SUCCESS STORY

RACQ CareFlight is a community medical and rescue helicopter service on stand-by 24/7 to help people injured or ill in southern Queensland and northern New South Wales. The service's operating budget is $8 million annually. Sixty percent of this funding comes from the community, 20% from corporate sponsors and 20% from the State Government and local Councils in the flight region. The service has helped more than 12,500 people since first starting operations 25 years ago, and is largely supported by the community it serves. RACQ CareFlight Queensland has grown significantly from the original weekend-only service operating on the Gold Coast and largely staffed by volunteers.

The growing demands for RACQ CareFlight's services required increased funding for the organisation. As the group began to focus on its fundraising operations, they identified a need for new technology to improve the performance of its donor services programs. Leanne Angel, Corporate Manager, observes, "With the ongoing and increasing demands being placed on the service, RACQ CareFlight's fundraising call centre was seen as the obvious avenue to work on to provide the necessary funds required to continue the work of the service. The call centre was co-sharing old technology with another organisation, and while that technology provided some automation, it was not a comprehensive fully featured contact centre solution. We were looking for a solution that would allow us to increase efficiencies, improve contact with existing and potential donors, and enable us to offer our services to like rescue services throughout the region."

RACQ CareFlight performed its due diligence in selecting a new technology solution, looking at offerings by several contact centre vendors. After comparing the systems, features, and providers, the group chose the *Noble® Solution* from Noble Systems. "The reason that we went with Noble Systems was quite simple. We found them extremely responsive to our requirements; they had the expertise to understand how a contact centre such as ours worked. They were able to fully demonstrate to us not only the features that the Noble solution promised to deliver, but also how those features would benefit our particular situation, and most of all they were price competitive. Noble Systems provided us with the best solution at the best price that suited not only our immediate needs, but our short and long term requirements as well," explains Angel.

The Noble Solution is fully utilised for the majority of RACQ CareFlight's fundraising activities. Existing and potential donors are contacted by RACQ CareFlight's team of hardworking agents using the powerful *Noble Predictive Dialler*, which automatically screens out busy or disconnected numbers and answering machines. Potential donors can either purchase from a wide range of RACQ CareFlight merchandise, including a large variety of CareFlight bears, or they can simply offer a direct donation to the service. With Noble's credit card authorisation, payments and donations can be accepted immediately, rather than waiting for a check to arrive. The *Noble Recorder* allows the group to record phone calls for donor confirmations, as well as for quality assurance and training purposes.

The integrated Noble platform also includes a custom scripting tool to build agent desktops using graphical layout design features. The *Noble Composer* allows RACQ CareFlight to create scripts and agent desktops for its fundraising programs, and can

Summary:
RACQ CareFlight offers emergency medical and rescue services to a growing region of Australia. This crucial service is supported by the community, and relies on donations from individuals and corporations. The *Noble® Solution* has allowed RACQ CareFlight's contact centre to build its fundraising activities through increased efficiencies, more productive donor contacts, and expanded programs.

Industry | Not for Profit

Applications | Fundraising & Donor Services

Solutions | Outbound Predictive Dialling, Call Recording, Quality Assurance, Real-time Reporting & Management, Custom Scripting, Online Payments

Stations | 17

be integrated with external applications. The built-in database provides a powerful relational database engine to drive the campaigns.

Noble Maestro offers flexible, real-time reporting in an easy-to-use, graphical interface which allows RACQ CareFlight to monitor its campaigns, agents, resources, and more. "Without a doubt my favorite feature is the system reporting," says Adam Williams, Contact Centre Manager. "Before we deployed the Noble solution, I would spend most of my day fixing problems and trying to do reports. Now, I spend my time analysing previously unavailable information and applying that information to better the performance of our contact centre. The Noble platform has given me the tools to efficiently and effectively run our fundraising operation. I am now actually running the centre, instead of the centre running me."

RACQ CareFlight's implementation project coincided with a move to a new contact centre facility. Noble Systems includes implementation and training services with each system purchase, and the Noble CARE services team was able to assist the organisation with its transition. Angel states, "The fact that the implementation and relocation were required over Christmas, and that we required a new customer management platform and database, provided some interesting challenges. Working with Noble's Project Manager and technical team, together with our own in-house IT expertise, we were able to fully achieve all of the above and have the agents calling again on their first day back from Christmas shutdown."

"Considering all of the things that we wanted to do in such a short period of time, we were not confident of success," Angel continues. "However, with Noble's ability to work with us, we not only relocated our call centre, we also introduced new technology, deployed our new database, and trained all our agents. We were making calls and taking donations on day one. Our senior management was extremely pleased. I do not think many companies could have worked as well as Noble Systems did when presented with all of our requirements."

With Noble Systems as its technology partner, RACQ CareFlight is reaching its initial project goals for improved efficiency, better donor contacts, and the growth of its fundraising activities. "The primary benefits have been in two areas," says Leanne Angel. "We have had a strong improvement in agent productivity, resulting in increased donor support for our service. The technology also has allowed RACQ CareFlight to extend our contact centre services to other rescue services throughout the region."

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