

Case Study

Industry: Nonprofit

Client: Variety – The Children's Charity

Timeframe: 2000–present



The Client

Founded in 1966, [Variety – the Children's Charity of BC](#) is a nonprofit, 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 Challenges

The five-day **2020 Variety Week Telethon** was set to air on the Global BC Network and broadcast to millions of Canadians. Variety wanted to select a call center that could meet certain criteria, including:

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



The Solution

Variety chose AnswerNet. Our ability to meet their needs, along with the backing of our 25+ North American contact center networks made us the perfect fit. Two major solutions helped ensure the success of the campaign:

- Activating over 120 agents to ensure ample coverage for the entirety of the telethon.
- Implementing our Virtual Call Queue software that provides callers with the choice to be kept informed of their hold status or to receive a return call at a time convenient for them – without losing their place in line.



The Result

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

Over 6,000 calls raised
\$2,624,487
for Variety during the telethon.

Find out more today! Call, text or visit us online.

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