

## British Red Cross Case Study



The Red Cross responds to hundreds of emergencies every year both in the UK and overseas and has a special role to play in supporting the emergency services. The organisation is included in local authority emergency plans for every part of the UK.

No one can predict what's around the corner, but when the unexpected happens – from a flood or fire to a terrorist incident – it pays to be prepared. When it comes to the unexpected, there are few humanitarian organisations that can respond as quickly to disasters as the Red Cross. Their fully trained volunteers are always on hand to give practical help and emotional support to those in need. They provide vital assistance following major incidents, floods, transport accidents and fires.

The British Red Cross works both directly with other National Societies and with the ICRC and the International Federation of Red Cross and Red Crescent Societies to preserve the health, lives and livelihoods of many hundreds of thousands of vulnerable people around the world. In addition to their emergency response services and aid relief, they have also been running first aid courses for 26 years, training over 120,000 people every year. Their programmes are renowned for providing essential first aid training skills to use when in and out the office.



### The Approach

Active Digital provided a free, no obligation consultancy service to demonstrate how The British Red Cross could benefit from our 'award winning' services. Our main objective was to reduce communication costs for the charity, implement new technology to improve communications for remote/mobile workers, including Blackberry and 3g data cards. At the time, The British Red Cross mobile account was managed directly with one of the UK mobile networks and appeared to be suffering from the lack of personal customer care and account management.

### The Solution

Active Digital provided the British Red Cross with a proposal to cover all their necessary requirements and created a clear and structured implementation plan to move their account to Active Digital with little to no disruption. Overall, our solution has achieved substantial savings for the charity, provided better detailed monthly reporting for the customer and has provided a dedicated, 24/7 account management programme to accommodate all their needs.

In addition to the communication services we provide, we also enjoy supporting the charity wherever we can have regularly organised and sponsored various charity events, including golf days, whereby we can help raise awareness and much needed funds for the charity. We feel this is an important relationship building part of how we manage our clients.

### The Benefit

"By switching to Active Digital, the British Red Cross now has one complete mobile communications solutions provider with one dedicated point of contact. Overall, we feel more valued as a customer and our account manager visits us regularly to discuss our needs and demonstrate new, innovative products. We are continuing to reduce costs but levels of support have remained high and consistent across all matters. Overall, we would have no hesitation in recommending Active Digital to other UK organisations."

More information:

[www.redcross.org.uk](http://www.redcross.org.uk)

[www.activedigital.co.uk/news/charitygolf](http://www.activedigital.co.uk/news/charitygolf)