ComputerTalk | BC Children's Hospital Foundation

ice Contact Center Enabled Remote Operations and Reduced Workload for BC Children's Hospital Foundation

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80 Agents   **Non-profit, Healthcare**   **ice Contact Center with Voice**

BC Children's Hospital Foundation

BC Children's, the only hospital in British Columbia dedicated exclusively to the care of children, provides specialized pediatric care to over 96,000 children annually. Since 1982, BC Children's Hospital Foundation (BCCHF) has been inspiring people to join its quest and raise the bar of children's healthcare. Its mission is "to transform child health through excellence in philanthropy." The foundation funds new programs, equipment, and research.

Challenges for the RISE for BC's Kids Broadcast

For almost 35 years, BCCHF has been running an annual broadcast (formerly Miracle Weekend) called RISE for BC's Kids. The broadcast showcases inspiring stories of patients, families, health care experts, and supporters in the hopes of inspiring donors to call in and support the hospital's critical needs. These include ground-breaking research, equipment, and advances in clinical care.

In order to receive donor calls during the event, BCCHF had traditionally relied on partnerships with existing call centers that required all staff and volunteers to be situated in one physical location. This system required significant logistical coordination, including setting up working spaces to fit within an existing call center's business needs, managing costs associated with provisions for staff and volunteers on site, and more.

In 2020, the COVID-19 pandemic brought about new challenges. BCCHF could no longer operate the broadcast with all its staff and volunteers together in the same place. In order to keep everyone safe and healthy, the foundation needed to find an alternate solution that would allow them to operate remotely. They explored the possibility of taking the technical setup in-house, but the scope of the work and untested nature of it made the option undesirable.

Remote and Trusted Solution

When choosing a solution, there were two factors that were most important to BCCHF. First, they needed a solution that would allow them to create the same contact center setup they typically used, but in the safety of staff and volunteers' homes. Second, they needed a tested solution that they could rely on.

Fortunately, a mutual partner introduced BCCHF to ice Contact Center and its ability to operate remotely. According to Matthew Wright, Associate Director of Events at BCCHF, "When [our partner] brought up their partnership with ComputerTalk and the capabilities of their system, we knew it would be the perfect match for us." BCCHF appreciated that ice was a proven solution and that they could rely on ComputerTalk experts to take them through the planning and setup. Wright noted that "the accessibility of the system from home with no program downloads or special equipment made this a widely adoptable solution." In addition to keeping users safe from COVID-19, ice Contact Center's remote operations addressed pre-pandemic issues of logistical coordination.

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For these reasons, BC Children's chose ice Contact Center, which enabled their first-ever remote call center for their broadcast. Staff and volunteers could connect with donors and hear first-hand their stories about why they support the foundation. Staff said that this experience was very special for them, and they were happy that ice Contact Center could help make it possible.

Continued Success

After successfully using ice Contact Center for their 2020 telethon, BC Children's decided to use ice again. Wright called the following year's event an amazing success: "The phone systems were set up perfectly, all the routing was in place, so we just sat back and took the calls that came in." 80 staff and volunteers took calls from the safety and comfort of their homes throughout the event, receiving over 300 calls within the first hour and over 600 donations total. Many inspiring stories were shared by callers, including an 85-year-old who was not expected to live as a baby and a mother calling on behalf of her 8-year-old daughter who wanted to donate $100 of her birthday money to the cause. ComputerTalk is proud to have helped connect these and other callers with the staff and volunteers at BCCHF.

Enhancing Experiences with ice

In addition to enabling a remote contact center to keep people safe and healthy during a pandemic, ice has helped BCCHF realize further advantages over their old system. According to Wright, "[ice Contact Center] has allowed us to pivot during COVID-19 and ensure we could still provide ... donors across the province [with an opportunity] to support BC Children's Hospital. Beyond that, we have discovered a new way to do business that has increased staff and volunteer satisfaction while reducing workload and setup for our internal teams. This is a great example of how technology can enhance our experiences." To find out how ice Contact Center can enhance your experiences, request a demo at computer-talk.com/demo.

Request a Demo Today
computer-talk.com/request-demo

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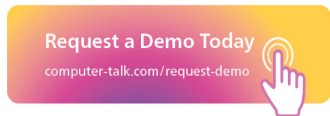
ComputerTalk is the developer of ice Contact Center. ice modernizes the call center with business application integrations, AI, and analytics across all communication channels, helping organizations deliver outstanding customer experiences. As a Microsoft Teams native contact center solution, ice allows users to handle all interactions within a single interface. Founded in 1987 and headquartered in Markham, Canada, ComputerTalk powers enterprise-class contact centers for organizations across the globe.

For more information, visit us at computer-talk.com.

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