

NETWORKING INCREASES DONATIONS

Unifying dispersed centers with a flexible, cost-effective system

CHALLENGE: *Integrate Far-flung Phone Centers*

- Handle large call volumes generated by TV programming.
- Connect callers to volunteer support groups throughout country.
- System had to be easy to use by non-technical volunteers.
- Volunteers did not have computers, only standard telephones.
- In-house system was inadequate to the task at hand.

SOLUTION: *Unified Operations and Volunteers*

- Avoided time, expense to modify current system and train on new.
- Developed simple, pay-as-you-go hosted solution.
- Enabled multiple agents to log in through a single terminal.
- High-volume system placed callers in queue when agents unavailable.
- IVR enabled callers to listen to more information while on hold.

20%

Increase in donations

500%

Increase in call volume

RESULTS: *Drove More Calls and Donations*

- Hosted solution eliminated capital investment, maintenance expense.
- Volunteers only answered incoming calls, no complex training needed.
- Solution scaled to handle 500+ volunteers at up to 12 call centers.
- Efficiently managed a 500% increase in call volume.
- Boosted donations 20% per call by enhancing donor experience.

"The team really took time to understand our problem and come up with the most effective solution. They saved us money and time as we didn't need to purchase and manage our own platform."

- Senior Director

UNIFYING ISOLATED CALL CENTERS AS ONE

Enabled evangelical organization to manage high call volumes generated by its TV programming.



No single system

The organization had its own agents: volunteers who interacted with viewers wishing to contribute. The challenge was connecting callers with dispersed centers—making the system easy to use with only a standard telephone.



A robust network

Our hosted solution enabled volunteer center organizers to log in multiple agents from a single terminal. When all agents became busy, it placed callers in a queue, using interactive voice response to provide more information to donors while on hold.



Donations increased

The organization saw a 20% increase in donations per call. It also had a big productivity boost, including a 500% increase in call volume. We enabled volunteers to run centers as needed— without operating a complex system.



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