

AMERICAN RED CROSS – CASE STUDY



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About the American Red Cross and 1-800-Help-Now

Since its founding in 1881, the American Red Cross (ARC) has been the nation's premier emergency response organization. As part of a worldwide movement that offers neutral humanitarian care to victims of war, the American Red Cross distinguishes itself by also offering aid to victims of natural disaster.



Challenge

Since 2000, Greenwood & Hall has exclusively managed all call center operations for the ARC's 1-800-Help-Now nationwide hotline and inbound donation center. The American Red Cross needed a partner that could manage hundreds of calls per day, with the scalability to expand to over 70,000 calls per day- a threshold thought sufficient. The ARC also needed a partner that could provide this capacity with little or no warning of disaster, processing calls and donations in a timely manner, with no room for error.

Solution

Greenwood & Hall was selected based on their reliability, scalability, and capacity. Recognizing the critical needs of the American Red Cross, Greenwood & Hall has proactively grown the network to over 40,000 domestic agents, or more than 15 times its original capacity. Dedicated, proactive management was assigned to the partnership, ensuring diligent response to any unpredictable disaster.

Results

On September 11, 2001, the nation was hit with the largest act of domestic terror on record. The response was unprecedented; inbound call volume hit new heights, and Greenwood & Hall was able to successfully manage all calls. Greenwood & Hall also handled all inbound donations during subsequent telethons.

Greenwood & Hall continues to manage all inbound calls for the American Red Cross and its subsequent events, including:

- 2004 Southeast Asian Tsunami.
- Hurricane Katrina - generated over 215,000 calls in one day, and over 3mm calls in one month.
- Post-Katrina telethon event - handled responses from 3 major network events.
- Help-for-Haiti Now- managed all contact center services, web infrastructure, payment processing, celebrity phone banks, planning, and logistics services. Over 1.04 million donations were received and processed in a 7 hour period!

Greenwood & Hall continues to be the renowned authority for leading large-scale telethon and fundraising events. Over the past 10 years, Greenwood & Hall has proudly generated over \$500 million in donations for its non-profit clients, supporting such causes as:

- Shelter from the Storm; the Post-Katrina event;
- Stand Up to Cancer
- Help for Haiti Now