

## CASE STUDY

# Nonprofit Organization: Volunteer Network

**A** major evangelical organization relied on WS iNet to create a flexible and cost-effective solution to handle fluctuating call volumes with a geographically dispersed volunteer support network.

## The Challenge

A well-known evangelical organization was challenged with handling large call volumes generated following special monthly television programming. In addition, during special week-long programs airing several times throughout the year, the number of volunteer agents needed spiked from 100 to over 500.

They needed a way to connect callers to their volunteer support groups, which were geographically dispersed throughout the United States. The system had to be easy to use, as their volunteers were not

technically sophisticated. In addition, the system needed to be flexible in order to scale from supporting 100 volunteer agents to over 500 during peak call volume spikes.

Upon further discussions, the organization revealed that 1) seven to twelve different volunteer centers would be in place to support the call traffic generated by the monthly programs as well as the sporadic spikes, and 2) the volunteers would not be equipped with computers – only a standard telephone.

## WITH WS INET, THE CLIENT WAS ABLE TO:

- » **Eliminate** their in-house system - avoiding additional capital investment and maintenance expenses.
- » **Cost-effectively** handle 500% increases in call volume with volunteer agents.
- » **Increase** donor and volunteer agent satisfaction, thereby increasing donations per call by 20%.

## The Solution

After evaluating several options, which included purchasing their own ACD and call center technology, the organization turned to WS iNet. They knew WS iNet's technology powered the largest and most successful home agent network: AgentsOnDemand™ by Working Solutions.

WS iNet needed to develop a solution technically advanced enough to meet the rigors of a distributed, high-volume program while making the product easy to use for the volunteer agent group.

The solution developed by WS iNet allowed volunteer center organizers to log in multiple agents from a single terminal, which helped simplify the process for the volunteers. WS iNet's hosted contact center solution puts callers in queue if no agents are available, utilizes IVR during wait times, and allows callers to select and listen to additional information while waiting on hold.

The system was successfully designed and implemented to routinely handle the monthly call volumes and volunteer agents, in addition to handling the traffic spikes generated by live broadcasts that aired several times during the year.

## The Result

The client, a major evangelical organization, is now able to focus on its core activities. They are free from the complexity and cost of managing and supporting their own in-house call center technology. Furthermore, they only pay for the time used on the system and do not have to worry about missed calls during peak volume spikes.

Since the system is easy to use, the staff does not have to train their volunteer agents on the use of a complex product. Agents simply answer the incoming calls as they arrive.

By using a hosted solution, the organization can operate its volunteer centers at any location and allow the centers to remain connected through WS iNet's advanced technology.

As a result of implementing WS iNet's hosted contact center solution, the organization was able to immediately realize the following additional benefits:

**Reduced staff overhead** – They no longer have to retain a support staff to manage an in-house call distribution system.

**Substantially reduced capital and operating costs** – Capital expenditures and annual maintenance contracts are no longer required. Purchasing an in-house system would have cost the organization more than a million dollars.

**Ability to handle peak call volume spikes** – Five hundred percent increases in call volume and volunteer agents are now easily supported.

“ The team at WS iNet really took time to understand our problem and come up with the most effective solution. They saved us money and time as we did not need to purchase and manage our own in house platform. ”

– Association President

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