

**Client: Way - FM****Website:**www.wayfm.com**Location:**

50+ Radio Stations

Industry:

Radio/Broadcasting

Customer Profile:

Way FM is a Top 40 Christian Music station in the U.S. within numerous cities and has expanded rapidly through uplifting music and content.

Highlights:

- 54 ACD Licenses
- Overflow Support
- Pledge Processing
- Scalable Agents
- Standardized Scripts

TeleDirect

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Increased Memberships & Pledge Drive Efficiency Attributed to TeleDirect ACD



The ability to take donations and use the same software as TeleDirect creates a seamless integration with our process and interaction with our listeners. Thanks to their solution, we have the tools to exceed our pledge drive goals.

Adrian Olsen,
Support Services Manager



The Challenge:

With over 50 radio stations across 11 states, WAY-FM's goal of increasing listener membership to support their pledge drives was needed to enable them to continue providing popular and uplifting station content. Having multiple locations across the country, the need to streamline operations to ensure efficient and effective donation contributions, record membership numbers, complete gift fulfillment delivery and update listener profiles was daunting. Their in-house staff had the experience and was up to the task, but with additional membership drives added throughout the year, WAY-FM needed a comprehensive solution which allowed for a seamless integration with their current processes, while still providing the exceptional service and engagement their listeners expected.

The Solution:

In order to ensure pledge drive call continuity across WAY-FM's multiple locations, the TeleDirect ACD was utilized by their in-house staff, with TeleDirect Agents providing overflow and backup support. Since the ACD provides standardized call scripting across all locations, WAY-FM was assured everyone answering calls provided the exact customer experience they required for their listeners and supporters. In addition to immediate access to all call reports, donation amounts and call dispositions provided insight into which programming content and hours generated most pledges. With multiple pledge drives WAY-FM scheduled throughout the year, the TeleDirect ACD has become a vital component to the success of their campaigns, ensuring a continual partnership utilizing our innovative software and scalable workforce.