



988 Suicide & Crisis Lifeline Chat and Text

988 Text

- Launched July 2022
- Help Seekers can text 988 from any text enabled device
- Only text can be sent and received, media is blocked
- It is free to text the 988 Lifeline, but if help seekers do not have unlimited texts, they may see a charge from their mobile phone service provider
- Text conversations have the longest handle time of any 988 modality
- Text is currently more popular than chat
- Texts can be disconnected by help seekers in queue, but must be disconnected by crisis counselors after connection

The logo for the 988 Suicide & Crisis Lifeline is displayed within a white square with a thick black border. The number '988' is in a large, bold, black sans-serif font. Below it, the words 'SUICIDE & CRISIS LIFELINE' are stacked in a smaller, bold, black sans-serif font. A small black rectangular element is positioned to the left of the text, partially overlapping the border.

988
**SUICIDE
& CRISIS
LIFELINE**

When a help seeker texts 988, they immediately receive an autoreply.

Hello

Thank you for reaching out to 988 Lifeline. We're here to help. By continuing to text with us, you agree to our terms. (bit.ly/ourtos) Reply STOP at any time to disconnect.

Para español, envía la palabra AYUDA

Veterans/service members, text 83825 directly

Otherwise, reply NEXT to continue

Next

To connect with a trained crisis counselor for LGBTQI+ youth and young adults: reply PRIDE

Otherwise, reply NEXT to continue

When a help seeker texts 988, they immediately receive an autoreply.

Keywords

allow help seekers to access specialized services



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Otherwise, reply NEXT to continue

Next, the help seeker receives **triage survey** messages and a link to optional **pre-text survey**.

To help your crisis counselor support you, please share if you have thoughts of suicide.

Reply A, B, or C:

- [A] Yes, within 24 hours;
- [B] Yes, within 2 months;
- [C] No.

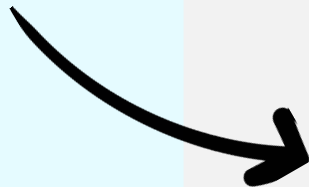
C

Thank you. On a scale of 1 to 5, how upset are you? (1 is "I'm okay," 3 is "Moderately upset," and 5 is "Extremely upset")

1

A counselor will be with you shortly. While you wait, please do this brief survey to help them support you:
<https://domo.network...>

Pre-conversation survey data is captured by Domo



At this point, the help seeker is routed into a **queue**.

How do queues work?

CORE CONCEPT

Queues: Each sub-network has its own queue(s).

Spanish queue

- Spanish high priority SMS
- Spanish long wait SMS
- Spanish normal priority SMS

