

AI-Powered SMS Conversations

Case Study · National Breast Cancer Foundation



conversr

powered by Burst  SMS



Introduction

National Breast Cancer Foundation (NBCF)

NBCF is Australia's leading national body funding game-changing breast cancer research with money raised entirely by the Australian public. Their mission is to stop deaths from breast cancer.

The Problem

Many not-for-profits like NBCF face common challenges around connecting and motivating their donors and fundraisers. Getting them to answer an email is hard, and getting them to answer a phone call is even harder. So how do you build and nurture relationships with your supporters?

Phone calls are best (if you can get them to answer) but require a lot of time and resources. And without a personalised journey, getting contributions can be more difficult. That's why NBCF partnered with our award-winning AI-powered SMS customer experience product, Conversr, for their peer-to-peer 2018 GO PINK campaign.

Who are we?

Conversr is the first-of-its-kind, award-winning, AI-powered SMS CX platform for enterprise. We specialise in helping businesses access turn-key interactive conversational-AI SMS solutions at a click of a button.



The Solution

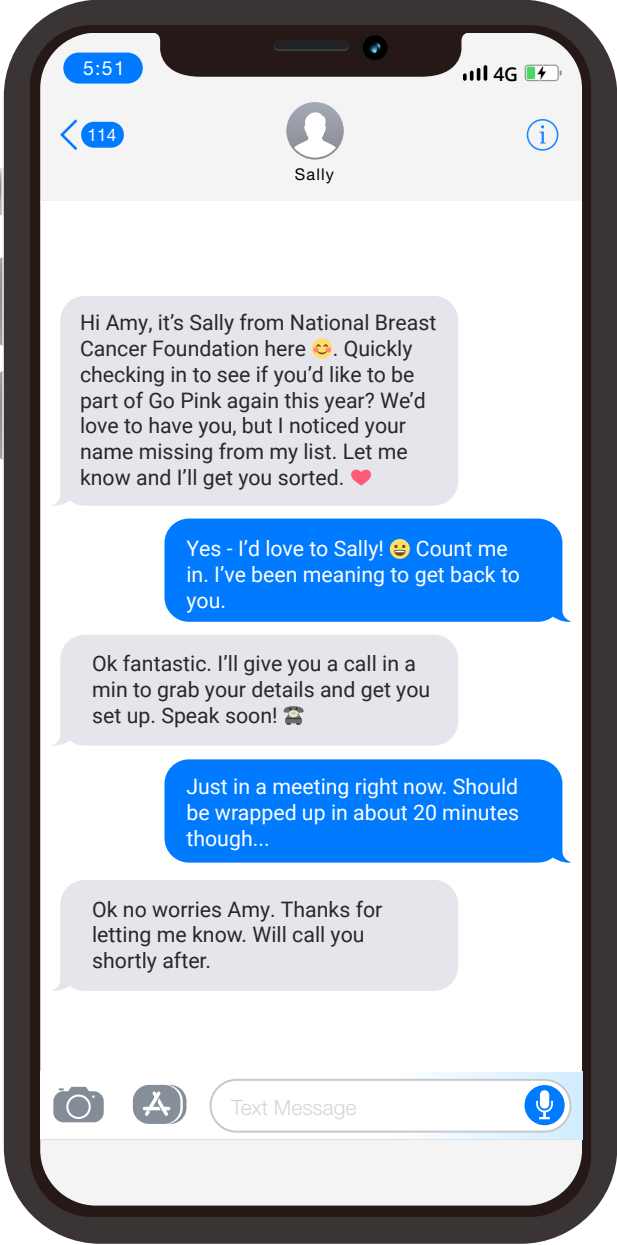


Conversr has one big advantage: it can create conversations on a large scale using minimal resources. With AI, it predicts the type of interactions that your donors or fundraisers needs. For example, it can answer frequently asked questions, provide tools and resources, and motivate your supporters to take action. And with SMS, these conversations are brief, immediate, and personal.

