

GROW YOUR BUSINESS WITH US

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MaxContact

CLIENT SUCCESS STORY



Thomas Direct are an Australian specialist in charitable lottery/raffles and telefundraising for not-for-profits. Based on the Gold Coast, they are experts in the industry, operating for over 30 years, and have developed an ethical approach to fundraising.

THE CHALLENGE



For many years Thomas Direct had relied on a manual telephony system, and focused heavily on training & growing people which has been key to a successful telefundraising business. However, in recent years Thomas Direct have explored dialler technology to streamline business processes and boost agent productivity.

Thomas Direct were looking for a more modern, scalable solution that could fit in with their business model. After extensive review and testing of products, Thomas Direct settled on MaxContact.

Since they had already used two diallers, Thomas Direct knew what they were looking for and were clear that advanced reporting and easy campaign management was important. Thomas Direct can be running several high-volume campaigns, simultaneously, at any one time so it was vital that easy campaign building and intuitive scripting was part of the new offering.

“The onboarding process with MaxContact, and ability to listen and cater for our requirements, was a breath of fresh air.”

Adrian Smith- IT Manager

THE PROCESS



Thomas Direct engaged MaxContact to scope out their current business workflows, discuss their key requirements and conduct a tailored, in person demonstration to the management team.

There were a number of requirements for the new solution, some of the key requirements were:

- Ease of use for agents – Thomas Direct have a mature agent base so the solution had to be easy to learn.
- Business Continuity Proof – In case a need arose for home workers.
- Real Time Information – Clear visibility of KPI's was important for Thomas Direct.
- CRM integration – Thomas Direct required an update of every call to be passed to their in-house CRM.

After a number of high-level product meetings, and with the re-assurance of a Principle of Concept period, it was clear to Thomas Direct that MaxContact was the solution they had been searching for.

We started using MaxContact with the confidence that we were using a technology that would satisfy our clients and supporters needs.



Vanessa Gilbert -
Contact Centre Manager

THE RESULTS



Since onboarding MaxContact, Thomas Direct have seen an improvement in all of their KPI's and have also navigated their key requirements for the new solution.

“With many vying for peoples business today and with a lot of promises made, sometimes you come across a company who delivers way beyond what you thought or expected. MaxContact certainly did that.”

Doug Thomas - CEO

“The simple to use admin side of the system has allowed us to onboard campaigns quickly.”

Vanessa Gilbert -
Contact Centre Manager

“The support we've received from day one from the MaxContact team has been outstanding. And with regular training sessions for our team leaders we know they are getting the best out of the product.”

Adrian Smith - IT Manager

THE RESULTS



AVERAGE
TALK TIME =
> 1MIN 45 SECONDS

CONNECTED CALLS
INCREASE =
OVER 125%

COST PER SEAT SAVING =
25%

NUMBER OF PERSONS TO
SUCCESS = 7.48

**Outbound
Inbound
Omnichannel
PCI-DSS Payment
Collection
Work Force
Management
Speech Analytics
Automation
Scripting
Reporting and MI
Integration**