LGBTQI+ queue

- LGBTQI+ normal priority SMS
- LGBTQI+ high priority SMS

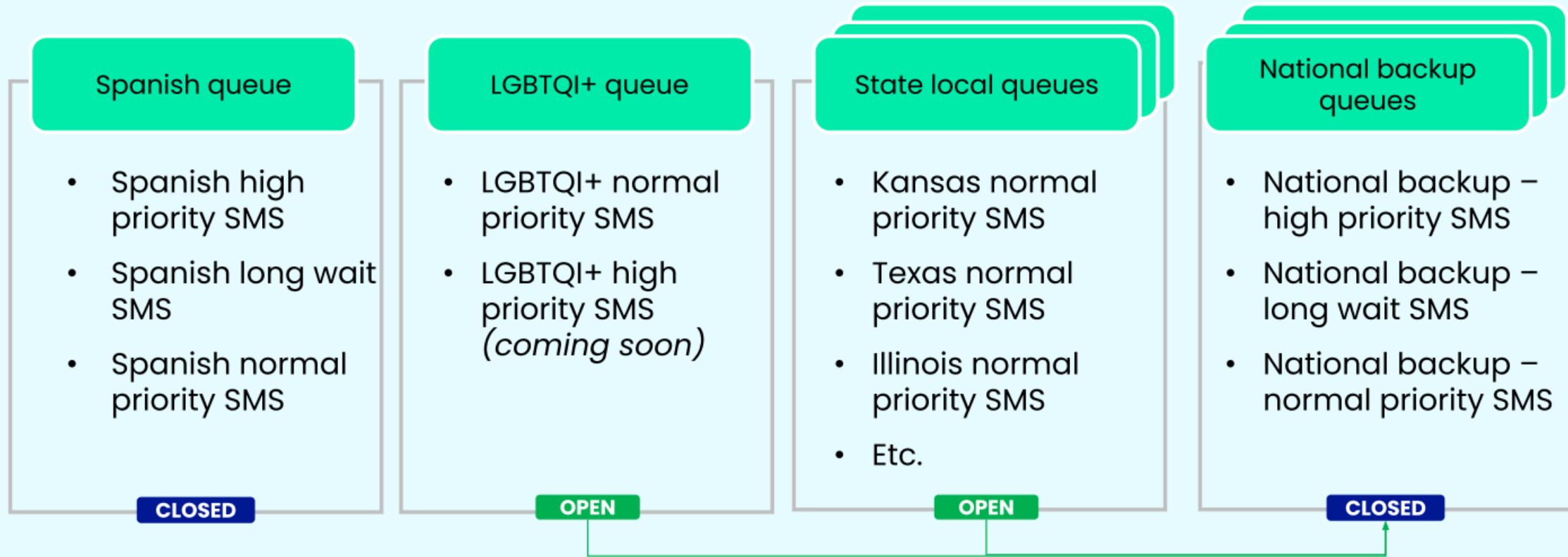
State local queues

- Kansas normal priority SMS
- Texas normal priority SMS
- Illinois normal priority SMS
- Etc.

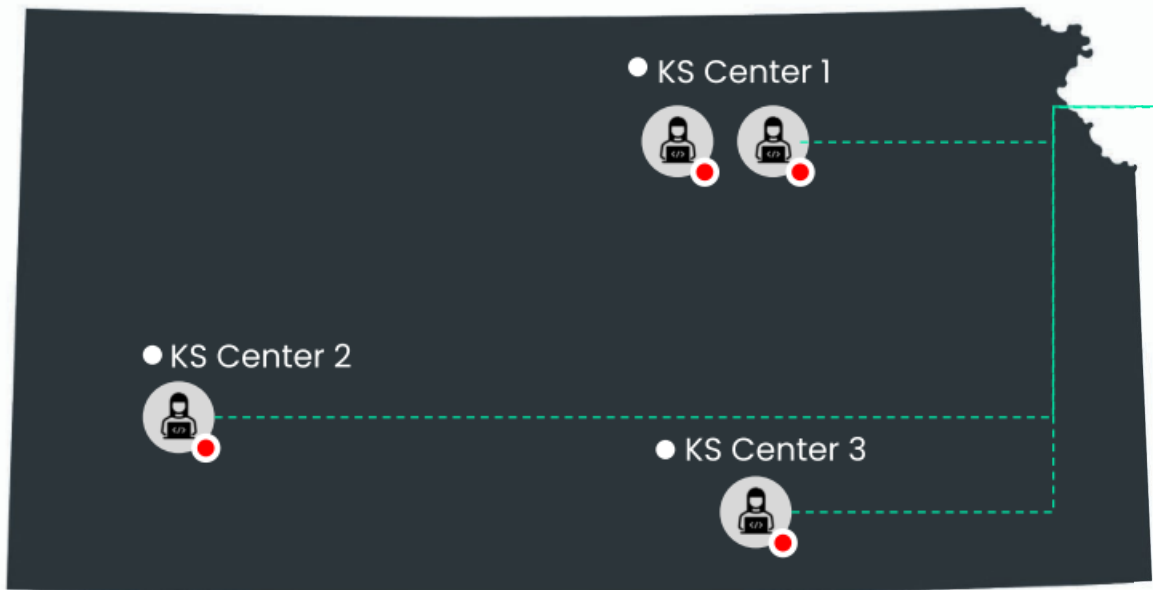
National backup queues

- National backup – high priority SMS
- National backup – long wait SMS
- National backup – normal priority SMS

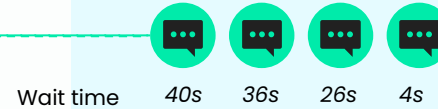
SMS interactions flow out of queues to be answered elsewhere after a designated amount of time.



