

CASE STUDY / INSCRIPTION

Call center technology creates more personalized appeal



Today's marketing is about personalization. The more you can speak to the needs and wants of the individual, the better your results will be. In the call center, innovative "Inscriptions" technology enables communicators to instantly tailor appeals and make real-time changes to the script based on data gathered during the call.

The Challenge

Improve engagement and response to a telephone survey appeal

A national public policy women's organization was running a phone campaign centered on a survey. At the beginning of the call, women were asked what the most important issues were to them. After providing a response, callers were then led through a standard first-request appeal – which was the same for everyone no matter how they responded to the survey.

With this standard survey appeal, response rate was 30 percent and a fulfillment rate of just under 84 percent for a total of \$506,652. Thinking that a more personalized approach would produce better results, InfoCision went to work instituting strategy and technology to more effectively engage callers.

The InfoCision Difference

Use "Inscription" technology to vary appeal based on survey response

To more effectively market to the donor's interests and the issues they were passionate about, InfoCision's dedicated account management team created four different appeals based on donor responses to the initial survey question. More closely aligning the appeal with the response creates a stronger connection between the individual and the organization – making them more apt to respond positively. Greater personalization also makes the call seem more conversational and less like a prepackaged message.

OVERVIEW AT A GLANCE

Challenge

National public policy organization's telephone survey appeal wasn't speaking to the issues donors felt were important.

Solution

- Create different appeals customized to individual survey responses
- Employ inscription technology to trigger appeal based on survey
- Use issues of interest to generate future marketing appeals

Results

- Increased response rate
- More dollars per completed call
- Greater pledge fulfillment

InfoCision Services Featured

- Inscription Technology
- Contact Center Solutions
- Business Intelligence
- Dedicated Account Management Team

InfoCision

CASE STUDY

For more information, contact:
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CLIENT PROFILE

National public policy
women's organization

ABOUT US

Our clients are the household names most consumers know and depend on. As a leading provider of contact center solutions, we serve many verticals, well as provide inbound and outbound marketing for nonprofit, religious and political organizations. No matter what market, we help establish brand, build customers, create marketing strategies and integrate teleservices into the marketing mix. Our customized core solutions include inbound and outbound teleservices, direct mail, fulfillment, email, Ecommerce, and business intelligence to name a few.

www.infocision.com.

With a new strategy in place, InfoCision turned to our technology experts to put it into action. In order to seamlessly deliver the variable scripting options to the communicators on the phone, InfoCision employed our proprietary customer relationship management solution called Inscripton. This technology automatically tailors the script and allows for real-time changes based on data the communicator gathers during the call.

In addition to the customized appeal, donors were also asked at the end of the call what issues should be focused on in the remainder of the year. Based on donor response, we generated the next two telemarketing appeals

The Results

Customized appeal increases response, fulfillment and revenue for client
By using Inscripton to tailor scripts to donor responses, InfoCision increased the response rate for this campaign to 33 percent. The scripting survey appeal helped to increase the dollars per completed call, and the dollars fulfilled by 6 percent.

The more personal approach facilitated by InfoCision's Inscripton technology improved results and enhanced the overall value of the campaign. It also served to heighten donor engagement and connection with the organization – which may increase long-term donor value moving forward.

BENEFITS OF CALL INSCRIPTION

	STANDARD SURVEY APPEAL	VARIABLE SURVEY APPEAL W/ INSCRIPTION
Completed Calls	68,545	63,495
Dollars/Completed Call	\$8.80	\$9.31
Response Rate	30%	33%
Percent Fulfilled	84%	89%