

Case Study

from Xen Consultants Ltd.

Xen delivers charitable attendees to series of seminar events

When charity organisation Volunteer Workout wanted to generate more involvement between commercial and not for profit organisations at a series of breakfast seminars in the Buckinghamshire area, Xen delivered the ideal mix of attendees to each of the three events. As a result more commercial businesses are now working with and helping not for profit organisations in the region, who otherwise may struggle to find the help they need.

Customer Background

Volunteer Workout is a service of Community Impact Bucks; a charity organisation designed to introduce commercial businesses and not for profit organisations to each other for mutual benefit. The commercial businesses often want to fulfil their corporate social responsibility agenda locally, provide a motivational activity for staff and use the opportunity as a possible team building event. These activities tend to generate some positive local PR as well.

The not for profit organisations benefit through the service that the commercial organisations can deliver to them; anything from newly painted walls from a decorator, a garden designed and planted by a landscaper or simply helping with more administrative or hands on day-to-day assistance.



The Issue

Lucie Maldoom, Project Manager at Volunteer Workout, as part of her remit to generate more of these relationships, had planned a series of three seminars to raise the profile of the charity and inform both types of organisations of the benefit of their potential involvement.

Lucie had booked specific dates in September, November and March at three different venues in Gerrards Cross, Aylesbury and Marlow respectively, for breakfast seminars. Initially Lucie needed to clearly identify commercial businesses with 5+ staff with a CSR agenda and not for profit organisations in need of help. Once identified, the plan was to send a letter to invite the prospective attendees from both types of organisation to the seminar. Unfortunately, due to lack of internal resource Volunteer Workout had no means of being able to follow up on those letters, to ensure the best possible attendance and return on Lucie's investment.

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Lucie was concerned that without a follow up of some description the events would not be well attended and therefore she wouldn't fulfil her target, potentially resulting in future budget cuts for this activity.

Xen's Solution

Xen's relationship with Volunteer Workout began via a third party marketing agency that regularly use Xen and which has Volunteer Workout as one of their clients. Following an initial meeting, Xen clearly understood the task to be carried out, the lack of internal resource to handle this project themselves and the future impact of a low attendance at each of the events. Xen also confirmed the following objectives needed to include:

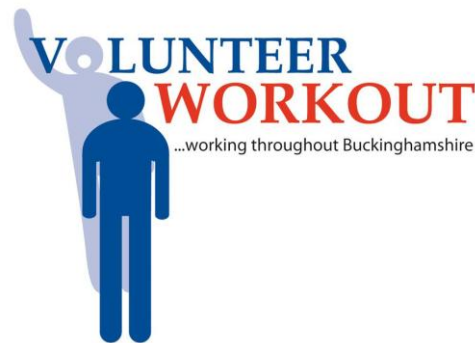
- Timely calling following the letter mailing
- Raising awareness of Volunteer Workout
- Informing invitees of the work of Volunteer Workout
- If commercial; asking if they have a CSR agenda to fulfil
- If not for profit; asking if they have a need
- Confirming their attendance at the event
- Updating database with new / changed contacts
- Requesting email addresses that were not on the list
- Sending letter as pdf attachment if not received
- Confirming approval of future email communication

Volunteer Workout provided a list, which Xen steadily worked through, making on average 90 calls per day, and sending daily reports on their progress to Lucie. Lucie subsequently emailed reminders to the attendees 5 days in advance of the seminar to, again, ensure the best possible attendance on the day.

From the 300 mailed on average for each event and four days follow up calling, the final attendees totalled:

Marlow: 17 (5.6% conversion)
Gerrards Cross: 13 (4.3% conversion)
Aylesbury: 8 (2.6% conversion)

There was an equal mix of charities and commercial businesses which attended and subsequent help that was given to several charity organisations would have totalled tens of thousands of pounds, deeming the events a great success.



Client Testimonial

"Having not used a telemarketing company in the past, I was wary of how good the results would be and obviously the cost. I'm delighted to say that Xen were really professional, fast, thorough and a pleasure to work with. Their input and hard work ensured a good turnout for each of the events, which culminated in overall success as we met the targets set to partner up more commercial and not for profit organisations who could help each other out. Thank you so much."

Lucie Maldoom, Volunteer Workout, Buckinghamshire.

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