But unlike 988 call routing, all centers within a state or sub-network **share the same SMS queue**.



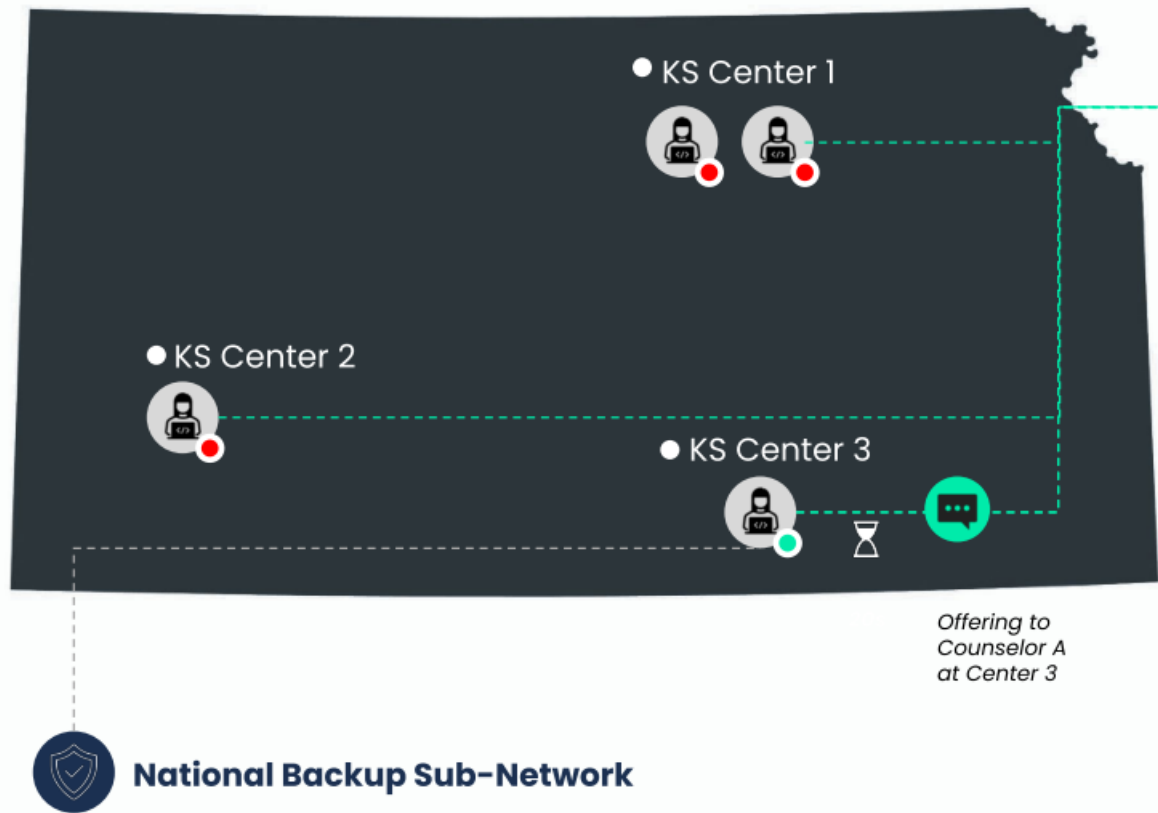
Shared queue



Texts are routed as counselors within the state or sub-network become available, regardless of center.

If multiple counselors are available, the counselor who has been available the longest receives the next text.

When an available counselor is offered a text, they have 20 seconds to accept the text.



Shared queue



Wait time 40s 30s 8s

If the counselor does not respond, a second routing attempt is made to the next available counselor within the state.

After 120 seconds, the text is routed to the National Backup

Identifying SMS Help Seeker's Location

- The most specific location identified for a SMS help seeker is their state.
- Vibrant's routing table identifies the help seeker's state by their area code and exchange (first six digits of phone number).
 - There are discussions around using geo-routing to identify a SMS help seeker's state in the future, but there are no confirmed timelines as of now.



Questions about 988 SMS?



