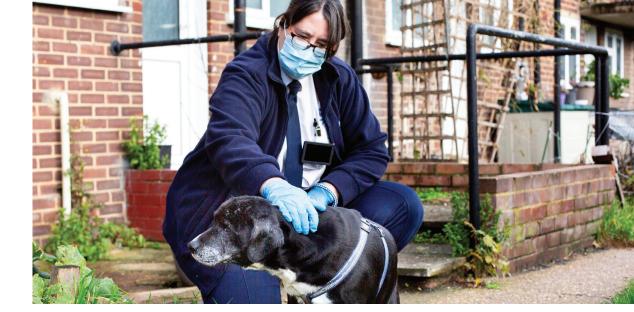# VONAGE

ROYAL SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS (RSPCA)

Founded in 1824, the **RSPCA** is the oldest and largest animal welfare charity in the UK and its vision is a world where all animals are respected and treated with kindness and compassion. Its Control Center cruelty line takes over a million calls a year from the public and their staff rescue, save, care for, rehabilitate, rehome and return to the wild hundreds of thousands of animals every year.

Improved customer satisfaction by 30%

Introduced a new SMS option for donations

Provided omnichannel advice and resources for animal welfare

vonage.com

The RSPCA Builds a Modern Customer Experience powered by Vonage

The Vonage Communications Platform (VCP) provides the RSPCA with a fully programmable **contact center** application that enables flexible, scalable, intelligent and personal omnichannel communications, incorporating purpose-built solutions including the **Vonage SMS API**, **Intelligent Routing through Salesforce** and **Conversation Analyzer**. To modernize the customer experience and improve outcomes through digital transformation, the RSPCA relies on Vonage.

Jacqs Harper, Customer Experience Consultant for the RSPCA explains, "Over the past year or so we've really focused on modernizing our customer experience, and we're really trying to move from quite a monochannel world to a much more omnichannel world, where we integrate our people and digital channels. We've found that Vonage has been a great partner to help us on the journey."

> *"With Vonage, we've focused on improving experience, raising more money for the charity, collecting customer feedback and removing dead ends from customer journeys to create a better overall experience. If we do all of those things really well, it ultimately translates to better outcomes for animal welfare."*

- Jacqs Harper
Customer Experience Consultant

Though the RSPCA is proud of its nearly 200 year history of service, the team was eager to update its customer experience and increase the flexibility of its solution. As a charity, it focuses on its mission – animal welfare – and needed a partner that was agile and willing to work with it in a way that was not time-consuming or costly. Its principal approach to improvement and change has been to run trials and small-scale pilots of new channels and functionalities.

With a single, integrated cloud communications platform, Vonage offered all of the tools needed to build an engaging, intelligent experience for callers and agents. Vonage's **intelligent routing** and deep Salesforce integration helps ensure that crucial calls are answered by the right agents, and that responses to frequently asked questions are available via IVR, while **Vonage APIs** allow agents to push additional resources and information to people via additional channels. The team's latest pilot test is of the Vonage **Conversation Analyzer** which gives the RSPCA the power to analyze and review calls to ensure that it is identifying and addressing issues as they arise. And adapting its system is made simple by the flexibility of the Vonage platform.

"One of the things that we've found useful about the Vonage Communications Platform is that it's extremely user friendly for us to make adjustments to our own system," said Mike McCahon, Operational Services Manager at the RSPCA. "This self-reliance allows us to react swiftly as situations evolve."

While Vonage's flexibility, reliability and intelligence are valued by the RSPCA, just as important is its relationship and confidence in the Vonage team. Knowing that Vonage is a trusted communications partner allows the RSPCA to focus on what truly matters - the animals in its care.

"In the end, our whole purpose is animal welfare," said McCahon. "We need our communication systems to work well and be capable of being made better. And Vonage has helped us do that."

Harper added, "Working with Vonage allows us to be agile and feel secure in knowing that, when we hit a roadblock, there will be a quick resolution. As a business leader, you want to be confident that your experts are empowered to get things done. Vonage gives us that confidence."

VONAGE

Vonage, a global cloud communications leader, helps businesses accelerate digital transformation. Vonage's Communications Platform enables integration of APIs into existing products, workflows and systems. Vonage's fully programmable unified communications and contact center applications are built from the Vonage platform and empower companies to transform how they communicate and operate.

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