

Case Study – SMS Service

Client Industry – Not for Profit

As one of the world's largest overseas aid agencies, this not-for-profit organisation depends upon and accepts public support by ongoing donation and/or sponsorship. An ongoing issue has been some credit card payment details either being incorrectly supplied or having expired before being processed.



Client Requirement

Realising that making outbound calls from their internal call centre was cost prohibitive, the client wanted to trial **SMS** as a means of communicating with these supporters in order to obtain current and correct payment information.

As the financial pledges made by supporters were unable to be processed until correct details had been obtained, it was critical that any **SMS** service was able to be set up, and the first messages sent out, within 24 hours from the campaign being approved.

As these customers were to be given priority in the call queue when responding to their call centre, the solution needed to be able to stagger each SMS broadcast so as not to exceed call centre service levels.

DCA's Solution

DCA proposed an **SMS** merge broadcast solution offering a scheduling facility - thereby allowing each of the lists to be prepared and sent out at pre-arranged times and maximising the call centre staff dedicated to receiving the calls.

The system proposed by **DCA** was also able to merge supporter specific personalised data (supporter name and unique ID number) into the message with a dedicated 1800 number for responding. The ability to personalise each message was preferred by the client over other vendor solutions as the supporter was able to be quickly and easily identified when responding.

During the campaign **DCA** configured its **SMS** software to also receive opt-outs and return **SMS** texts as an email message, which were forwarded directly onto client for actioning.

Customer Benefits

As a non-profit organisation, ROI is critical. The **DCA SMS** solution proved to be extremely cost effective - a viable alternative to outbound calling - with a significantly higher ROI for the client than other communication methods.

"The positives for us were having a supporter calling in with their supporter number ready and being able to stagger calls to coincide with shifts in customer service, getting an instant response and fixing the problem quickly."

The response generated by the campaign was so well received that the **SMS** reminders have been scheduled to be ongoing commencing late 2007.

Contact Details

For further details about **DCA's SMS Services**, please contact:

Shane Treacy
DCA Melbourne
Level 5, 355 Spencer Street
West Melbourne
Victoria, Australia 3003
Ph: +61 3 9320 9031
Fax: +61 3 9320 9001
Email: nirvanasales@data.com.au
Web: www.data.com.au