988 Chat

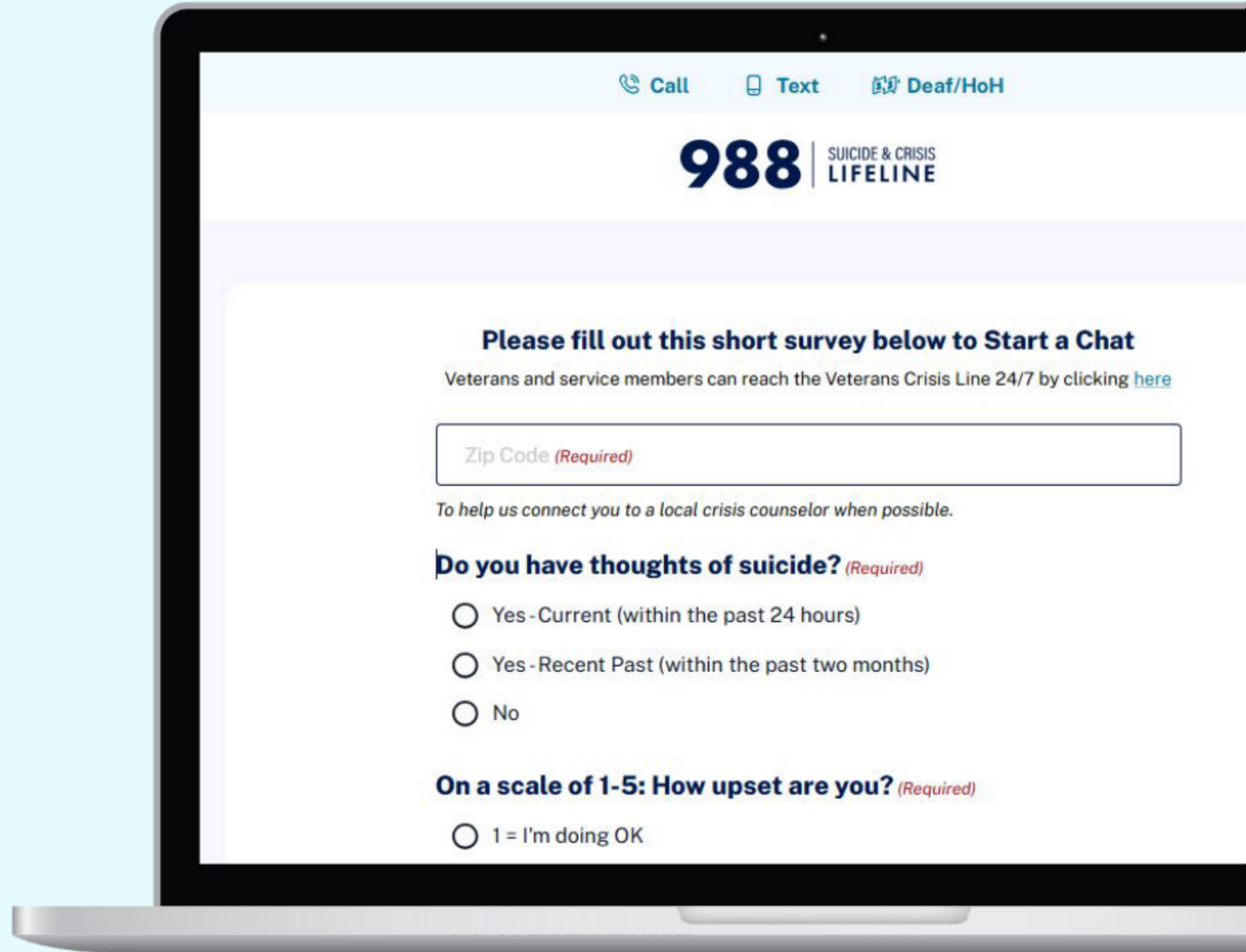
- Launched July 2022
- Accessed through the 988 Web Portal link
- Accessible through any browser
- Accessible through mobile devices
- Help seekers can provide their phone number through the pre-chat survey, but otherwise IP address and reported zip code are the primary data points for help seeker location
- Three questions in the pre-chat survey are required for Chat Help Seekers
 - Location (Zip Code)
 - Do you have thoughts of suicide?
 - On a scale of 1-5, how upset are you?

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988
SUICIDE
& CRISIS
LIFELINE

Lifeline chat and text operate very similarly.

