

# White Paper: Virtual Call Centre - QLD Flood Relief

## Overview

### The Client: GetUp! Australia.

GetUp! is a not-for-profit organisation, funded on small donations and in-kind donations from the Australian public. GetUp! does not accept donations from political parties or the Government. As an independent, grass-roots community advocacy organisation, GetUp! aims to build a more progressive Australia by giving everyday Australians the opportunity to get involved

- an Australia which values economic fairness, social justice and environmental sustainability.

### The Situation:

In response to a series of natural disasters, GetUp! needed to have the capability to deploy a virtual contact centre, connecting support staff across the country, with victims in need of help.

"Since the Queensland floods began, everyday Australians have been making generous offers of free accommodation on a number of websites. However, many of those with damaged houses don't have internet access.

That's where the hotline comes in...."

**Simon Sheikh, National Director GetUp!**

### The Solution:

#### Open hearts and homes!

In the wake of devastating floods in QLD and NSW, The activist group Getup! teamed up with business, trade unions & ordinary people to provide a unique service to flood victims.

Utilising space in Sydney & Melbourne, Getup! ran a national housing drive "Oz flood help" to connect empty beds with flood

affected Australians who could use a place to stay while their homes are being repaired or rebuilt. Literally hundreds of beds were offered to flood victims via the Oz Flood Help Website.

More details [http://www.youtube.com/watch?v=qd\\_QgB0iy8I](http://www.youtube.com/watch?v=qd_QgB0iy8I)



Delivered from the cloud, Propensity's On-Demand Call Centre is a fully integrated and business ready.

Using Propensity's On-Demand Call Centre, GetUp! was able to respond within days with a new call centre supporting 60 volunteers/agents & call delivery to offices located in Sydney & Melbourne.

Built to carrier standards and delivered as pay-for-use service from secure Australian datacentre locations "Out of the Cloud" the call centre features include:

- Auto Call Distributor,
- Skills based routing.
- Interactive Voice Response
- Real-time queue-management,
- Real-time/Historic agent/queue reporting

After the flood, this is still the technology to use.

## Conclusion

For any organisation, setting up a new call centre requires planning and more than “a couple of days” work.

“Sitting in a call centre in Sydney, amongst some amazing GetUp! volunteers who gave away their sleep in on a rainy Sunday morning to come in and take calls and help out in any way they can. As always I’m blown away by how great the GetUp! community is... **(Kelsey Cooke, GetUp!)**”

Business process’ and customer service are improved with Call Centre automation. The beauty of the “Cloud” or more generally “Software as a Service” is that the core IT infrastructure is deployed and available for you to integrate with your business processes.

### The Benefits:

Propensity’s On-Demand Call Centre is a fully featured customer interaction platform that has been designed to be both responsive and robust. With the Propensity Contact Centre, you can improve your business processes and you have the tools to measure each improved activity.

- Fast to deploy & scalable to meet immediate and future business needs.  
Scale “up and out”, you decide what features you need and you set the volume - as you want.
- Low Risk Platform  
A feature rich carrier-grade software platform, housed in a secure tier-one carrier site with redundant backup processes (UPS / Generator + Temperature + Humidity + Physical Security)
- Cost Effective  
“pay-for-use” - software, Telco and infrastructure are delivered as services.  
“never-grows-old” - no obsolescence, no maintenance fees, and no hardware refresh  
Software licensing and server costs integrated into a single recurring charge.

### Future Potential:

Having successfully proven the usefulness of Propensity’s hosted technology - “in an emergency” - GetUp! continues to use the same tools and technologies for its everyday business.

**“The risk, when it comes to any type of network is when you don’t work in the Cloud ... we are running an operation that is growing in complexity and so moving to the virtual world, with Propensity - just makes business sense.”** Simon Sheikh, National Director GetUp!

### With the help of strong partnerships,

Propensity was able to quickly and professionally deliver hosted technology; Call Centre, Voice & Unified Communications and Server/Storage Infrastructure - to help with the Queensland Floods.



Premier Solution Provider  
Enterprise Solutions



Unify Software

- OpenScape Voice/UC
- OpenStage SIP Handsets

iPrimus Telco Service

- SIP/Voice Trunks
- 1300 InBound

IBM Servers & Storage

- BladeCenter
- DS3400 Storage

**Call Today on 1300 762 222, to discuss what you can do with Propensity.**