Children's charity enhances fundraising

SickKids Foundation improves the donor experience and increases efficiency by equipping contact centre with a scalable network and unified communications.

"By improving collaboration and efficiency, we're able to raise more funds to help more sick kids."

– *Seth Corriveau, Associate Director, Technology Services, SickKids Foundation*

A donation to charity is a generous gift. If your experience during the process is lengthy or cumbersome, would you think twice about donating to that organization again?

Challenges	
	· Ensure high-quality experiences for donors and agents
	· Improve first-contact resolution with donors
	· Measure donor experience with surveys and reports

SickKids Foundation is the largest charitable funder of child health research, learning, and care in Canada after the government. The foundation's contact centre helps raise funds on behalf of The Hospital for Sick Children (also known as SickKids), receiving contributions from more than 232,000 donors annually.

The foundation's aging network and phone system were unable to keep up with its needs, resulting in poor voice quality, dropped calls, and downtime. Contact centre agents were unhappy at how hard it was to provide great service. There were also concerns about how network and system disruptions may have impacted donations.

"Outages were frequent and troubleshooting was difficult," says Corriveau, associate director, Technology Services. "We tried using a cloud-based solution, but that wasn't ideal because of poor support and lack of integration."

Case Study | SickKids Foundation

Size: 170 Employees	Location: Toronto, Ontario	Industry: Nonprofit

The foundation decided to refresh its network and communications tools. "The donor experience is critical," says Corriveau. "These are people who care about children and are calling to donate their hard-earned money."

An end-to-end solution from Cisco and CDW Canada improves contact centre efficiency and effectiveness.

Solutions	
	• Refreshed network with an integrated set of Cisco® Borderless Networks solutions
	• Deployed Cisco Business Edition 6000 with Cisco Unified Contact Center Express

More calls, more donations

Donors now enjoy a consistent quality experience, making them more likely to donate again in the future.

"Previously we received weekly complaints from donors about poor call quality," says Romaine Hunt, associate director, Donor Services. "Since integrating with Cisco, we have not received any negative feedback and accepting donations on first contact gives us room to take more calls."

Better quality of experience

Agents no longer report dropped calls or poor voice quality. Instead, they can concentrate on providing the best service. "It's a night and day difference," says Corriveau.

Major efficiency gains

IT and help desk teams spend 75 percent less time troubleshooting and responding to tickets due to the stability of the new platform.

Keeping donors happy

Robust reporting and the ability to conduct automated phone surveys drive continuous improvement. "We will now have visibility into the donor journey," says Hunt.

Evolving experiences

SickKids Foundation now has the solutions to support a consolidated communications infrastructure and offer new options such as web chat. "We can provide multichannel customer service as we continue to evolve donor and agent experiences," says Corriveau.

Results	• Enhanced the donor and agent experience with reliable communications
	• Improved contact center centre efficiency
	• Provided a scalable platform for growth

Expanding collaboration with video

The foundation staff recently expanded to a second location and is deploying video phones and collaboration endpoints in board rooms to enhance communication between staff.

"Video will allow us to collaborate face to face, even as we grow," says Corriveau.

To view all Cisco customer stories, visit: http://www.cisco.com/go/customerstories.

Products & Services

Unified Communications
- Cisco Business Edition 6000
- Cisco Unified Contact Center Express Premium
- Cisco Unity Connection
- Cisco Unified Communications Manager
- Cisco Unified IP Phones 8945
- Cisco Unified IP Conference Station 7937

Conferencing
- Cisco Jabber® for Desktop, Windows, Android, and iOS

Collaboration Endpoints
- Cisco TelePresence® SX20 Quick Set

Wireless Mobility
- Cisco Aironet® 3500 Series Access Points with 802.11ac
- Cisco 2500 Series Wireless Controllers

Security
- Cisco Adaptive Security Appliances
- Cisco AnyConnect® VPN Client

Routing
- Cisco Catalyst® 4500, 4500-X, and 2960-S Series Switches
- Cisco 2900 Series Integrated Services Routers