

# ListenTrust™ CaseStudy

## TeletonUSA – Non-Profit Children’s Rehabilitation Center

### The Client

TeletonUSA (<https://teletonusa.org/>) is the world's largest private medical unit and rehabilitation center for children. In addition to providing rehabilitation services for children, TeletonUSA's mission is to raise awareness about physical disabilities, sharing a strong message of respect, equality and support.

The annual TeletonUSA fundraiser is a 32-hour telethon, broadcast on TV and radio. The event was started in 1996, to raise money for children's rehabilitation centers. TeletonUSA is produced by Televisa and more than 500 Mexican and foreign media, with upwards of 100 corporate sponsors.



### Client Objectives

TeletonUSA’s objective is to generate enough financial support during their annual fundraising event to fund their existing programs and centers for the entire following year and to generate funds to build new rehabilitation centers in the United States.

### The ListenTrust Solution

In order to handle tens of thousands of calls during a 32-hour window, ListenTrust scales an on-demand agent team of close to 2,000 agents.

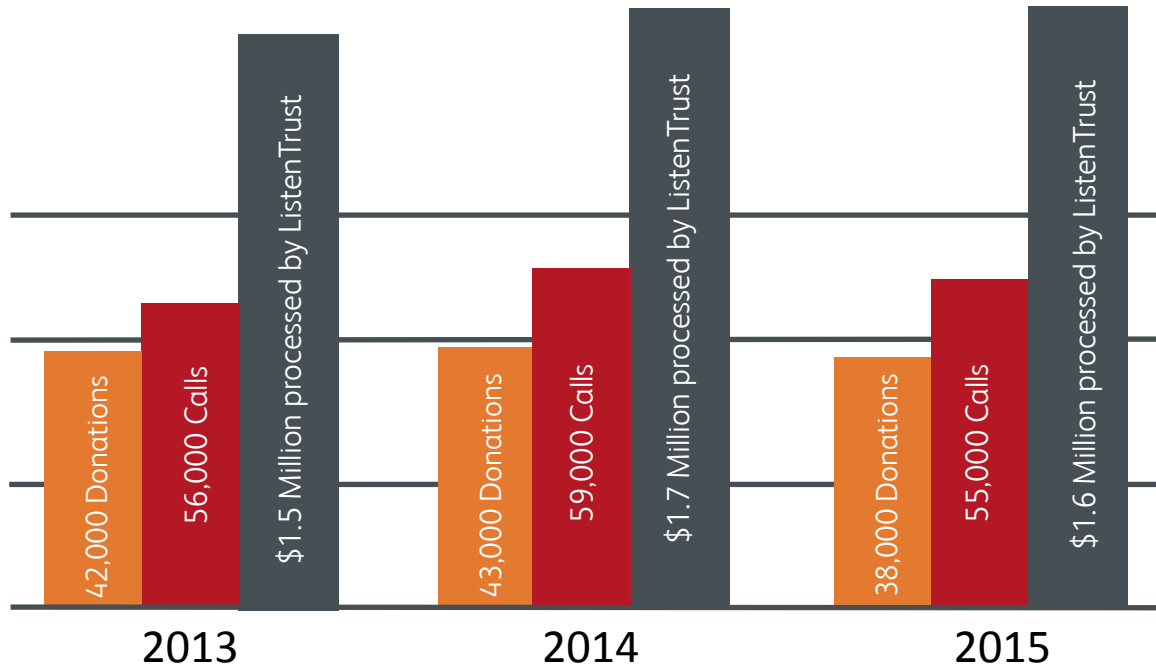
In addition to recurring high call volume, TeletonUSA experiences substantial call spikes during celebrity guest appearances so the ability to dynamically staff over the course of the event is a key consideration. To ensure we have adequate staffing to handle these call spikes, we launch two additional call centers, effectively assembling a team of agents that scales from a few hundred to over 2,000 and back to a few hundred in less than 32 hours.

Beginning one month prior to the fundraising event, all agents undergo immersive training specific to TeletonUSA’s message, donors, and objectives. TeletonUSA and ListenTrust’s executive teams work hand in hand to provide onsite training to agents at ListenTrust and partner call centers. Agents are tested for skills and aptitude, engage in exhaustive classroom training, role playing and coaching to become TeletonUSA brand advocates.

During the live event, our executive teams are on-site at the various call centers to oversee and manage the teams prior to, during and after the event.

## The Results

Year over year, the results ListenTrust delivered have been well beyond any expectation TeletonUSA had.



In addition to answering calls and processing donations, it is imperative that accurate data is collected, particularly when people wish to do recurring monthly "Padrino" donations. Prior to engaging ListenTrust, TeletonUSA's partner did not have proper processes to accurately capture contact information and the data needed for recurring donations, resulting in a significant loss of donor contributions. By utilizing ListenTrust, TeletonUSA has been able to maximize both one-time and "Padrino" donations.

