



Challenges

- ❑ The orchestra was outsourcing all outbound telemarketing and telefunding calls
- ❑ Scheduled guest artists were providing late music repertoire and programming
- ❑ The annual fund drive was not making projected revenues

Executive Summary

- ❑ Symphony orchestra for metropolitan city
- ❑ Outsourcing of telemarketing and telefunding were driving costs and poor customer service
- ❑ Concert production costs being driven by last-minute programming changes
- ❑ Annual fund campaign managers needed to develop a sales mentality and a sales management process

Results

- ❑ Developed an in-house Patron Service Center to handle all inbound and outbound calls. Reduced costs by 30% and improved customer service
- ❑ Improved on-time delivery of programs by 50% and reduced costs by 10%
- ❑ Install a sales management process to drive individual campaigns. New model reached 99% of the annual fund goal