



health care CASE STUDY

# The Blood Alliance

USAN Helps Non-Profit Community Blood Bank  
Increase Monthly Donor Appointments by 70%  
and Blood Unit Collections by 63%

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### Company

The Blood Alliance (TBA) is a non-profit community blood bank that first opened its doors in Jacksonville, FL in 1942. TBA has since significantly expanded its territory and is not only the sole provider of blood products in Jacksonville Florida, but also services hospitals and medical facilities in portions of Georgia and South Carolina. With an infrastructure of 13 Donor Centers and 12 Mobile Units for supporting blood drives at businesses, churches, schools, civic groups, military, and community locations, TBA provides blood products to more than 20 hospitals and medical facilities in 11 counties. A member of America's Blood Centers—a national network of independent community blood centers responsible for nearly half of the nation's blood supply—The Blood Alliance is licensed by the FDA and accredited by the AABB.

### Challenge

The Blood Alliance works closely with its partners to determine exactly how much blood product—including blood, plasma and platelets—each hospital requires. Specifically, TBA must collect 360 units of blood each day to meet the needs of its hospitals and medical facilities. Meeting collection goals ensure blood products are available to meet the needs of each community in Florida, Georgia, and South Carolina that TBA services.

*60% of healthy Americans can donate blood, but only 5% do. This statistic is at the heart of The Blood Alliance's challenge in recruiting more donors and collecting more blood.*

**INDUSTRY** Health Care

**COMPANY** The Blood Alliance, a non-profit community blood bank

**CHALLENGE** To consistently meet its blood and blood product collection goals, TBA had to recruit by telephone and schedule donors to give blood at various locations. Due to its manual processes, the blood bank was struggling to contact the 700 people per day required to meet its goals.

**SOLUTION** USAN provides TBA with a multi-channel customer contact platform that combines inbound and outbound call management, email management, customizable call flow and agent scripting, call recording and monitoring capabilities, as well as real-time reporting.

**RESULTS** Today, The Blood Alliance is able to schedule about 900 more appointments per month, a 70 percent increase in what they had previously been scheduling. And, that increase in appointment scheduling has enabled the organization to collect 63 percent more blood units per month.

To consistently reach this goal, the organization must recruit by telephone and schedule potential and returning blood donors to give blood at Donor Centers, various community events, and blood drives. However, since TBA's collection process was driven by manual communication processes, the organization was struggling to contact the 700 people a day required to meet its blood donation goals. Nearly 30 percent of the time agents were reaching disconnected numbers or getting voice-mail, making the process inefficient and time-consuming, and ultimately making it difficult to keep up with blood unit goals.

In addition to the production challenge of contacting donors and scheduling appointments, The Blood Alliance was concerned about the overall experience of giving blood. A bad "customer" experience for donors could be the result at Blood drives and other collection events where not enough donors show up, or alternatively, where too many donors show up at one time. As all blood centers struggle with turning first-time donors into frequent donors, this was a scenario The Blood Alliance couldn't afford. In the case of blood platelet donations, accurate and organized appointments are especially important since those donations typically take slightly longer than standard donations and the product must be transfused to a patient within five days of the donation.

Finally, the organization had already invested in a donor management platform, eDonor™, to collect and manage donor contact information. The challenge was to find a contact and engagement solution that could easily and securely integrate with and enhance the capabilities of this system.

## Solution

To meet its goals in blood unit collection, TBA needed to increase not only the number of people contacted, but also the frequency with which each individual was donating and the overall quality of engagement. The organization recognized that improving the way it engaged with its

donors and providing a world-class donation experience were crucial for acquiring new donors and retaining existing donors.

After careful consideration of numerous software solutions that provided high volume multi-channel communications, targeted list management, and other key features to help

***"Because we strive to increase donor frequency, it's very important that we stay in regular contact with a person who has previously donated blood and is registered in our system," said Robert Sanchez. "USAN allows us to quickly and easily create calling campaigns that meet the blood inventory needs our organization, which ensure we have the right blood products available to meet the needs of the communities we serve."***

enhance productivity and provide scalability for future growth, The Blood Alliance selected USAN's hosted customer engagement solution.

USAN provides TBA with a cloud-based multi-channel customer contact platform that combines inbound and outbound call management, email management, customizable call flow and agent scripting, call recording and monitoring capabilities, as well as real-time reporting. And, the solution was easily integrated with TBA's eDonor system in a way that enabled unprecedented ease of design and implementation of multiple, targeted campaigns based on virtually limitless segment criteria.

## Results

USAN's customer contact capabilities have enabled TBA to improve productivity because agents are no longer wasting time and effort on manual dialing and reaching busy numbers or answering machines. And, the customizable agent desktop has simplified agent tasks by unifying activities into a single interface.

## World-Class Partners

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## Results

USAN's ACD (Automatic Call Distribution) intelligently routes incoming calls to TBA agents, giving the organization a 25% increase in incoming traffic since implementing the solution.





*"With our old solution, we were struggling to reach the 700 potential donors a day required to meet our blood needs," said Sanchez. "USAN's solution allows us to not only meet our calling goals, but also to ultimately reach our goal of collecting 360 units a day. The solution provides us with a great deal of flexibility and is easy to use, which means we can focus more on our donors and providing them with the information and answers they are requesting."*

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These results are now much easier to measure because of USAN's standard reporting and analytic capabilities. The Blood Alliance management team uses a combination of default and custom reports, generated from realtime data, to make intelligent business decisions based on actual activity.

The Blood Alliance is also able to monitor and supervise call center agents in real-time for training and productivity enhancement purposes. This insight into live customer interactions has allowed the organization to keep service personnel focused on delivering an excellent customer experience.

Finally, as The Blood Alliance looks to maintain or exceed performance goals in the future, the organization will use USAN's outbound IVR capability for automated, personalized notification calls to donors to inform them about upcoming events and other activities.



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### About USAN

USAN provides a portfolio of world-class SaaS contact center solutions to enterprises and carriers over a high-availability (99.999%), fully redundant infrastructure. The USAN platform in the cloud offers comprehensive products from automatic call distributor (ACD), interactive voice response (IVR) with speech, outbound dialer, workforce management, call recording to Vision reporting. Since the USAN platform is delivered via a Software-as-a-Service (SaaS) model, clients reduce costs and have the latest contact center technologies. To learn more about the USAN difference, visit [www.USAN.com](http://www.USAN.com).