Case Study
Telephone Fundraising Experts

The Business Need

CallScripter have been in an existing partnership with this client for over five years now; however the client recently made the decision to implement the new CallScripter fully hosted predictive dialling solution, in conjunction with the existing premise based application.

The general feeling within the organisation was that their original systems needed updating but thanks to the familiarity and ease of using the CallScripter front-end product it was decided to explore the other services that CallScripter could offer.

A key factor in the decision-making process was that because the client works on behalf of numerous different charities, it was imperative that multiple queues of data could be uploaded to the dialler through CallScripter, with the added ability to call more than one telephone number per record.

Solutions

The fully integrated software now means that the client can continue to load all outbound campaigns into CallScripter, which in turn pushes the data to the dialler for calling.

The application synchronises with the dialler so that all non-live contacts, which includes 'abandons', 'answer machines', 'busy', and 'no answers', are reported from the CallScripter database.

Also the solution provided allows the client to achieve their aim of uploading multiple queues of data to the dialler, with the ability to try up to three different numbers per contact, thus increasing contact rates across all campaigns.

Results

As a direct result of the CallScripter upgrade, this fundraising organisation is now able to:

- Set up and manage campaigns and queues to upload to the dialler
- Set up agents to use the dialler
- Let agents log onto a different queue if data is running low on the queue they are assigned to
- Allow for agents to log-off for breaks
- Upload abandoned call messages per queue
- Enable shift managers to switch off shift queues that are not performing, or before staff breaks,
- Access call recordings for clients or queries on data recorded by agents
- View outcome reports to monitor campaigns or agents

Key Highlights

- Existing partnership has evolved
- Reduced abandoned calls
- Manage data in queues
- Fully integrated software
- Ability to upload multiple queues of data
- Increased contact rates

Telephone Fundraising Organisation

This organisation specialising in solutions for fundraising via telephone was formed in 2002. Now six years on, they provide the very best fundraising services that the charity sector has to offer. They work with over 70 charity clients and form nearly 20,000 contacts a week, in order to secure donations.

One of the company's Directors commented: "I have been heavily involved with this implementation from the start, and CallScripter have kept me completely satisfied by their response times, with regards to requesting additions to our system. The development team kept me up-to-date with regular progress reports, and ensured that the whole project ran as smoothly as possible."

To learn how CallScripter can improve your contact centre efficiencies, simply visit our website or give us a call on +44 (0) 203 368 6889.