



ListenTrust™ CaseStudy

Prominent Children's Hospital and Research Center

Customer Challenge

In order to further research and provide care and treatment for children at no cost to their families, the hospital depends on private donations. Prior to engaging ListenTrust, the foundation didn't have the expertise to engage the Hispanic market in fundraising efforts. They saw this as an opportunity and were looking for a partner to grow the Hispanic market together. ListenTrust has been their trusted partner for the past 9 years.

The ListenTrust Solution

ListenTrust handles more than 90% of this customer's Spanish-language calls from our location in Hermosillo, Mexico. With the daily call volume and ongoing nature of this campaign, it's important to have consistency. ListenTrust has approximately 30 dedicated agents who have been working this cause since it began 9 years ago. In this way, ListenTrust's team truly functions as if we were the hospital's own in-house team.

Our management team and agents are immersed in the hospital's culture and their cause to provide life-saving treatment to children, while bringing deep knowledge of the positive impact fundraising has in saving the lives of children. With this understanding, we are able to educate callers and encourage additional one-time donations in addition to monthly recurring donations.

On top of managing daily call volume, ListenTrust ramps up operations and staffing to handle the hospital's high call volume fundraising events, such as Radiothons, throughout the year. Our facilities and infrastructure allow for us to scale up and down as needed to effectively and efficiently meet the hospital's needs.

Customer

Prominent Children's Hospital and Research Center: This customer is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Their mission is to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment. Treatments invented at this hospital and research center have helped push the overall childhood cancer survival rate from 20% to more than 80% since it opened more than 50 years ago.

Challenge

Prior to engaging ListenTrust, the customer didn't have the expertise or internal ability to include the Hispanic market in fundraising efforts.

Solution

ListenTrust has approximately 30 dedicated agents who have been working this cause since it began 9 years ago. ListenTrust's team truly functions as if we were the hospital's own in-house team, while exceeding weekly donation goals.

Outcome

ListenTrust outperformed the hospital's English language call center as well as the customer's other Spanish-language call center, delivering nearly 200% more recurring monthly donations and additional one-time donations.

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The Results

ListenTrust consistently exceeds weekly goals resulting in greater donation amounts than expected for the client. In addition to one-time donations, recurring monthly donations and multiple donations are an important source of funding.

In side by side tests, ListenTrust outperformed the hospital's English language call center as well as the customer's other Spanish-language call center, delivering nearly 200% more recurring monthly donations and additional one-time donations. The customer has benefitted with more monetary assets, thus providing more children and families with the critical care they need at no cost.



Weekly Scorecard Target and Results