For chat, help seekers can visit <https://988lifeline.org/chat/> on mobile or desktop.



The screenshot shows the 988 Suicide & Crisis Lifeline website interface. At the top, there are links for 'Call', 'Text', and 'Deaf/HoH'. The main header features the '988' logo and the text 'SUICIDE & CRISIS LIFELINE'. Below this, a section titled 'Please fill out this short survey below to Start a Chat' is displayed. It includes a note for veterans and a text input field for 'Zip Code (Required)'. The survey then asks 'Do you have thoughts of suicide? (Required)' with three radio button options: 'Yes - Current (within the past 24 hours)', 'Yes - Recent Past (within the past two months)', and 'No'. Finally, it asks 'On a scale of 1-5: How upset are you? (Required)' with a radio button for '1 = I'm doing OK'.

Call Text Deaf/HoH

988 | SUICIDE & CRISIS LIFELINE

Please fill out this short survey below to Start a Chat

Veterans and service members can reach the Veterans Crisis Line 24/7 by clicking [here](#)

Zip Code *(Required)*

To help us connect you to a local crisis counselor when possible.

Do you have thoughts of suicide? *(Required)*

☐ Yes - Current (within the past 24 hours)

☐ Yes - Recent Past (within the past two months)

☐ No

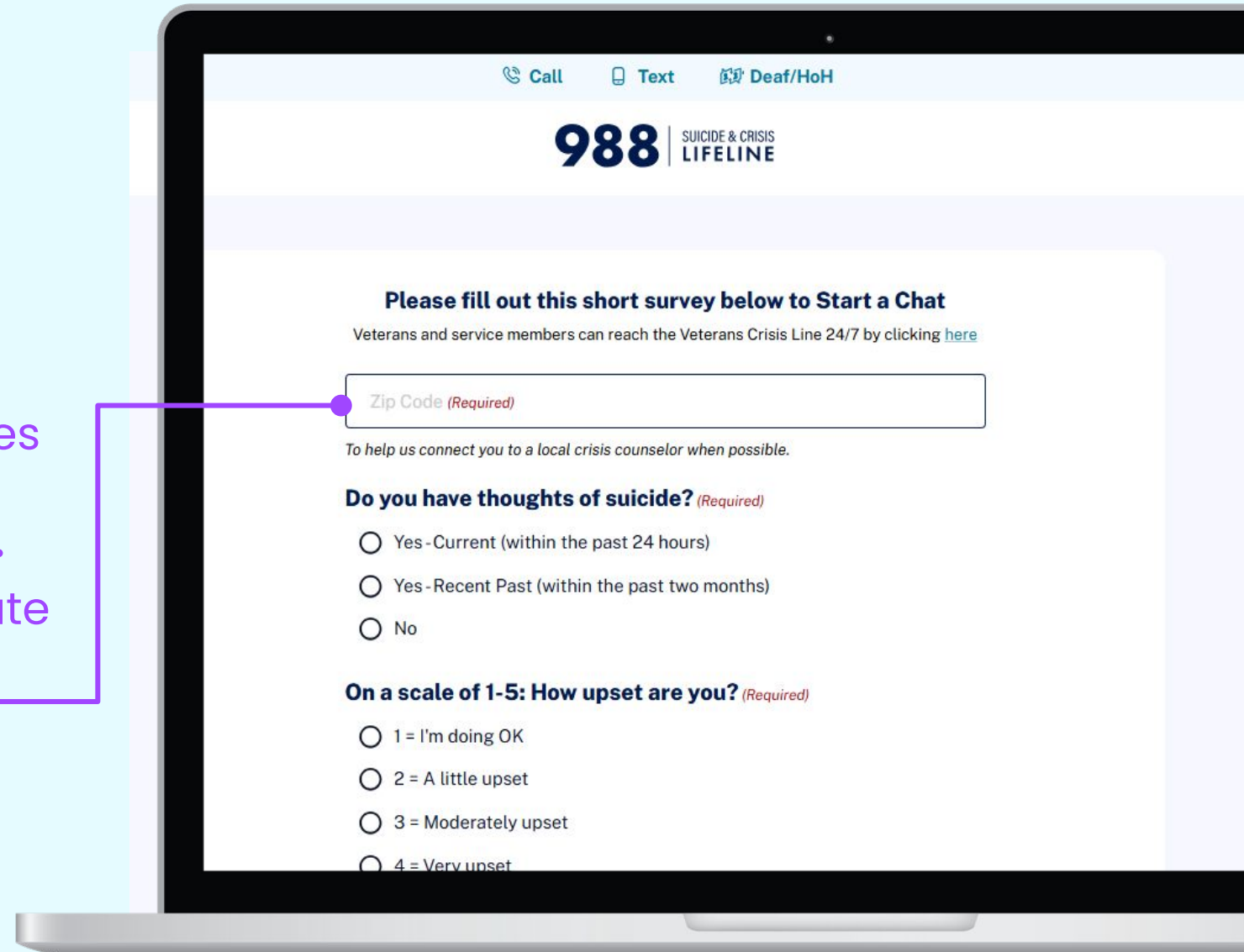
On a scale of 1-5: How upset are you? *(Required)*

