

The Salvation Army

In 1997 FineLine was contracted to design and implement a contact center solution. The



Salvation Army is one of the largest and best-known non-profit organizations in the World. The Salvation Army derives a significant portion of annual donations through direct mail programs. The threat of a (Canadian) postal strike placed millions of dollars in donations at risk. Within 3 weeks FineLine designed and implemented a database driven contact center program that would allow large numbers of donors to use the telephone as an alternative to mail response. The mail strike was averted however The Salvation Army realized an immediate increase in donations through the publication of a 24-hour toll free calling number. Of particular interest was the fact that the average donation value was significantly higher than traditional mail donations. Further analysis determined that the telephone-based donations were received from some of the most affluent residential areas and that a significant percentage of the donors were previously unknown to The Salvation Army.

Ten years later this same program continues to form an integral part of Salvation Army fundraising strategy. FineLine has worked with The Salvation Army to designed process to reduce the incidence of duplicate records, bad address information and the like. The reduction in cost has been dramatic. TSA field personnel have a single point of contact to resolve donor issues. Questions that used to take weeks to resolve are now resolved in a matter of minutes and with a high degree of confidence. Donors receive highly accurate information and reasonable expectations with respect to actions and timelines.



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FineLine was engaged in 2002 to design and implement a similar program for The Salvation Army in the US. FineLine harmonized the use of the 800.SAL.ARMY calling number across North America and is using much of the same process in the US applications. Callers are automatically routed to the appropriate service application with all donations processed in the applicable currency. Data and reporting is driven down to the field level across the US.

FineLine provided service for callers during Hurricane Katrina. More than 450,000 calls were processed and more than 40 million dollars in donations were received and banked within an 8 week period. This project included the coordination and service for 4 major telethons associated with this disaster. FineLine has worked with MTV, PBS, representatives of NBC and others. 1.800.SAL.ARMY affords The Salvation Army with a fully scalable response mechanism in times of disaster. Field staff no longer has to deploy scarce resources to handle telephone based inquiries. The ability to deliver timely and relevant information to hundreds of thousands of donors allows The Salvation Army to better help those in need.

Everyone at FineLine is proud to assist The Salvation Army in North America and around the World.



About FineLine

FineLine is an industry leader in the contact centre sector providing strategic inbound customer/donor care to business and non-profit organizations throughout North America.

FineLine is honored to have received the prestigious Call Center Award of Distinction from the U.S. based Association of TeleServices International (ATSI) and the Canadian-based Call Management Association (CAM-X). In addition, CEO Polly Craik was named Manitoba Business Magazine's Entrepreneur of the Year in 2005 making her the first woman recipient in the award's history.

To learn more about FineLine please visit www.finelinesolutions.com. While at the website download free white papers from the [articles](#) page and visit the [Customer Service Blog](#) hosted by FineLine's President and CEO Polly Craik and share your customer service experiences with others.