



Smarteezie was the idea of Jeannie MacGregor from MacGregor Jones. Jeannie was looking for a software application for the management of telephone fundraising. There are other applications out there, but none of them provide the simplicity of use that Jeannie felt was essential for the educational and arts related telephone campaigns that MacGregor Jones manages.

With over 25 years experience in fund raising Jeannie knew that a successful fund raising campaign was based on a combination of good data that was accurately refined for the specific campaign and a happy telephone calling team that could relate to the people they were talking to and who enjoyed the calls they were making.

From the very beginning, Accord began work on Smarteezie with the single aim of simplicity in everything that the application did. The application had to be very intelligent to accurately process the data, automatically match interests and backgrounds and manage the campaign. But everything had to be presented to the users in a way that was easy to use.

Telephone calling teams are often new to calling, having never been involved with fund raising campaigns before. Smarteezie was designed therefore to walk the callers through what they had to do. In order to keep things simple; aside from an introductory campaign highlights screen, there is only one screen that the callers use. This contains all of the information that the callers will use during a call, presented in a clear and concise format. Any input is verified as they input and help prompts guide them through the process.

Campaign managers are used to the pressure and headaches of pulling information from their CRM systems, such as Raisers Edge. Getting information out of these systems in a format that can then be used for telephone campaigns and mail merge letters can be very time consuming. Once the campaign begins there are anywhere between 1,000 and 10,000 responses to measure and follow up. Senior management will be expecting regular updates on the campaign's success. Smarteezie makes all of this as easy as possible. In a like for like comparison to one of our competitors, data that had taken 3 weeks to load into our competitor's software was loaded into Smarteezie in 10 minutes. Campaign statistics are available instantaneously. At any point a campaign manager can see how the campaign is progressing; how much money has been raised, which callers are most successful, and which approaches are generating the best leads.



Underlying all the advantages of campaign management software is the need for security. The information within the system is exceedingly sensitive and many universities have commented that they would not want to use a system where their data was hosted on a remote internet based location. The risks of hacking or of unscrupulous campaign management companies interrogating their data is unacceptable. Smarteezie therefore had to be designed to work completely within the

security of the clients premises and on their own network. We use a combination of Microsoft technologies to provide a solution that is hosted entirely by the client but without any extra hidden costs and without significant installation overheads.

As a result of using Smarteezie internally Jeannie has been able to reduce the management time spent on a campaign by 70%. Additionally the instant campaign statistics means that she can feed back to her clients the information they're interested in on a daily basis.

If you are interested in Smarteezie and how it can benefit your telephone fundraising campaigns contact Smarteezie on 0844 991 0801 or visit their website www.smarteezie.com.