



Stand Up 2 Cancer Uses NexRep to Run Their Entire Telethon Operations from Soup to Nuts



Executive Summary

Our client turned to NexRep to take on the entire management of operations for their telethon, including process improvement and engagement with and oversight of their family of vendors.

About

Our client, The Entertainment Industry Foundation (EIF), based in Los Angeles, California, is a 501 non-profit charitable organization in the entertainment industry. EIF funds more than 300 charitable organizations annually, both in the Los Angeles area and throughout the United States. Stand Up 2 Cancer is one of the charitable organizations under their umbrella, which hosts a bi-annual telethon in which they raise hundreds of millions of dollars for cancer research.

Challenges

Prior to contracting with NexRep, our client had suffered from less nuanced operations management of their telethon contact center, which resulted in some weak telethon results and a somewhat inferior experience for their vendors. They needed an organization they could trust to whom they could hand off all contact center operations management with full confidence in the execution of their event.

How We Helped

Because of NexRep's breadth of experience in the contact center space, our relationships with other organizations in our industry, and our strong agent population and agent relationships, we were able to enter into the operations management process with Stand Up 2 Cancer and EIF smoothly and flawlessly. Our team of contact center operations project managers oversaw vendor management, entering into contracts with vendor sub-consultants and thousands of event agents for the night of the telethon. This event required 5,000 agents

for the four hours on the night of the event, which we began to cultivate and organize seven months in advance of the Stand Up 2 Cancer telethon. We oversaw:

- Forecasting analytics: review of call volume surge and lulls from past telethons and scheduling for the 2018 telethon accordingly
- Scripting for agents
- Engineering/Programming: all technology procurement and implementation for the telethon
- Donation procurement and processing
- Sourcing 5,000 independent contractors for the event
- Management of centers in Mexico and Canada involving bilingual contacts
- Management of their celebrity phone bank
- Development of "Plan B" to address any technical issues on the night of the live event
- Exhaustive testing (ten separate rounds) of all processes and technologies prior to the event
- Complete project management for the entire scope of the contact center for the telethon
- Management and implementation of customer service contact center during the telethon and for several weeks after

Results

Because EIF and Stand Up 2 Cancer entrusted us with their entire call center operations, we were able to bring about the following results:

- An increase from \$109 million in 2014 to \$130 million in total dollars raised during the 2018 telethon
- A smooth four-hour telethon with 5,000 agents responding to contacts in an efficient and organized manner

What Makes This Telethon Client Unique

Our client's contact center is unique because it is a single night of four hours total in which we are asked to bring 5,000 total agents. Unlike other programs at NexRep, Stand Up 2 Cancer is a program where we run operations for just one night. We have seven months of planning, scheduling, testing, recruiting, training and build up to a single four-hour event. It is a mammoth undertaking and the kind of challenge we relish here at NexRep.

Our client, EIF, faced with the challenge of operations for their bi-annual telethon, had to ask themselves what operations for a single night requiring 5,000 paid workers for four hours would look like:

- Would they hire 5,000 people to answer phones for them for four hours and then fire them?

- Would they work through a temp agency? They'd need 50 temp agencies across the country to fulfill this unique human resources challenge.
- And what about training these people?
- And managing the workforce on the night of the event: making sure they show up, making sure they deliver a quality experience, making sure they have all the equipment they need and the technology is working properly for each and every one of them

This is when NexRep comes into the picture to save the day. And it's what we love to do. To have an opportunity to run flawless operations for a live event and provide the highest quality of customer service to our client while maintaining a tightly run and spotlessly executed event is what gets us excited around here. And it makes us unique in the industry because telethon organizers now know us as the go-to contact center project manager for their events: we get the job done with calm, wit, and grit. We are the ones to call on for your event operations planning and execution.

Additional Statistics on How We Delivered Beyond Expectations for Our Telethon Client

SU2C saw an increase in donations during their bi-annual telethon from 109 million in 2014 to 111 million in 2016, which signifies a 2.7% increase. For the 2014 and 2016 telethons, NexRep was a vendor: we brought agents to the event and nothing beyond that. Another entity was responsible for managing the operations of the events for the 2014 and 2016 telethons.

For the 2018 telethon, NexRep took the reins.

This is where things get interesting. When NexRep took over the SU2C telethon in 2018, donations increased from \$111 million in 2016 to \$130 million in donations in 2018. That represents an increase of 18% in money brought in for cancer research in one night of a telethon. This is the equivalent of a \$19 million increase in donations because NexRep ran the telethon flawlessly and efficiently.