☐ 1 = I'm doing OK

The pre-chat and triage surveys are merged for chat.

Unlike for calls, where exchange code determines routing, help seekers **self-report their zip code.**

This determines which state queue they are routed to.



The image shows a laptop screen displaying the 988 Suicide & Crisis Lifeline chat interface. At the top, there are links for 'Call', 'Text', and 'Deaf/HoH'. Below this is the '988 | SUICIDE & CRISIS LIFELINE' logo. The main heading reads 'Please fill out this short survey below to Start a Chat'. A sub-note states: 'Veterans and service members can reach the Veterans Crisis Line 24/7 by clicking [here](#)'. The first survey question is 'Zip Code (Required)', which is highlighted by a purple line from the text on the left. Below this is a text input field. A note follows: 'To help us connect you to a local crisis counselor when possible.' The next question is 'Do you have thoughts of suicide? (Required)', with three radio button options: 'Yes - Current (within the past 24 hours)', 'Yes - Recent Past (within the past two months)', and 'No'. The final question is 'On a scale of 1-5: How upset are you? (Required)', with four radio button options: '1 = I'm doing OK', '2 = A little upset', '3 = Moderately upset', and '4 = Very upset'.

Call Text Deaf/HoH

988 | SUICIDE & CRISIS LIFELINE

Please fill out this short survey below to Start a Chat

Veterans and service members can reach the Veterans Crisis Line 24/7 by clicking [here](#)

Zip Code (Required)

To help us connect you to a local crisis counselor when possible.

Do you have thoughts of suicide? (Required)

☐ Yes - Current (within the past 24 hours)

☐ Yes - Recent Past (within the past two months)

☐ No

On a scale of 1-5: How upset are you? (Required)

☐ 1 = I'm doing OK

☐ 2 = A little upset

☐ 3 = Moderately upset

☐ 4 = Very upset

The pre-chat and triage surveys are merged for chat.

Triage questions

LGBTQI+ youth sub-network opt in (English only)

Do you have thoughts of suicide? *(Required)*

- ☐ Yes - Current (within the past 24 hours)
- ☐ Yes - Recent Past (within the past two months)
- ☐ No

On a scale of 1-5: How upset are you? *(Required)*

- ☐ 1 = I'm doing OK
- ☐ 2 = A little upset
- ☐ 3 = Moderately upset
- ☐ 4 = Very upset
- ☐ 5 = Extremely upset

☐ **For LGBTQI+ youth/young adults, check here to connect to an LGBTQI+ trained crisis counselor.**

Collapse Optional Questions ✕

By answering the optional questions, our crisis counselors can better understand how to help you.

When a help seeker clicks “Submit” on their pre-chat/triage survey, they are immediately routed to a queue – queue structure is the same for chat and SMS.

Spanish queue

- Spanish high priority Chat
- Spanish long wait Chat
- Spanish normal priority Chat

LGBTQI+ queue

- LGBTQI+ normal priority Chat
- LGBTQI+ high priority Chat

State queues

- Kansas normal priority Chat
- Texas normal priority Chat
- Illinois normal priority Chat
- Etc.

