

case study

COMPASSION INTERNATIONAL



Client Name: COMPASSION INTERNATIONAL

Launch Date: July 2001

Overview:

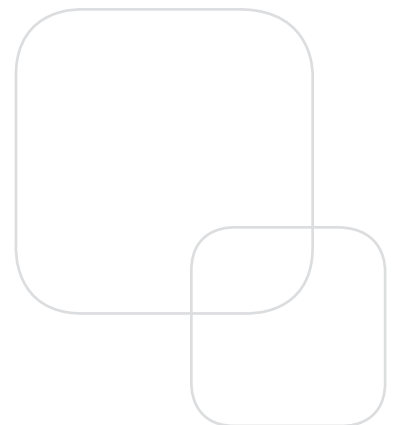
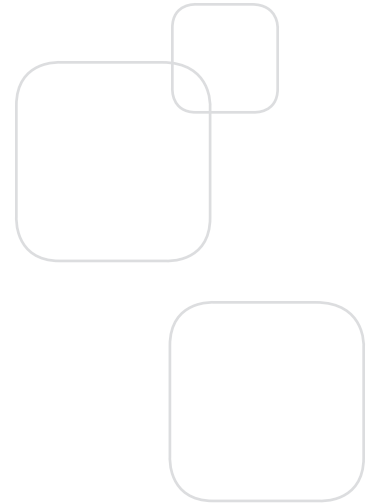
Compassion International exists as an advocate for children, to release them from their spiritual, economic, social, and physical poverty and enable them to become responsible and fulfilled Christian adults. Since the 1950's Compassion has expanded its work to 22 countries, including the United States. People call Compassion regularly to sponsor a child, and Compassion at times needs to make outbound calls to contact their sponsors and donors.

Business Need:

Compassion initially contacted Capernaum with a business need for a predictive dialer. In the past, when Compassion wanted to update or contact their sponsors and donors, it was a paper and time-intensive process to get through the lists. Compassion required an application that could automate and speed up that process. Through further consultation with Capernaum, Compassion realized that by using Interactive Intelligence's Customer Interaction Center (CIC), they could get the dialing functionality desired, plus full ACD and IVR functionality in their call center for the same price as competing predictive dialers. Based on this consultation and the flexible options afforded to them by the CIC platform, Compassion selected Capernaum to implement a new telephony system for its call center that would handle outbound and inbound calls.

Solution:

Capernaum began by expanding Compassion's ideas of how they were operating the call center. Once the requirements were defined, Capernaum installed CIC during the summer of 2001. The result was a system that could route Compassion's incoming ACD calls appropriately to the sponsor/donor group and integrate with Compassion's existing PBX for the rest of the office. Capernaum also integrated with Compassion's CRM application so that call center agents would have relevant information available for each call. Capernaum configured Interactive Intelligence's Interaction Dialer so that Compassion could automate the outbound dialing process with their different call lists. The call center users also received unified messaging functionality for their voicemail, as well as access to Interactive Intelligence's e-FAQ, an automated email response tool for internal FAQ's.



Results:

Compassion fulfilled its immediate need for automating its outbound dialing processes - they can now complete their call lists four times faster than before. Predictive dialing eliminated the backlog of paperwork and now communication to sponsors and donors is more efficient as a result. For the price of other predictive dialers, Compassion now operates the CIC platform as its ACD system as well. Incoming calls are routed to the appropriate workgroup, and pop Compassion's CRM application on the agent's computer screen, helping to increase productivity.

Technology:

Compassion is using Interactive Intelligence's CIC platform for its call center applications. The Windows server resides on the corporate network, and connects to Compassion's PBX via tie lines so that calls can transfer to all extensions. Capernaum designed all of Compassion's call flows using Interactive Intelligence's administrative tools, Designer and Attendant.