

# MSI's Global Contact Centre Network

So that every woman and girl is only one contact away from **safe reproductive healthcare**.

MSI's global network of contact centres provides 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 health provider.**

## Revolutionising access to reproductive choice with digital

Digital is transforming healthcare globally. From a growing number of clients accessing information and referrals via 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 can transform reproductive health access for young people and marginalised communities. Our 2024 data shows that at least 63% of MSI clients own a mobile phone.

Global healthcare providers need to meet this increasing demand for digital healthcare. MSI's global network of 34 contact centres is leading the way. In 2024, our contact centres handled over 11,500 interactions every single day, with over 54% of that traffic coming from messaging platforms like WhatsApp and Facebook. We helped clients before, during, and after they accessed care, with advice and referrals.

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

## Why we need to increase awareness of 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 **257 million women** in low and middle-income countries have an unmet need for 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.

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

MSI's network of 34 contact centres is staffed by over 200 team members, providing free sexual health advice and service referrals. We have seen demand for our contact centres grow each year, with a 275% increase in client interactions between 2018 and 2024.

In 2024, our contact centres interacted with clients over 4.23 million times, empowering thousands of clients every day to make informed choices.

## 2024 impact in numbers:

**63%**

of clients owned a mobile phone in 2024

**4.23M**

client interactions handled by our contact centres

**54%**

of contact centre conversations were through messaging channels

**45%**

of people enquiring were referred for services

## Reaching young people

Our 2024 data shows that our contact centres reached young people too. 13.2% of incoming queries were from adolescents, 10% of whom were referred for services.

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 in-person clients have any follow-up questions after their service, for example on side effects, our contact centres are there for them, too.

Spurred on by lockdown due to COVID-19, we have responded to increasing demand for reliable sexual and reproductive healthcare information via social media and messaging platforms.

And by partnering with governments, we offer our contact centres as a source of information on where services are available. In Nepal, our contact centre's toll-free, government-accredited phone number is featured in school textbooks so adolescents can seek services and advice.

## Choice in her hands with a continuum of care

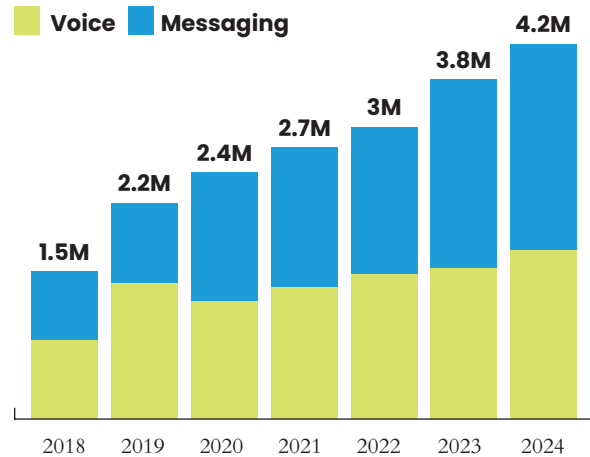
Globally, access to healthcare outside of facilities is growing, including [via pharmacies](#) and telemedicine.

[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. In 2024, at least 12% of enquiries handled by our contact centres were after clients had accessed a service, meaning they had an easy way to access further support from us.

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 aftercare.

## 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.

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 are mapping sites offering high-quality services 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.

## 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.

**To work with MSI, contact our Partnerships team. To find out more about the evidence shared in this two-pager, contact our Evidence & Impact team**

**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](#)**