

Case Study:

fōneathon™

Internet Call Center and Contact Management for Volunteers



In order to more fully engage volunteers in soliciting donations, organizing political action campaigns or getting-out-the-vote, 3CLogic and CAPTEL developed foneathon™ -- a Web-based telephone (VoIP) and contact software application offering the same features, tools and functionality as the systems used by large professional call centers. CAPTEL required a tool developed specifically to provide volunteers, campaigns, interest groups, non-profits, schools, universities and other organizations with advanced telecommunications and data base technologies for communicating with large numbers of voters, donors, constituents or members.

“We needed a solution that would increase our outbound calling capacity quickly to meet the demands of multiple campaigns. Our clients wanted to give their volunteers the flexibility and ease of working from their homes. With 3CLogic we were able to create virtual call centers with volunteers working from anywhere in the country.” – Phil Smith, CEO of CAPTEL

Problems

- Needed to increase calling capacity quickly based on variable demand.
- Volunteers needed remote access from their homes while being part of a virtual campaign.
- New campaigns required scripts for agents to be delivered with one click and fund raising data to be captured securely.
- Campaign managers needed the capability to monitor and measure the success of campaigns with the same metrics used by large professional call centers.

Implications

- Seasonal campaigns require solutions that can scale up or down with very short notice.
- Even though agents and volunteers may be working from home, their progress and performance can be managed as if they are part of a large virtual professional call center.

Solution

- With 3CLogic, multiple campaigns activated in less than 30 minutes.
- Multiple auto-dialing modes increased volunteer talk time by as much as 3X.
- No infrastructure required making it easier to scale and meet new capacity demands.
- Web based broadcasting solution allows campaign managers to keep volunteers updated and motivated by broadcasting messages and dynamically altering campaign scripts.
- 3CLogic provides automated interactive response capabilities to complete surveys, opt in or opt out of campaigns, or leave automated messages on answering machines.

Result

- Increased reach and profitability with new campaign management.
- Initiate grass roots campaigns with actionable results with very short notice.
- Successful campaigns for volunteers, interest groups, non-profits, schools, universities and other organizations.