

CASE STUDY



VARIETY – The Children's Charity of BC

▼ A case study in partnership, expertise, and compassion.

Background

Founded in 1966, [Variety - the Children's Charity of BC](#) is a non-profit, charitable organization located in the Canadian province of British Columbia. Each year, it holds a live telethon to support its mission *"to enrich the lives of children and young adults with disabilities through social, educational, and vocational programs that nurture independence and self-confidence, and prepare them for life."*

The 5-day "2020 Variety Week Telethon" was set to air on the Global BC Network and broadcast to millions of Canadians. In between the regular appeals for "phone-in" donations, the television audience was also treated to entertainment segments, special appearances, and live performances.

Client objective

In an effort to make its "2020 Variety Week Telethon" the most successful to date, Variety needed to enlist an outside call center for support with incoming phone pledges and heavy call volumes.

The challenges

Variety wanted to select a call center that could meet certain criteria, including:

1. The capability to provide ample staffing for the duration of the event
2. The experience to manage and allocate resources during spikes or drops in call volume;
3. The ability to answer calls quickly, with minimum "hold-times";
4. State-of-the-art call center technology to keep up with the fast pace of a live event.

The solution

Variety chose AnswerNet. Our ability to meet each criterion, along with the backing of our 25+ North American contact center network, made us the perfect fit as Variety's call center partner. Two major solutions helped ensure the success of the campaign, including:

- **Extensive staffing capabilities.** To ensure ample coverage for the entirety of the telethon, AnswerNet utilized over 120 agents.
- **VCQ technology.** We implemented our Virtual Call Queue (VCQ) software which provided callers with user-friendly options including *anticipated hold time notifications* and *call-backs*. By selecting either option, callers would either be kept informed of their hold status or receive a return phone call at a time convenient for them – without "losing their place in line". This flexible call-back feature also gave our agents the opportunity to handle calls with more personal attention and efficiency.

The result

The "2020 Variety Week Telethon" raised a total of **\$2,624,487**. AnswerNet answered over 6,000 calls and took donations for the charity. Due to the hard work of everyone involved and the generosity of the citizens of British Columbia, Variety is able to continue on with its mission to help the children who depend on for their ongoing dedication, support and assistance.

For AnswerNet, this campaign is among those we are most proud – and grateful to have been part of the team.

"To all the amazing AnswerNet agents!

The entire team at Variety – the Children's Charity would like to thank each and every one of you for your incredible work. The level of service you've brought to our donors is amazing and we are beyond thrilled that all the calls were answered and processed in such a timely and efficient manner.

Helping kids with special needs and their families is a passion for all of us who work here and we are so happy to be able to welcome you all into our Variety Family this week! I hope you know that every one of you is playing a huge role in changing so many lives and we are so grateful. We are only on our third day and we have raised funds beyond our expectations ... so looking forward to finishing strong as we wrap up this week!

From the bottom of our hearts ... thank you all again for your hard work, your enthusiasm and your dedication to this cause!"



The Variety Team

Jennifer Shang

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www.answer.net