



Business Support Services > Contact Center > Telemarketing Surveys

KGiSL has been helping non-charities and non-profit organizations including colleges and universities, community hospitals, cancer centers, independent schools and military academies, libraries, museums, third party generators in fundraising. Inbound and outbound fundraising experts have dedication and deep understanding of non-profits and their missions.

KGiSL's state-of-art high-tech infrastructure, highly efficient talent pool and technology platforms helps provide efficient and effective contact center support customized for clients. Services are customized around the client's specific needs and deliver highest quality service without sacrificing speed and efficiency.

KGiSL delivers support at virtually every level of the donor cycle and in all fundraising capacities. Combining our email, phone, chat data management and analytic capabilities, we offer clients the fullest range of solicitation opportunities to match your diverse groups of donors and prospects. Qualified agents with extensive and relevant expertise in fundraising ensure results. Contact center fundraising agents fully trained in all relevant aspects of client's business consistently deliver superior fundraising results, better donor retention and ensure high quality of service.

Lower costs, raise productivity and arm your platform with KGiSL Contact Center operational capacity

Every call we make and every campaign we run is strengthened by our commitment to helping charities to thrive. Because by helping charities to thrive, we help change thousands of lives and make the world a better place.

KGiSL provides contact center services either from within your existing technology platform or our own in-house CRM system and workflow, integrating both teams to provide support and flexibility needed to keep costs down and to maximize capacity. KGiSL Contact Center infrastructure and company policies offer complete transparency in operations. KGiSL functions as an extension of client's process and offers full suite of pre-sales and sales process support.

Some of the benefits of outsourcing fundraising contact center to the KGiSL include:

- All contact center agents work according to client's time zone
- World class infrastructure and leading technology platform
- 100% call recording
- Experience in different industries and projects
- Multiple channel support (email, web, phone, chat etc.) enabling customer choice
- Easily scalable operations with instant access to pool of expert agents
- Automated & robust Work Force Management System, Production & Quality management Systems
- Real time Dashboard and MIS with Analytics driven approach to sales and service

KGiSL works with clients to create customized solutions that increase profit potential. Please contact us for more information about our Contact Center Services.

CASE STUDY: SALES CHANNEL – Telemarketing Surveys

Client Profile:

Our client is a 24 hour call center based out of UK. The client carries out professional telephone fundraising programs for charities in the UK, Australia, Canada and the USA.

The Mandate:

- ☞ The client wanted to increase their existing donor base with the help of fundraising surveys for several causes including environmental, cancer relief, poverty, Wild life conservation and Children
- ☞ To source/build a B2C database across the UK within the agreed quota for each state and to deliver the surveys within 4 weeks in a cost-effective manner
- ☞ Cultivating, soliciting and building relationship with donors
- ☞ In order to achieve their objective, the client engaged KGiSL to conduct surveys with an emphasis to drive their fundraising process

How we help this client?

- ☞ Contact Center agents were trained for conducting surveys speaking to participants
- ☞ Conducted Computer Assisted Telephone Interview: All donors received a phone call asking them to complete the survey. Any customer that has not answered the call, are rescheduled for a call back to ensure maximum results
- ☞ Online surveys: We sent an email with the survey link for them to complete the survey and that followed up by a phone call
- ☞ Provided daily progress reports to client with updates highlighting, key issues and survey feedback
- ☞ Dedicated QC team provided quality assurance of voice and data screen records

The Result:

- ☞ Delivered 1000 surveys within the specified state quotas
- ☞ Completed the project on-time in 4 weeks
- ☞ 100% of voice and data screens captured
- ☞ High accuracy (98%-100%)
- ☞ The project was completed within budget and resulted in about 30% cost savings

