



Media Release

SoftwareOne modernises United Ways of California 211 contact centre operations to deliver care services to more people

Serving more people in need: through an expansion of the SoftwareOne and United Ways of California (UWCA) partnership, nine California United Ways will digitally transform their 211 hotline contact centre operations to improve coordinated social care services and better support community members across the state

Stans, Switzerland | 18 February 2025 – [SoftwareOne Holding AG \(SIX:SWON\)](#), a leading global software and cloud solutions provider, today announced the expansion of its partnership with United Ways of California (www.unitedwaysca.org), the nonprofit state network for United Ways working to build an equitable California where all can thrive. Under an expanded, multi-year agreement, SoftwareOne will support United Ways of California in migrating and modernising their customer interaction systems across nine 211 hotline contact centres that serve 28 counties in collaboration with 4,000 community-based organisations.

Orange County United Way has already implemented these improved systems, and now Inland SoCal United Way (serving Riverside and San Bernardino Counties) and 211 Sacramento have deployment underway. An additional six California United Ways have upgrades planned before the end of 2025. To enhance 211 call specialist efficiency and outcome tracking, SoftwareOne will implement custom-built, advanced data and AI analysis tools, powered by Amazon Connect, a cloud-based contact centre solution that can easily handle the over one million calls spanning the 26 counties in California serviced by the nine participating 211 contact centres.

“As the first United Way 211 in California to implement Amazon Connect, we’ve seen the direct impact of SoftwareOne’s on-time, on-budget deployment in Q3 of 2024,” said **Liz Andrade, Director of 211 OC**. “More importantly, Amazon Connect, as configured by Software One, has strengthened 211 OC’s ability to serve our community, enhancing agent efficiency, improving data analytics on client interactions, and seamlessly integrating with our Salesforce-based Closed Loop Referral System. The improved call routing ensures clients are quickly connected to the right community services organisation across Orange County’s 34 cities. Our supervisors can better allocate resources, and, most importantly, we’re seeing stronger client outcomes through closed-loop referrals. At the end of the day, it’s about getting people the right help, faster.”

“We are committed to improving how we connect people in need across Inland Southern California,” said **Kimberly Starrs, CEO of Inland SoCal United Way and 211 for San Bernardino and Riverside Counties**. “Transitioning to Amazon Connect is the first step in our three-phase workflow modernisation project. Next will be the adoption of the enhanced client database and closed loop referral system developed by Orange County United Way. Our goal is to



provide faster, more efficient care at a lower cost to the 300,000 callers we serve annually from the Inland Region's most vulnerable communities. By streamlining our processes, we can improve outcomes for the hundreds of community-based organisations we partner with in 54 cities across the two-county region, working together to better care for and house those who need it most.”

Through this extended collaboration between SoftwareOne and California United Ways, hundreds of thousands of Californians will experience simplified access to life-changing services, such as rent and mortgage assistance, food and shelter, health care, job training, transportation, childcare, senior care, and more. 211 also plays a critical role during statewide emergencies and disasters, providing up-to-date information on evacuations, shelter, food, medical care, and disaster recovery.

“To connect those in need with the services they require more efficiently, we needed to modernise and digitally transform our approach,” said **Dave McCann, Acting CTO of United Ways of California**. “Working with a leading global software implementation provider such as SoftwareOne to implement modern contact centre capabilities with Amazon Connect, is central to enhance efficiency for United Way 211 agents. County supervisors, taxpayers and our donors want provably cost-efficient services and optimal client outcomes. Next step is our planned Data Exchange.”

“Having already piloted our approach with Orange County United Way in 2024, we bring an optimised, cost-efficient migration and modernisation approach that will provide an immediate impact at lower cost,” said **Shane Cronin, Co-President, North America at SoftwareOne**.

“Ultimately, it's about connecting the right people to the right organisations with the right data to improve social care and human connections.”

SoftwareOne is an AWS Premier Tier Services Partner. Operating in more than 60 countries, SoftwareOne has achieved more than 1,300 AWS certifications and 23 AWS competencies, including Migration and Modernisation, Security Services and DevOps Services, alongside vertical industry competencies, such as Financial Services, SaaS and Nonprofit. Recently, SoftwareOne was recognised as the [AWS Global Non-Profit Organization Consulting Partner of the Year](#) for 2024.

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About United Ways of California

United Ways of California mobilizes the caring power of communities to improve health, education, and financial results for low-income children and families. In partnership with California's local United Ways, United Ways of California implements community impact programs and advocates for policies that advance opportunities for Californians, working toward an equitable California where every individual has the resources and opportunities they need to thrive. To learn more, visit unitedwaysca.org.



About SoftwareOne

SoftwareOne is a leading global software and cloud solutions provider that is redefining how organisations build, buy and manage everything in the cloud. By helping clients to migrate and modernise their workloads and applications – and in parallel, to navigate and optimise the resulting software and cloud changes – SoftwareOne unlocks the value of technology. The company's ~9,000 employees are driven to deliver a portfolio of 7,500 software brands with a presence in over 60 countries. Headquartered in Switzerland, SoftwareOne is listed on the SIX Swiss Exchange under the ticker symbol SWON. Visit us at www.softwareone.com

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