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Prolog mobilised to support Haiti emergency appeals

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For Immediate Release

Within days of January's Haiti earthquake disaster, staff at contact centre services provider Prolog were taking calls and processing tens of thousands of donations in response to emergency appeals by two charities in the front line of the relief effort.

Both Oxfam and CAFOD, the Catholic Agency for Overseas Development, mounted immediate nationwide campaigns, and both turned to Prolog for outsourced support.

"Our back office team was briefed by Oxfam on January 14, just two days after the Earthquake struck," said Contact Centre Manager Louise Hemming. "By January 15 our contact centre had been asked by CAFOD to be ready with agents and live help lines by 9.00 am the following day. Both charities then mailed their many supporters, confident that Prolog was well prepared to manage the responses."

Public reaction to both appeals was immediate, and at the height of the campaign, Prolog's back office agents working at facilities in the East Midlands and in East Anglia were processing more than 7,000 donations a day. By early February, the money raised for the appeal at Prolog had exceeded £1million.

"We were handling 96 per cent of transactions at our secure Financial Processing Centre within 24 hours, and the remainder within 48 hours, well within Oxfam's targets," added Hemming, "We were also able to help the client by improving significantly on their short-term volume forecasts."

Visiting Prolog on January 27, CAFOD praised its outsourced services provider for responding rapidly and professionally in support of their emergency appeal.

By the end of the campaign Prolog had processed over 37,500 donations and a total of £1.99million for the two charities.

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Notes for editors

Prolog leads the way in outsourced contact centre services in the UK today, offering huge capacity, highly trained and motivated agents, full multi-channel service integration and internet e-enablement.

The company has built its reputation by being selective with technology and rejecting 'hide behind' multiple voicemail menus that alienate customers. Through groundbreaking research into matching caller and agent profiles, Prolog has shown the importance of the human touch in building caller empathy – a crucial factor in customer satisfaction and brand loyalty development.

As part of its people-based approach, Prolog places great emphasis on training, ensuring that all its agents not only have highly developed communications skills but also the product knowledge to deal with the widest range of queries at the first point of contact.

Prolog has almost 30 years' experience in marketing services and communications, employing more than 900 people at its expanding facilities in East Anglia, the East Midlands, Merseyside and London.

Prolog is the only major player able to offer total integrated solutions – everything that marketers or brand managers need under one roof.