ConcernCenter
Connecting Concerns with Solutions

Case Study: ConcernCenter and New York State Office of Victim Services (OVS)

Summary:

The New York State Office of Victim Services (OVS) sought to improve the accessibility and user experience of the locate a program feature on their website, which offered victims of crime and their families the ability to locate services near them.

When searching for victim assistance programs, users often found the website's search function to be difficult to locate, inefficient, and lacking in cultural competency. To help improve this function, OVS selected ConcernCenter to establish a more user-friendly platform that could direct users to appropriate resources in as few as one to three clicks.

> *"We are incredibly happy to be getting direct messages from the new [OVS] Resource Connect! We have gotten several already. It is amazing what a difference this is already making."*
>
> **– Anonymous message received by the OVS**

ConcernCenter is a Software as a Service (SaaS) platform designed to connect users to support resources based on specific concerns. It offered OVS the ability to customize the solution to their needs and significantly improved both the accuracy and usability of their site. Implementation included a strategic communication plan for launch, resource updates, and extensive customization of search terms and concerns.

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Challenges Faced by OVS:

- Inefficient and challenging user navigation experience
- Difficulty for users to find resources quickly and easily
- Lack of culturally competent resources respectful of users' diverse values, beliefs, and experiences

Solutions Provided by ConcernCenter:

- Customized search terms based on available resources to improve accuracy
- Easy-to-use dashboard for efficient access in a few clicks or less
- Ability for OVS to seamlessly update resources for ease of implementation
- Support creating a streamlined communication plan for internal and external stakeholders

Results:

- 26,268 new users in 2024 (+24% pace in Q1 2025)
- 87,426 views in 2024 (+21% pace in Q1 2025)
- Users spent 33% less time finding resources on average per session
- Saved time for staff and call centers by improving administrative efficiency and reducing burdens
- Positive user feedback, including referrals and warm responses to the new system

Conclusion:

By implementing ConcernCenter, OVS significantly improved the experience for both users and staff, making it easier to find important resources for victims of crime and their families. As a customizable, user-friendly platform, ConcernCenter address the challenges of the previous OVS locate a program feature by improving site usability and delivering better service to victims of crime. The successful launch of ConcernCenter and continued positive feedback demonstrate our strategic ability to provide customized, accessible solutions that help vulnerable individuals find resources essential to their wellbeing.