National backup queues

- National backup – high priority Chat
- National backup – long wait Chat
- National backup – normal priority Chat



Counselor experience

- When counselors log in, they are automatically assigned to both chat and text queues for their relevant sub-networks (state, Spanish, LGBTQI+, National Back Up, etc.)
- Typically, when a counselor is “on queue” they are available to *all* of the queues they are assigned to.
- A chat is considered **answered** the moment a counselor clicks “Pick Up”

Chat conversations end when either the help seeker or the crisis counselor **disconnects**.

Local disconnect = Crisis counselor ends conversation

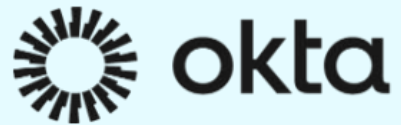
Remote disconnect = Help seeker exits browser or clicks “end chat” button

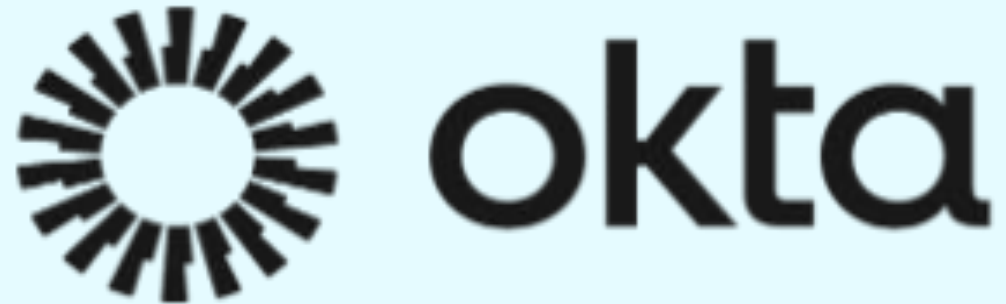
Questions about 988 Chat?



Unified Platform

V!brant | *Exchange*





Cloud-based Identity and Access Manager

- Application Hub
- Single-Sign On Access
- Multifactor Authenticator



V!brant | Exchange

Network Information Database & Support Ticket System

- Organizes Center Information
- Facilitates Technical Support & Ticket Tracking
- Allows for Data Access & Exchange

988 SUICIDE & CRISIS
LIFELINE

V!brant Emotional
Health



**Customer Relations Manager (CRM)
platform adapted to support crisis services**

- Houses Counselor Report Form
- Facilitates Scheduling & Performing Follow Ups
- Customizable Resource Database
- Familiar Visitor Contact Profiles





Cloud customer experience and contact center solutions

- Conducts Chat, Text, and Voice Interactions
- Facilitates Agent Supervision
- Stores Interaction Transcripts





SuccessKPI

Reporting & Analytics Platform

- Contains a suite of Agent Reports
- Aggregates Contact Report Form Data
- Supports Filtering & Customization



Crisis Counselor Experience: Routing

- Crisis Counselors are routed interactions based on who has been in the appropriate status the longest, regardless of center
 - Any change to status will move a crisis counselor to the end of the routing priority
- In the UP, Crisis Counselors are able to answer up to two concurrent interactions at the same time.
 - There are no requirements for crisis counselors to support two interactions; we defer to each center's clinical guidance regarding concurrent interactions
 - Crisis Counselors can change their status to avoid being routed an additional interaction
 - In periods of high volume, crisis counselors may be routed two interactions simultaneously before being able to change status.



Crisis Counselor Experience: Outbound Interactions

- Chat & Text counselors can conduct both outbound SMS interactions and outbound voice.
 - Crisis counselors in the UP will be set up to support outbound Voice interactions, but there is no requirement to use the Unified Platform to facilitate Voice interactions or follow up.
- Outbound interactions can be scheduled and assigned within the platform, and their completion status tracked by Supervisors.



Crisis Counselor Experience: Documentation & Resources

Contact Reports: The Unified Platform contains the Lifeline Contact Report form. A new form is automatically generated for the crisis counselor when they accept an interaction.

- The Lifeline Contact Report form contains fields related to help seeker demographics and dispositions.
- This data flows directly into SuccessKPI, where responses can be accessed in aggregate.

