

Inbound Call Centre Project

Client: Comic Relief

Background: Red Nose Day is a UK wide fundraising event organised by Comic Relief every two years. It culminates in a night of TV treats on BBC ONE. On Red Nose Day everyone in the country is encouraged to throw caution to the wind, cast their inhibitions aside, put on a Red Nose and do something wild to raise money. At the same time Comic Relief try to raise awareness too. Whenever they communicate with the public they ensure that amongst all the fun and games they include information about the very serious work they're supporting in the UK and Africa.

Client Objectives and Our Solution: Comic Relief needed contact centres across the UK to receive inbound calls from donors during the live Telethon which took place on 16th March from 7pm until 2am. They had a preference for contact centres which could utilise their web based donation application, could stay live until 2am and who could provide at least 50 seats.

Our Solution: DDC OS made available 70 inbound lines supported by 120 volunteers. Employees, family, friends and even some of our clients volunteered their time for at least part of the 5 hour programme. We trained all these volunteers to be able to take donations over the phone from members of the public and to enter information direct into the Comic Relief web based application. DDC OS assigned an entertainments committee to ensure that DDC OS volunteers enjoyed the night and also that we raised money in our own right over and above the calls we took for donations from the general public. DDC OS received various donations of food and prizes from local businesses to aid fundraising on the night.

To meet Comic Relief's requirements for reporting DDC OS completed:

1. Half hourly updates for volunteers on 'donations to date' during the event
2. Tallying spreadsheet detailing all paper forms completed on the night of the event
3. Management 'closedown' reports at the end of the evening (faxed and e-mailed to Comic Relief).

Summary & Benefits: DDC OS received a lot of support information from Comic Relief and built a Managers guide and internal training packages for all agents from the information supplied. The event ran smoothly and DDC OS were praised by our pre-assigned BT Event Manager for our approach and rapid response on the night of the event. In total we received and managed over 5100 calls and 'banked' over £138,000 worth of donations from £2.00 to £10,000.

The Client Said: "On behalf of everyone at Comic Relief, I want to thank you and your colleagues and your many, many volunteers for all your tremendous help on the evening.. From speaking to people on the evening, we know many of you worked very very hard but also enjoyed a fabulous atmosphere at your centre. We certainly know and very much appreciate the extensive work put into the planning of the night." Jan Brown, Comic Relief.

