

## CASE STUDY

# Royal Children's Hospital

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The Royal Children's Hospital Foundation is the fundraising arm of Queensland's Royal Children's Hospital. The Foundation raises ~\$13 million annually, and since 1986 have obtained over \$100 million to work wonders for sick kids.

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### Introduction

Royal Children's Hospital Foundation approached SEMA, to find ways to improve their strategy and operations (with a specific focus on donor engagement via contact centre). Their goals were cost reduction, increase in donations and the removal of internal associated overheads.

### The Challenge

The Global Financial Crisis has impacted the philanthropic nature of even the most resolute of charity supporters. It has also required businesses to seek out partners that can deliver on the promises of:

- Compelling, affable and trustworthy contact centre staff
- Sustained and improved support engagement
- Reduced and removed overhead costs
- High Quality, professional service provided in an efficient manner.

### The Solution

SEMA was sought out to overcome the challenges associated with the achievement of these promises. They did so using state of the art hosted Contact Centre software, professional and motivated consultants and their prior learning & exposure to non for profit businesses. The solution for this customer leveraged the skills, technology and experience of SEMA's Integrated Business Model.

### The Solution continued

- **SEMA Marketing and Operation Strategists** provided consultative services and copywriting skills to develop a compelling and flexible call centre script.
- **SEMA Software Development and Digital Execution Services** tailored contact centre and financial processing toolsets to reduce processing time and lower average handling times.

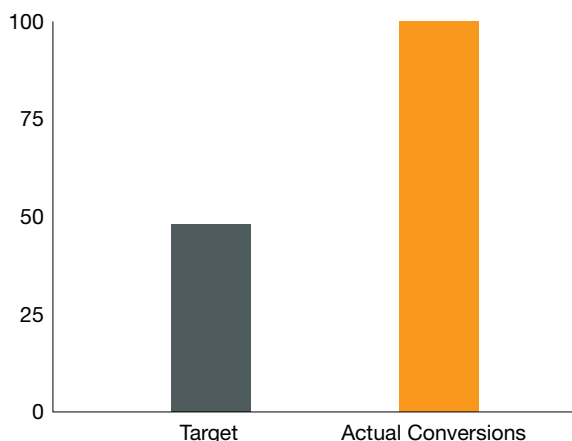
### The Results

Our solution and services enabled us to exceeded client expectations for conversion rates, average donation & total donation targets. The client is very happy with these results, and will work with SEMA again in the future.

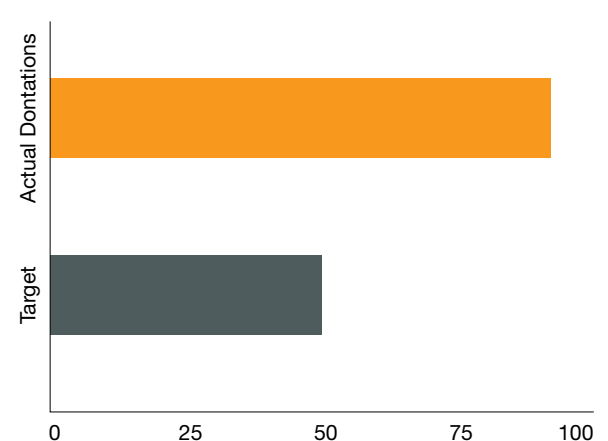
Conversions Exceeded Client target by 108% (Target 12% - Achieved 24.96%)

Donations Exceeded Client target by 85.6%

#### Conversions



#### Donations



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At SEMA our mission is to create and deliver informational advantage for our clients. An advantage that comes from having information mobility and information resources that your competitors do not, and then having the ability to leverage this capability. To read our case studies and whitepaper, visit [www.SEMAGroup.com.au](http://www.SEMAGroup.com.au)

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