



DIRECTLINE TECHNOLOGIES, INC.

CASE STUDY:

BOZEMAN DEACONESS FOUNDATION'S FIRST TELEPHONE SOLICITATION DEMONSTRATES HIGH RESPONSE RATE, AND STRONG CUSTOMER SERVICE.

"In October, Bozeman Deaconess Foundation conducted our first telephone campaign, with the help of DirectLine Technologies, Inc." said Brooke Stevens, Annual Giving Manager.

DirectLine assigned their most senior account executive to work one-on-one with Bozeman Deaconess staff on this inaugural effort.

"I find the staff at DirectLine to be very attentive and timely in their association with me," said Stevens, of the Montana hospital.

Stevens explained that when evaluating other potential telephone fundraising vendors she, at times, experienced difficulty obtaining quotes, and long delays in responding to inquiries.

"I wonder why companies, dedicated to phone solicitation, are not more attentive on the phone to potential customers. I imagine having a problem or issue that needs to be handled quickly in the midst of the campaign and not hearing back from anyone in a prompt manner," said Stevens.

"Then, I spoke with DirectLine, where I found the staff to be friendly, efficient, and very responsive to our needs."

Stevens states she was happy with the results and the service provided, and will be using the services of DirectLine again in the future.

"That's not to say there weren't issues with this first attempt at telephone efforts. However, DirectLine handled concerns with professionalism, compassion, efficiency, and, at times, an appropriate sense of humor."



"We will work with DirectLine Again to reach potential and existing supporters who choose to give by phone."



BROOKE STEVENS
Manager of Annual Giving

"OUR GUARANTEE MEANS YOU HAVE NOTHING TO LOSE."



MARTHA E. CONNOR
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