



Falcon Fundraising Case Study



Company Profile

Falcon Fundraising is a full-service fundraising firm that specializes in outbound and inbound telemarketing for the non-profit community.

Founded
2014

Industry
Fundraising

Website
www.falconfundraising.com

Pain Points

- Needed unlimited inbound lines and fully blended dialing
- Bloated bureaucracy in managing seat licenses
- Limited customizability
- Prohibitive costs

Solutions with XenCALL

- Seamless outbound/inbound dialing with no inbound-queue restrictions
- Convenient license-management application
- Custom payment-processing integration
- Affordability

“XenCALL’s top-notch dependability and customer service means we can confidently tell our clients, ‘you can depend on us.’”

COMPANY BACKGROUND

Public institutions across the U.S. rely heavily on donations and pledge drives to sustain operations. From special telethons for public broadcasters and event fundraisers for museums, non-profits need dependable call center solutions to exceed their fundraising goals and ensure that their donors are in good hands.

With over 70 years of combined experience in telemarketing fundraising, Falcon Fundraising knows they can provide high-quality results to their clients. Today, they operate a 24-hour call center for over 50 television and radio stations, humane societies, art centers, public foundations and more, soliciting donations, driving event sales and operating large-scale pledge drives from their Michigan-based service center.

SEEKING CALL CENTER FLEXIBILITY

When co-founders Rusha Awad and David Coscarella first switched to a cloud-based dialer in the hopes of optimizing productivity, their original vendor limited incoming queues per agent and didn’t offer a fully blended outbound/inbound solution. Providing both outbound-dialing services to raise funds for non-profit campaigns and inbound capabilities to collect pledge donations, the two entrepreneurs knew their clients would not tolerate busy signals for their donors.

In search of increased flexibility to help grow their business, Awad and Coscarella asked XenCALL if they could quickly implement a replacement dialer software that offered outbound and inbound simultaneously while holding unlimited callers in their queues. They were impressed with both the implementation time and the improved functionality. “XenCALL made our previous dialing software feel very archaic and expensive by comparison,” said Coscarella. “Fully blended outbound/inbound dialing and the ability to customize campaign scripts and profile fields allowed us to maximize the value we offer to our clients.”

FINDING RELIABILITY WITH XENCALL

Since switching to XenCALL, Falcon Fundraising have increased both the size of their call center and call volumes on behalf of clients by approximately 50%. Some of the most significant changes they noticed were with the improved level of customer service they could now offer and the dialer’s technical reliability. “In our industry, big peaks in traffic are common,” explained Awad. “When we have a one-day telethon that requires a temporary increase in licenses, XenCALL’s flexibility, even on short notice, in accommodating our needs is a huge deal for us.”

“Any time we have a question or need to ask for a customization, our account manager doesn’t hesitate to respond,” said Coscarella, who also finds peace of mind with XenCALL’s unparalleled performance uptime. “XenCALL is like a security blanket, and for us, that’s really important.”