



CLIENT SUCCESS STORY

Children in Need

The Brief

Back in 2005 national UK charity Children in Need contacted GFM to help them process donations for their annual telethon event through the use of IVR call handling services; as their resources were unable to satisfy increasing enquiries. The client wanted the fundraising services to be managed in their entirety from concept generation through to creation, delivery and reporting.

Our Solutions

In response to the brief we created new procedures for automatically processing high volumes of calls, which enhanced operational efficiency and enabled the client to successfully satisfy increasing enquiries in a timely and effective manner. As part of our ongoing support for Children in Needs' fundraising we; perform inbound call handling, process donations and manage associated databases. Every year this campaign helps thousands of children and young people in the UK affected by disabilities.

OVERVIEW

- * Interactive Voice Response (IVR)
- * Donation processing
- * Data processing
- * Gift Aid records transcribed
- * Inbound call handling

 55,000+
IVR calls handled

 99.4%
connectivity

 £1 Million
donations banked

“GFM ClearComms has been critical to our annual telethon success by reliably handling, recording and processing people's donations through their automated services.”

Head of Fundraising
Children in Need