



## Case Study: TrueSense Marketing

With a deadline of just 60 days from start to finish, TrueSense Marketing needed a solution that could replicate the look and feel of their outdated system so they did not have to retrain their agents. The challenge for Authority was to replace something that ran the TrueSense contact center floor as well as the back office, without impacting their agents, clients and productivity. A true example of what Five9 and Authority Software can accomplish together.

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### ABOUT TRUESENSE

TrueSense Marketing is a full-service, strategic, direct-response fundraising agency. They use insightful analytics, innovative strategies, and breakthrough creative execution to engage donors at every level in order to move them from transactional to transformational relationships with our nonprofit partners. TrueSense communicates with donors in the channel they prefer – mail, digital, broadcast, print, phone, and social. Which leads to effectively growing donor files across all age groupings including: Millennials, Gen-X, Boomers, and Seniors. And when donors are engaged in multiple channels, their engagement is strengthened.

### THE CHALLENGE

TrueSense received a 60-day notification from their vendor that their solution would no longer be available or supported, months earlier than had been expected. This legacy system had been in place for more than 15 years and TrueSense had been evaluating alternatives to migrate data to an alternate solution. Authority Software and Five9 were asked to step in and replicate not only the data but the look and feel of the legacy platform so that agents would not need retraining.



### THE TIMELINE

With a total of 60 days from start to finish, there was no time allotted for testing upon completion so Authority Software and Five9 worked directly with TrueSense to test out the compatibilities in real time.

### THE SOLUTION

In the extremely short timeline, Authority Software delivered customer relationship management functionality and quality management that extended far beyond their previous capabilities.

CRM and QM included:

- Branched logic scripting for agent efficiency and productivity
- PCI redaction technology for regulatory compliance
- List management functionality to streamline fundraising

### THE RESULTS

Authority Software CRM and QM increased speed and efficiency throughout the contact center and back office. Access to information was delivered in moments and the solution completely replicated the legacy technology so there were no gaps in training, no lag in fundraising efforts and no impact to TrueSense clients.

A major improvement in analytics allowed TrueSense to gather and respond to feedback quickly and easily. The legacy platform required TrueSense to pull data from multiple systems to analyze trends and make business decisions. The Authority Software solutions pulled all the information together in one place to provide both objective and subjective data and feedback in a holistic view of contact center performance.

While other vendors might shy away from tackling projects that require significant customization and rapid implementation, Authority Software and Five9 are poised to help customers develop the solutions THEY need...perfectly