



INTERACTIVE INTELLIGENCE
Deliberately Innovative

Case Study

Contact Center Automation

Enterprise IP Telephony

Enterprise Messaging

World Vision Calls on Interactive Intelligence for Improved Call Centre Management



About World Vision

World Vision is Australia's largest charitable group. Since the 1950's the organisation has been leading the way in international welfare, providing relief in emergency situations and working on long-term development projects that address the causes of poverty and help people move towards self-sufficiency.

Along the way, World Vision has become one of Australia's most skilful and experienced fund-raisers. Almost 80 percent of World Vision's funding comes from private sources including individuals, corporations and foundations. Mention "40 Hour Famine" to most Australians and they will immediately think of World Vision. Around 400,000 regular supporters provide the donations and sponsorships that enable World Vision to assist over 12.4 million people every year.

Technology has been an essential tool in the organisation's fund-raising kit bag, helping World Vision to reach out to new donors and to manage communication with existing supporters. Yet, unexpectedly, it is advances in telephony and not the Internet that have had the most beneficial impact over the past decade. From a call centre in Melbourne, World Vision staff manages 240 inbound lines, receiving anywhere between 800 and 2,000 calls, and making a similar number of outbound calls, every day.

Summary

Customer: World Vision Australia



Headquarters: Melbourne, Australia

Industry: Charity

Challenge: Moving from traditional telephony to a single integrated VOIP solution

Solution: *Customer Interaction Center® (CIC)* is an all-in-one communications software suite that provides multi-channel contact center automation and enterprise IP telephony functionality for mid-size to large customer-focused and interaction-intensive organizations.

Benefits:

- Improved call management and operations
- Better call queuing and faster, more efficient service
- Increased agent effectiveness
- Quality monitoring of calls
- High accuracy in forecasting staffing requirements
- Faster, more efficient customer service
- Increased staff morale

The Challenge

World Vision's first real challenge in telephony was in 2002 when the organisation wanted to upgrade and replace its telephone system with a single integrated call management Voice over IP (VoIP) system requiring no additional third party hardware.

The Solution

Customer Interaction Center® (CIC) application suite from Interactive Intelligence was soon deployed. CIC is an all-in-one application suite to manage all contact centre interactions on one platform architected for SIP and Voice over IP (VoIP). It enables organisations to centralise administration in a single interface and replaces traditional multi-point legacy systems.

Chris Visick, Workforce Planner and Business Analyst, Supporter Service Group, World Vision Australia, explains, "Even though CIC was still in its infancy back then, we could see the benefits. At the time, if we had wanted to move a call centre agent's desk or change the location or configuration of our physical phones we had to call in a technician and put down new copper. Voice over IP offered much more flexibility. For example, if we are involved in a large emergency relief appeal, we can now turn our entire building into one big call centre if we want to."

The system manages all contact centre interactions, offering automatic call distribution across agents; speech-enabled interactive voice response; recording, scoring and quality monitoring of calls; outbound campaign management; workforce management; and supervision and system monitoring.

The Benefits

Adding functionality

With the passage of years, World Vision has added to CIC, introducing new functionality that increases agent effectiveness. CIC integration with a workforce management solution, for example, has given World Vision a more accurate ability to forecast staff requirements

and create rosters. A link to a digital display wallboard means that all agents – and not just managers - can easily see essential inbound call information such as the number of calls in queue, the average waiting time for callers and the number of agents available to take calls.

The deployment of Interactive Intelligence's Interaction Attendant allows supporters to categorise the reason for their call, leading to better queuing and faster, more efficient service.

Visick explains, "In the event of an emergency relief appeal we can alter the hierarchies of our auto attendant so that the first option for existing and new supports is to donate to an appeal that we have going. We can also change the message on each queue or auto attendant option within minutes, keeping information as up to date as possible."

Increasing agent satisfaction

In 2008, World Vision added another layer of sophistication with the deployment of Interaction Dialer, an integrated software add-on to CIC that enables predictive, outbound call dialling and which blends inbound and outbound campaign commitments for maximum results.

The system automatically dials numbers on behalf of agents before passing on connected calls ready for the agent to begin speaking. If it detects an answering machine or there is no answer, the call is hung up and the number is put back in the queue ready to call again four hours later. Should it come across a busy signal, the system hangs up straight away before retrying in 15 minutes.

World Vision piloted Interaction Dialer in its regular credit card call-around process. Every week, World Vision receives a report advising which of its supporters' credit card transactions have been declined. It's a problem that easily happens when contact details have changed or a new card has been issued. Given the importance of maintaining existing supporters, agents try to contact these supporters as quickly as possible to resolve the issue.

Prior to the automatic dialler, call centre agents would be given the list and would work their way through the telephone numbers over the course of a week. Using Interaction Dialler, the week's calls are now completed in just three hours.

"What we've found is that the dialer increases the productivity of our agents but what we hadn't expected was the associated increase in staff morale. Because agents no longer have to deal with the frustration of unanswered calls or answering machines, and every time they pick up a call they are connected to a supporter, they are more motivated," Visick comments.

An online future?

"Without our phone system we wouldn't have any supporters," Visick adds. "The flexibility and functionality of CIC have certainly been to our advantage, especially in emergency relief situations. Interactive Intelligence has been there for us every time we've needed them and during an emergency relief appeal they are literally on call 24 hours a day, seven days a week."

Visick acknowledges that the Internet is beginning to have a limited impact with some supporters seeking to contribute to the charity via the web. "In the future we expect to look at adding a web chat option to our web site. This would then come through our phone system in a manner similar to an inbound call. This is all functionality that CIC can provide."

However, Visick cautions that it will take time before the majority of supporters are willing to adopt the Internet. The phone, he believes, will remain the primary fund-raising tool for some time. "The one thing that we always have to be very mindful of is the broad spectrum of our audience. World Vision supporters range from young schoolchildren involved in the 40 hour famine through to 90 year olds and we have to cater for every one of them. Our aim is to keep it as simple as possible so that even if a caller doesn't press anything, they reach an agent who is able to assist them with the majority of their questions. That's what CIC allows us to achieve."

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INTERACTIVE INTELLIGENCE®

Interactive Intelligence Inc. (Nasdaq: ININ) is a global provider of unified business communications solutions for contact center automation, enterprise IP telephony, and enterprise messaging. The company's innovative standards-based, all-in-one communications software suite was designed to eliminate the cost and complexity introduced by multi-point vendors. Founded in 1994 and backed by more than 3,000 customers worldwide, Interactive Intelligence is an experienced leader delivering maximum customer value through its comprehensive solution-set comprised of premise-based and hosted offerings, including software, hardware, consulting, support, education and implementation.

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