



# DIRECTLINE TECHNOLOGIES, INC.

## CASE STUDY:

BOZEMAN DEACONESS FOUNDATION'S FIRST TELEPHONE SOLICITATION DEMONSTRATES HIGH RESPONSE RATE, AND STRONG CUSTOMER SERVICE.

*"In October, Bozeman Deaconess Foundation conducted our first telephone campaign, with the help of DirectLine Technologies, Inc." said Brooke Stevens, Annual Giving Manager.*

DirectLine assigned their most senior account executive to work one-on-one with Bozeman Deaconess staff on this inaugural effort.

*"I find the staff at DirectLine to be very attentive and timely in their association with me," said Stevens, of the Montana hospital.*

Stevens explained that when evaluating other potential telephone fundraising vendors she, at times, experienced difficulty obtaining quotes, and long delays in responding to inquiries.

*"I wonder why companies, dedicated to phone solicitation, are not more attentive on the phone to potential customers. I imagine having a problem or issue that needs to be handled quickly in the midst of the campaign and not hearing back from anyone in a prompt manner," said Stevens.*

*"Then, I spoke with DirectLine, where I found the staff to be friendly, efficient, and very responsive to our needs."*

Stevens states she was happy with the results and the service provided, and will be using the services of DirectLine again in the future.

*"That's not to say there weren't issues with this first attempt at telephone efforts. However, DirectLine handled concerns with professionalism, compassion, efficiency, and, at times, an appropriate sense of humor."*



**"We will work with DirectLine Again to reach potential and existing supporters who choose to give by phone."**



**BROOKE STEVENS**  
Manager of Annual Giving

**"OUR GUARANTEE MEANS YOU HAVE NOTHING TO LOSE."**



**MARTHA E. CONNOR**  
President & CEO



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