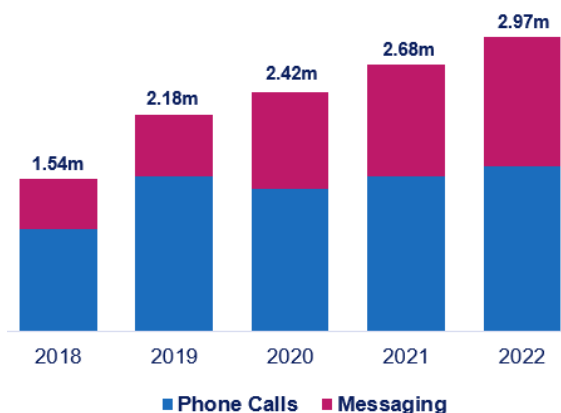
Contact centres are ideally placed to provide this continuum of care, with advice on how to administer self-care products, expected side effects, and when and where to seek facility-based care.

### MSI Reproductive Choices

1 Conway Street  
Fitzroy Square  
London  
W1T 6LP  
United Kingdom

Telephone: + 44 (0)20 7636 6200  
Email: [info@msichoices.org](mailto:info@msichoices.org)  
[www.msichoices.org](http://www.msichoices.org)  
Registered charity number: 265543  
Company number: 1102208

## Contact Centre Client Interactions



### Mapping partners so that every woman is only one contact away from a safe provider

Over the next ten years, MSI will partner across the public and private sectors to develop a sustainable and integrated referral network – a 'hub' of information on reproductive healthcare. We are mapping all the high-quality services available so we can direct every woman and girl to a safe provider or product. This will involve upgrading our contact centre technology, enabling us to offer our contact centre solutions to other global and national healthcare organisations.

From connecting clients with their local quality-assured government provider, to referring women to a nearby pharmacy stocking the self-care product they seek, contact centres will act as a one-stop-shop for guidance on where to access safe care. We'll help pharmacists to supply quality products and give our community-based partners information on where to direct women needing services. Our contact centres will ensure everyone is just one contact away from a local, safe provider.

### Partner with us to make reproductive choice a reality for all

MSI's vision is that by 2030, no abortion will be unsafe and everyone who wants access to contraception will have it. Our contact centre network will be pivotal to this, but we cannot do it alone. We hope that you will join us in transforming access to healthcare information, advice, and services, so that every woman and girl is only one contact away from a safe provider and the reproductive choice they seek.

Our contact centres play a pivotal role in how we are using technology to achieve our mission. Read more in our digital strategy: [Choice in a Digital Age](#).

To partner with MSI, contact our [Partnerships team](#)

To find out more about the evidence shared in this two-pager, contact our [Evidence & Impact team](#)