



November 2001

## Inkfish does it again for UK's Needy Kids

Inkfish call centres limited, the Slough based outsourcing specialist, transformed its call centre for the third year running, to manage the telephone response for the BBC's Children in Need Appeal on Friday 16th November.

The BBC's TV appeal raised a staggering £13 million, of which Inkfish call centres took pledges and donations from members of the public in and around the Thames Valley area totalling an amazing £154,502.95.

This year's highly successful event made the Inkfish record books. Within 45 minutes of the lines being open, and the TV broadcast announcing a running total of £52,000, Inkfish had already taken £17,000, which meant that the Inkfish call centre had taken one-third of the nationwide total!

One Inkfish volunteer thought he had misheard an amazingly generous caller, who phoned to donate a phenomenal £50,000 to the Children in Need charity. But it was true! and was promptly broadcast to BBC Radio Berkshire's listeners by their on-site reporter who spent the entire evening covering events at Inkfish.

The 55 lines donated by Inkfish were buzzing throughout the evening with over 3,000 calls which were expertly handled by over 100 volunteers, many of whom had no previous experience in call handling.

Although at Inkfish the bespoke systems designed for clients are created with utmost precision and with months of forward planning in line with project requirements, this is not always possible for Children in Need. The scripting for Children in Need is quite often subject to change at short notice, dependent upon programme content, therefore the systems designed by the Inkfish IT team need to be implemented within a very short space of time. They are kept as simple as possible in order to ensure that volunteers can manage a high volume of calls quickly and efficiently. A comprehensive training system carried out on the night by Inkfish Coach, Rodger Hughes, complimented the systems and gave confidence to the volunteers before they took the stage to perform their new role for the evening!

Sharon Chambers, Marketing Executive took responsibility for organising the whole event and was delighted with its success. She comments:

"We are always pleased to open our call centre to Children in Need. This is the third year that we have donated our resources and, because it is such a worthy cause, we know we can rely on a magnificent supply of help from a variety of sources. The people who volunteer to man the phones range from our call centre and management staff, their friends and family, our clients and suppliers. It is great to see everyone sitting side by side playing an equal part."

Inkfish wasn't the only company to show its generosity on the night! Many valuable prizes were received from clients for a site raffle, including from TRACKER Network UK a first prize of a TRACKER Stolen Vehicle Recovery System, a Home PC Software Package from Tiny Computers and a mobile phone from BT Genie.

Inkfish would like to thank all concerned for donating these wonderful prizes and also to their very own Pudsey Bear who tirelessly sold raffle tickets all evening, raising a further £280 for the charity.

Thanks too to the local businesses who donated fast food, snacks, sweets and drinks, helping to keep the troops well refreshed during the evening! Donations were received from Marks & Spencer, Tesco Stores, Mars, MacDonalds, KFC, Burger King, Francescos, Britvic, Joshis Kitchen and The Printers Pub.

