

## CUSTOMER SPOTLIGHT

# Islamic Relief



“Using BBNC with SmartTELETHON has streamlined the way we do things, made processes a lot simpler, and helped us make significant cost savings.”

—Shaheryar Ullah, Database Officer

Islamic Relief was founded in the UK in 1984 by a group of concerned post-graduate students. As well as responding to disasters and emergencies, Islamic Relief promotes sustainable economic and social development by working with local communities – regardless of race, religion or gender. To ensure they can continue to deliver these vital services, Islamic Relief operates a variety of fundraising channels and activities, including a network of charity shops, telephone campaigns, email marketing and text message marketing.

Shaheryar and his team chose to implement a combination of Blackbaud NetCommunity (BBNC), Blackbaud’s website solution designed to integrate with Raiser’s Edge, and a plug-in from SmartTHING called SmartTELETHON, which allows BBNC to operate as a call centre and would enable Islamic Relief to take payments over the phone and process them in real-time.

### Why did you decide to start using BBMS?

“Several years ago we began using an external payment processing software, however we quickly discovered there were problems with recording and reconciling payment information. We switched to Blackbaud Merchant Services (BBMS), which links directly with Raiser’s Edge and therefore gives us a more complete picture of a donor’s history. We then began using BBMS

Islamic Relief is powered by

- ▶ Blackbaud Merchant Services™
- ▶ Blackbaud NetCommunity™
- ▶ Raiser’s Edge™

and Raiser's Edge to process payments and record donor information for our inbound and outbound telephone campaigns which worked very well."

## What led to the implementation of BBMS, BBNC and SmartTELETHON solution?

"We felt as if there was a missing piece in the jigsaw because BBMS was such a different process to our online transactions. We wanted to keep things simple for our call handlers and allow them to process everything in real-time. The solution made perfect sense. What Blackbaud were proposing would essentially join everything up and help us to work more efficiently in our calling campaigns."

## What success have you had as a result of Blackbaud and SmartTHING's joint solution?

"In terms of income and cost savings, Blackbaud's combined solution has helped us dramatically. The fact that we can process donations in real-time while the donor is still on the phone is phenomenal! We know instantly if someone has given us the wrong account details or they have insufficient funds and we can then rectify it straight away.

"In addition, we can now generate a receipt for each donor straight away which is then emailed to them. This is a far better donor experience compared to our previous process which involved posting out our receipts at the end of each day. The feedback we have received from donors has been great, and I'm sure it will make a difference to the number of people who choose to donate on a regular basis. What's more, this alone is saving us an additional £8,000 per year in postage costs!"

Find out more about about how NetCommunity, BBMS and SmartTHING can help your organisation today.

[Learn more](#)



“We are saving **£8,000 a year in postage costs alone!**”

—Shaheryar Ullah,  
Database Office

## Are you pleased with your decision to work with Blackbaud?

"I've been very impressed with how Blackbaud responded to our initial request for help. We went to them with a problem, and they have come up with the perfect solution. It has streamlined the way we do things, made processes a lot simpler and helped us make significant cost savings. In turn this will all have a massive impact on the level of income we can generate, and therefore the level of aid and assistance that we can provide to those who need it most. Now that this software combination has been tried and tested and we can see the value, we plan to begin using it in our online campaigns and within our shops too. We're really excited to see the results!"

“Because the process is so much more fluid, we have vastly increased the number of calls that we can handle each day.”

—Shaheryar Ullah, Database Officer



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