Resources: Each center is able to upload their own approved resources into the platform for their crisis counselors to access

- Centers designate Resource Database Managers

Help Seeker Documentation: Familiar Visitor profiles can be created to support crisis counselors in navigating conversations with help seekers who connect often and may present with more clinically complex scenarios.



Crisis Counselor & Supervisor Interactions

- Within the platform, Crisis Counselors are able to flag Supervisors for support when needed.
 - At this time, the Unified Platform does not include an in-platform messaging service to facilitate conversations between crisis counselors and supervisors.
 - Popular messaging platforms used by centers include Slack, Microsoft Teams, and Google Chat
- Supervisors are able to monitor all agents at their center, including:
 - Live monitor active conversations
 - Change statuses
 - Disconnect inactive interactions
 - Schedule & assign follow ups



Technical Support & Account Maintenance

Center Technical Support: Vibrant's IT team supports centers and individual agents with account maintenance and technical issue response.

- Technical requests are submitted through Vibrant Exchange.
- Crisis Counselors are able to access their own submitted tickets, including response from IT members, through Vibrant Exchange
- Supervisors are able to review all tickets submitted by their teams, as well as submit tickets on behalf of team members.

Emergency Technical Support: A 24/7 Emergency Support Line is also available for responding to urgent needs like outages and staff termination.



Data Access

Data generated on the Unified Platform can be accessed through multiple sources, including SuccessKPI and Vibrant Exchange Dashboards.

- SuccessKPI Includes:
 - **Agent Reports** – reports derived from Genesys data, which agent productivity and status changes.
 - **Lifeline Contact Report Form Reports** – reports derived from Salesforce data, which list line by line contact form responses, as well as aggregated demographics and dispositions reports.
- Vibrant Exchange Dashboards
 - Provides the In-State Chat & Text Queue metrics which provides queue level metrics, such as offered, answered, flow-outs, abandons, and ASA, as well as the number of interactions answered by each center active in a state queue.



Questions about Unified Platform components and functionality?



Queue Metrics vs. Center Metrics

Chat & Text data is organized and evaluated in two distinct ways.

- **Queue Metrics** refers to the activity within a queue. This shows the performance for the entire state.
- Queue metrics include the number of distinct number of interactions routed to a particular queue, and the outcome of those interactions relative to the queue: answers, in-state abandons, and flow-outs.
- **Center Metrics** refers to the activity of agents at a particular center. By reviewing the performance of crisis counselors, center data is gathered.
- Center Metrics include offers made to agents, flow-outs between agents, answered interactions, transferred interactions, and interactions abandoned while being offered to an agent.

Reminder!
Queue -
Waiting Room

Queue Metrics vs. Center Metrics

- In a shared queue, interactions enter a queue and are offered to agents assigned to that queue as they become available.
 - When an interaction enters a queue, it counts as a **queue offer**
 - When an interaction is offered from a queue to an agent, it counts as a **center offer**.
- If all agents are busy, the interaction will wait the designated queue routing time before flowing out to the National Backup.
- If no agents become available during the interactions allotted queue routing time, an interaction can flow out of the state queue without ever being offered to an agent assigned to that queue.
 - In this situation, a queue offer will register, but no center offers will be counted.

Queue Metrics vs. Center Metrics

A States' answer rate is the queue level answer rate.

- Centers contribute to the state's answer rate. Centers do not have individual answer rates.
- Centers do have a counselor acceptance rate (called an answer rate in the UP).



Queue Metrics vs. Center Metrics

To evaluate center performance relative to the queue, it can be helpful to calculate the percentage of total answers each center active in a queue is expected to provide, based on their funded amount of FTEs, and use that as the baseline for expected performance.



Questions about Queue and Center Metrics?



Chat & Text Onboarding

- Network Onboarding
 - 8 months – 1 year
 - Steps include:
 - Initial application review
 - Clinical review
 - Final Onboarding
- Unified Platform/Chat & Text Onboarding
 - Timeline: 4–6 weeks (if already an active Lifeline center)
 - This timeline is relative to a confirmed cohort migration date
 - Chat & Text specific clinical review
 - Ideally completed 30 days before UP Migration day
 - Platform Onboarding
 - Systems configuration
 - User Creation
 - Asynchronous Training
 - Migration Day





V!brant Emotional
Health