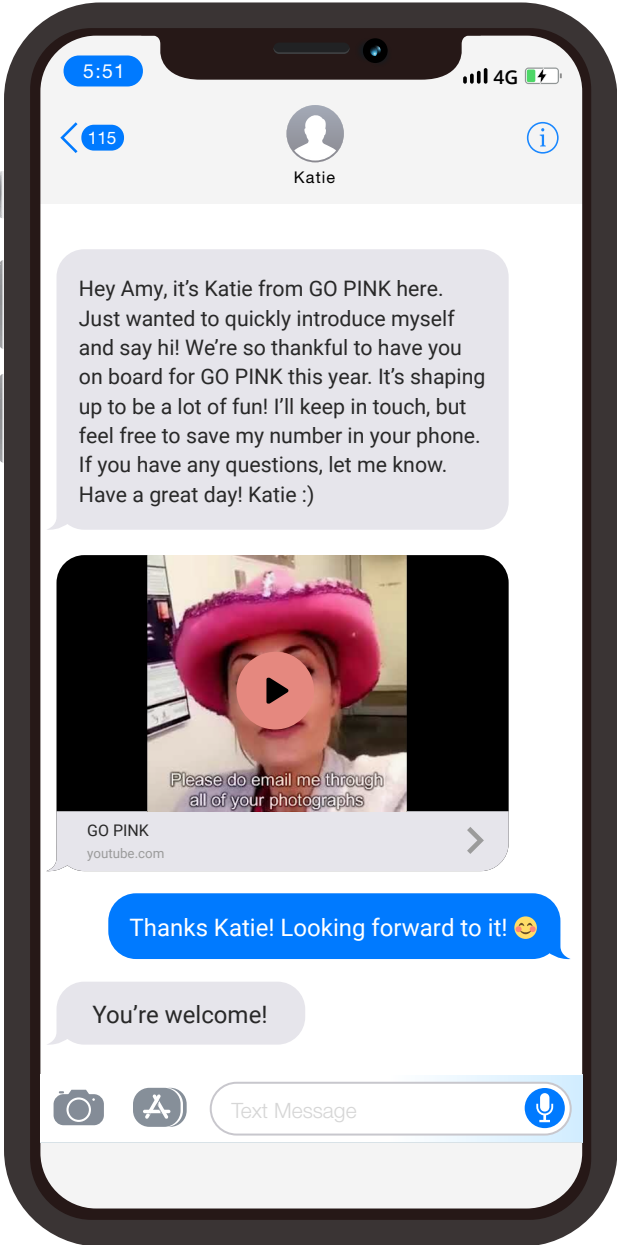
If Conversr can't answer a question or if the conversation requires human input, it notifies an agent to take action.

To the right, you'll find two sample journeys. These are the type of conversations that Conversr can have all on its own, automatically.

Reactivation Journey Sample



Fundraising Journey Sample



Campaign Highlights

National Breast Cancer Foundation (NBCF)

The 2018 GO PINK campaign had incredible results compared to the previous year. It had a monumental 1414% return on investment. And on days where Conversr interacted with fundraisers, donations spiked. Here are some of the highlights.



- Campaign Period: **June 5 - 24, 2018**
- Total Contacts: **1,700**
- Total SMS Sent: **35,000**
- Opt-out Rate: **0.65%**
- Fundraisers: **48% (up 10% from previous year)**
- Average Dollar Raised: **\$901 (up 58% from previous year)**
- Return on Investment: **1414%**
- Response Rate: **68% (people who responded to a conversation)**



As an organisation, we pride ourselves on being donor centric. We want each and every one of our supporters to feel like they are treated as individuals and not as a generic collective. The implementation of the Conversr Fundraiser Journey allowed us to deepen engagement, and create an emotional connection on scale with our supporters in a way like never before. This has resulted in an uplift in fundraising income that has surpassed any other channel before it.

Lisa from NBCF



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