



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



June 2017

DIALMYCALLS

Issue 01

CASE STUDY

How can you use DialMyCalls?



YMCA OF SOUTH FLORIDA DIALMYCALLS CASE STUDY

STARTED USING DIALMYCALLS: JANUARY 12, 2016
FREQUENCY OF USE: BI-WEEKLY
TYPE OF SERVICE: VOICE BROADCASTING SERVICE

CHOICE OF PROVIDER

YMCA of South Florida was referred to DialMyCalls by another YMCA in Orlando that uses us. Called us and inquired about the service and signed up.

CLIENT NEEDS

Calls for NSF collections for past due membership dues. YMCA of South Florida had ~ **60%** collections prior to signing up for DialMyCalls and wanted to increase that rate. DialMyCalls will send out messages when card on file is declined and can't bill for YMCA membership. The voice broadcasting system is also used to send out automated reminders for them to connect with their members, promote new memberships for those who have visited before, and to send reminders/information about scholarship opportunities at YMCA of South Florida.

FEATURES UTILIZED

Push-To-Talk is one of the main features used by YMCA of South Florida. They like to have call recipients connected to the corresponding YMCA branch when they need an answer right away. They also like to throttle the calls to give the staff time to answer. The client is happy about the caller ID so they know the branch that is calling them and applies to each call specifically for the branch sending messages.

CLIENT FEEDBACK

The YMCA members like the fact that they are getting automated reminders. It makes it easier for them to remember that they need to update their cards or billing. *"DialMyCalls has brought up our collections [~20%] to a different level. The other locations I talk to don't think they could have the same results that we do. It definitely helps with our retention rate to get that information out more quickly and accurately."*

"DIALMYCALLS HAS BROUGHT UP OUR COLLECTIONS TO A DIFFERENT LEVEL."



YMCA

SOUTH FLORIDA

ABOUT YMCA OF SOUTH FLORIDA

The Y is a leading nonprofit committed to strengthening communities through youth development, healthy living and social responsibility.

Our mission is to put Judeo-Christian principles into practice through programs that build healthy spirit, mind and body for all. We cherish and instill our core values of caring, honesty, respect and responsibility.

At the Y, strengthening community is our cause. Every day, we work side-by-side with our neighbors to make sure that everyone, regardless of age, income or background, has the opportunity to learn grow and thrive.

AREAS OF FOCUS

- **Youth Development** -- Nurturing the potential of every child and teen.
- **Healthy Living** -- Improving the community's health and well-being.
- **Social Responsibility** -- Giving back and providing support to our neighbors.

**All pictures used courtesy of [YMCA South Florida] @ymcasoflo on Twitter.*