

TAMCO + American Red Cross

The Case. Since 1917, the Louisville Chapter of the American Red Cross has provided vital services that the community cannot do without – from disasters and emergencies to blood donation to general preparedness. When they approached us with a need, our goal was to provide them with solutions that were just as invaluable.



American Red Cross

The Situation

The reason for the Red Cross can be summed up in three words: prevent, prepare, respond. But with a 19-year-old Nortel phone system, things didn't run as smoothly as they could. The system was long out-of-date. It left no room for expansion. And it couldn't handle current call volumes – let alone an unforeseen increase in volume. Eight-person shifts running 24/7 were relying upon a phone system that was unable to track or manage call flow. TAMCO and one of our Partners were asked to solve this long overdue problem.

The Solution

We began by working with the Louisville executive team to understand the needs of the Red Cross. Before long, we assessed their technical needs and the method of acquisition that would benefit them most. Once the TAMCO Shield program was put in place, the Red Cross had the technology they needed and the flexibility to adapt as their needs saw fit.

What's more, the new technology allowed them to reduce headcount in their call center operations – this reduced cost alone paid for their new system. Their CFO had further peace of mind knowing the Red Cross would never find themselves using obsolete or unproductive technology. And with a bundled maintenance solution, they were ensured that if something did happen, their TAMCO Partner was there to respond.

Given the totality of the solution, it was little surprise when Brian Quail, CEO of the Louisville chapter of the Red Cross, remarked "As technology changes, we have the opportunity to change with it." The TAMCO Partnership provided a total solution for the Red Cross that provided the best Technology, Business and Financial benefits available in the marketplace today.

Simply put, we walked in to find the Red Cross with badly outdated technology. And we walked out knowing they'd never find themselves in that position again.