

## EveryChild uses TaskCentre to Increase Sponsor Revenues and Reduce Administrative Costs

“Through TaskCentre we were able to quickly automate the extraction, formatting and distribution of our child sponsorship transaction information. This has effectively eradicated hours of repetitive administration from the workload of our staff.” **Roland Sadler, Database Manager for EveryChild.**

iMIS

TaskCentre®

The UK's leading Business Process Management Solution

### Business Requirements

- ⇒ Reduction of repetitive employee administration
- ⇒ Automated e-mail marketing
- ⇒ Automation of financial reporting
- ⇒ Transparency and compliance

### Solution Deployment

- ⇒ The extraction, formatting and distribution of business critical information from EveryChilds iMIS application

#### ► Company

EveryChild

#### ► Industry

Charity Sector

#### ► Geographies

International

### Business Benefits Delivered

- ⇒ Significant reduction in administrative costs through the automation of employee-dependant activities
- ⇒ Increase in sponsorship revenue levels through the automation of the charity's e-mail marketing activities
- ⇒ More time for employees to concentrate on core objectives
- ⇒ Greater financial transparency of sponsor donations

## Case Study: EveryChild

AUTOMATING BUSINESS PROCESSES

# TaskCentre

Orbis Software (UK)

Based in London and employing 55 people, EveryChild supports vulnerable children to enable them to grow up free from disease, poverty and exploitation as valued individuals. It works with communities and governments across the world to ensure that every child has the right to an education, healthcare and to grow up in a loving family environment with a secure future.

### EveryChild and its initial interest in TaskCentre

Charitable organisations are always looking for new ways to reduce costs and increase revenues and it was the latter that initially attracted EveryChild to TaskCentre. More specifically, it was interested in TaskCentre's ability to streamline administrative processes and enhance its marketing capabilities.

EveryChild's initial interest in TaskCentre was explained by Roland Sadler, Database Manager for the charity, "The automation capabilities of TaskCentre were of major interest to us but it was the marketing department that drove the early stages of the TaskCentre evaluation. They were particularly interested in TaskCentre as a tool to develop revenues through automated marketing activities."

Roland also highlighted just how quickly they recognised the potential for TaskCentre to automate employee activities throughout the wider organisation, "Once we'd seen how TaskCentre would enhance our marketing activities we soon began to see how the same tools could also be used to automate more sophisticated tasks that detract employees from core business objectives."

### Child sponsorship transactions and annual statements

With EveryChild managing projects across many different countries it is imperative that it delivers real-time updates on child sponsorship transactions. This critical employee activity ensures that the projects and associated children receive the right level of support.

As one would expect, the task of supplying real-time information to international projects is a necessary but costly administrative process. Indeed, before the deployment of TaskCentre, employees would have to manually query the iMIS database, format the information and distribute it to the relevant international projects. The cost of this process was highlighted by Roland, "The production of information on child sponsorship transactions was an expensive necessity for our organisation and the man hours it absorbed was significant. All organisations today suffer from heavy workloads and a lack of time to start that 'next important job'."

The automation of this particular employee process was achieved by dragging and dropping just five of TaskCentre's Business Process Management tools on to the easy-to-use planner. These included: The Scheduler, Query ODBC, Format as HTML, Send SMTP Save as File (Excel).

The speed in which this process was automated and the benefits it brought EveryChild was highlighted by Roland, "Through TaskCentre we were able to quickly automate the extraction, formatting and distribution of our child sponsorship transaction

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information. This has effectively eradicated hours of repetitive administration from the workload of our staff.”

Financial transparency is of the utmost importance to all organisations but more so for those operating within the charity and not-for-profit sectors. EveryChild is no exception and is required to produce, amongst other financial documentation, annual statements.

There is great importance placed on providing supporters with financial information, and significant man-hours were devoted to this one task as Roland highlighted, “Each supporter of our cause is important and when requests for annual statements are made we ensure that these are provided.” He continued, “Running these reports takes time and we needed to ensure that they are sent to all our supporters who have requested them.”

With this repetitive employee process absorbing so much employee time EveryChild deployed TaskCentre to automate this entire process, “By using TaskCentre we have ensured that all our reports are produced and that they can be collected all at once by the customer. The result has been a significant reduction in man-hours required to complete this task.” said Roland.

### **TaskCentre and EveryChild’s marketing department**

Revenue generation has always been a fundamental area for charities and not-for-profit organisations. The competition for sponsor donations

is increasing year-on-year and EveryChild strive to continually improve the effectiveness of its marketing activities.

In the case of EveryChild, the main interest lay in TaskCentre’s ability to enhance the e-mail marketing of its products, such as christmas cards, “TaskCentre’s ability to automate the construction, presentation and delivery of our e-mail marketing activities was seen as an important feature.” said Roland

Clearly, the ability to schedule TaskCentre to execute marketing e-mail campaigns to potential sponsors is an excellent method to generate additional revenues.

When Roland was ask to comment on future plans for TaskCentre he said, “In the very near future, we plan to use TaskCentre’s SMS functionality for both sponsor and employee communications. Indeed, being able to trigger any automated process via SMS opens up a number of exciting opportunities for us.”