CASE **STUDY**

Positive results through technology and innovation.

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Intelligent Call Performance

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CLIENT/INDUSTRY: Non-profit/ministry

BUSINESS ISSUE:
- Previously client attempted to increase donation performance and call capacity by unsuccessfully attempting to add additional call centers. Inhibitors to success included:
  - Ability to efficiently manage scripting & reporting across multiple call centers
  - Access to a reporting mechanism that unified call center reports

ANALYSIS/KEY FINDINGS:
- They lacked capacity for a number of their media buys so as calls spiked created high call abandonment
- Even with only two call centers making scripting adjustments was timely and expensive which limited their ability to make scripting enhancements
- Different scripting systems with two call centers caused separate scripting and inconsistent messaging to their potential donors
- Reporting never reconciled, as they had two centers providing different reports

SOLUTION:
- Doubled call capacity by adding four additional call centers
- Implemented Insight product suite feature of unified reporting and applied across all call centers
- Implemented Insight product suite feature of real time agent performance routing, which aligns more potential donors with the best agents.
- Implemented Insight product suite feature for scripting. All call centers utilized this one scripting platform which allowed client to upload script changes to a single site in real time, no longer needing to work with each individual call center for changes.

RESULTS:
- Combination of increased capacity and ability to make more enhanced script changes increased average donation by 25%
- Lowered abandonment rate from over 20% to 2%
- Standardized scripting reduced average talk time by 90 seconds which decreased agent cost by 15%

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