

thankQ

thankQ telethon



Managing a telethon campaign can be an expensive and complex process, often involving the services of third party call centres to provide additional resources and call centre expertise. However, call centre personnel are not your personnel. They may not know your organisation or your systems and this lack of knowledge and understanding can lead to costly mistakes and a poor customer experience.

That's why we've developed the thankQ telethon module - an outbound calling module that puts you in full control of your telethon event - whether you're managing the event in-house or via a third party provider.

Step 1: you decide what information callers can collect

Setting up your telethon criteria in thankQ couldn't be easier. Using the admin form you define the tasks that will be enabled during calling - do you want callers to take donations, change contact address/employment details and so on? Campaigns can also be copied and mirrored for future campaigns.

Step 2: you decide who calls who

Next, you can load and segment the contacts that you want to call and allocate these to your callers. That way you can manage the number and priority of calls that your callers make - so you could allocate all your high value donor calls to your more experienced fundraisers.

Step 3: you decide the content and nature of each call

You can also process outbound calls with our optional calling application. The application can easily be used outside the office if you are using a third party to handle the calls and it includes a data driven dynamic call script which can be used

to direct the user through the call. But that's not all. Within the call screen you can also:

- change contact details
- create direct debits and standing orders
- take a donation (including integrating with a payment provider to take the payment)
- create Gift Aid declarations
- change education and employment details
- add a contact to a group and/or a profile.

Callers can also view information about the contact, such as their communication and donation history.

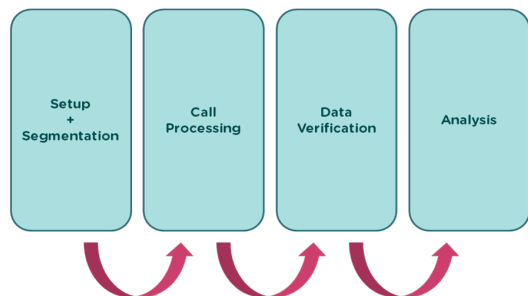
Step 4: thankQ takes care of your data (one thing you don't have to worry about - phew!)

Any changes that are made during call processing go through a rigorous verification process to make sure that the quality of the data in your live database remains high.

Step 5: you make sure your event is going to plan

The thankQ telethon module comes with a range of reports to help you manage the calling process during the event and to analyse the results of your event once it's over. Reports include:

- **caller load** - this shows the portion of calls each caller needs to make
- **telethon progress** - tells you how successful the calls are and how many calls are outstanding
- **caller progress** - gives the success rates of each caller and how many calls each caller has outstanding
- **telethon summary** - provides information on how successful the telethon has been and the value of income it has generated.



thankQ Limited

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