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## Case Study

### Lord's Taverners

How a charity increased event sales and maintained supporters support by installing a new phone system



**LORD'S TAVERNERS**  
Giving young people a sporting chance

Client:  
Lord's Taverners

Website:  
<http://www.lordstaverners.org>

Client Industry:  
Charity

What we deliver:  
Hosted Telephony

## Introduction

### The Lord's Taverners enable young people from disadvantaged backgrounds and those with disabilities to enjoy sport.

Their programmes support some of the most marginalised and at risk young people in the UK. They create a range of opportunities for young people from deprived areas and those with disabilities to engage in sport and recreational activities in their local communities.

8.6m

sporting  
chances

216k

Young  
People  
supported

The Lord's Taverners aim is to increase opportunities for regular participation; motivate young people to engage in sport; improve health, social and psychological wellbeing and; empower volunteers, coaches and teachers to deliver training sessions.

## Key Results

- > Enhanced the charity's relationship with their supporters
- > Enabled staff to work anywhere, anytime with mobile and landline integration
- > Increased event sales
- > Improved ticket line management
- > Enabled the charity to target and track fundraising campaigns and efforts

## The Client's Challenge

In the competitive world of charity fundraising, charities need to have the latest resources and technology available in order to receive money in the quickest and most efficient way possible, giving donators a seamless and hassle free experience whilst at the same time maximising the charity's personnel.

Using a traditional phone system, the Lord's Taverners were unable to monitor the volume of calls being made and received, making it difficult for the charity to target and track each fundraising campaign's success.

In addition, the Lord's Taverners needed a flexible phone system that would cater to their needs. With no ticket line management installed, potential donators were leaving voicemails that were not being picked up or answered, leading to loss of vital support and, crucially, event sales.



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## Our Solution

We replaced the Lord's Taverners traditional phone system with a Horizon hosted solution, catering to the charity's growth as well as enhancing their fundraising efforts.

The call monitoring feature was added, providing real-time and historic reporting on the volume of calls being made and received. Campaign management was also added to enable the charity to target and track each of their fundraising campaigns.



As part of the Horizon solution, we integrated the charity's mobiles and landlines, enabling staff to work anywhere in the world.

“ All of the team we have worked with at Ethos have been invaluable throughout the entire process, guiding us through each and every stage of the transition whilst ensuring minimal disruption to the organisation. The time and effort that they have put in reassures us that we have made the right decision by choosing Ethos and we look forward to continue working with them. ”

Chief Operating Officer, The Lord's Taverners Limited

## Results



As a result, due to the flexibility of the system installed, ticket line management has improved, increasing event sales.

In addition to increasing sales, the call twinning service was introduced, where calls are routed to each employee's desk and mobile phone. So, whether in the office, at home or at a fund-raising event, the Lord's Taverners never miss a customer call again.

The Lord's Taverners have become more efficient with the call monitoring feature enabling staff to ensure each supporter is made to feel valued. In addition, campaign management allows management to assess the success of each fundraising campaign's success.

## Improving your communications

At Ethos, we have over twenty years' experience delivering services and solutions across the three main forces of business communications: voice, documents and data.

4,000 customers worldwide regard us as part of their extended team – a single contact point for their managed print services, telephony systems, mobile networks and IT.

Over the years we've remained independent because it's the best way to deliver what our customers need – a bespoke service offering independent advice across all of the leading providers including Xerox, Mitel, Cisco, Microsoft, BT, Vodafone, O2, Konica Minolta and HP.

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