

## Case Study - RSPCA



## Audio Solutions

The Royal Society for the Prevention of Cruelty to Animals receives reports of around 150,000 cases of animal cruelty each year. Most reports are made by phone, routed through their National Contact Centre in Doncaster.

The RSPCA knew they had a problem with their call experience and wanted to cut costs by diverting traffic online, while communicating fund raising messaging to callers in-queue.

The creative process examined the brand and organisational personality of the RSPCA and derived from that an Audio Style Guide detailing voice persona, accent and style, from which the selection of a voice artist resulted as a rational, objective choice that was quite different from initial perceptions.

*“The consistency and single voice approach has been superb.”* The RSPCA’s current messaging and music has achieved positive redirection of a massive 30% of all call traffic to the RSPCA website and to other organisations where more appropriate, saving the RSPCA considerable contact centre time and cost. *“It’s fantastic that callers hear the message, take it onboard and are redirected successfully”.*

### Objectives:

- Improve Call Experience
- Brand Consistency
- Simplify IVR

### Services:

Audio Style Consultancy

Contact Centre Audio

*“Premier really helped shape the way we were going to move forward by creating a brilliant product”*

David Cowdrey  
Head of Communications