



## CUSTOMER SUCCESS STORY: **MELWOOD**

### THE COMPANY

Founded in 1963, Upper Marlboro, MD-based Melwood is a not-for-profit organization dedicated to finding employment opportunities for persons with disabilities. Melwood’s current workforce includes more than 2,100 people with disabilities working at more than 70 contract sites around the Washington region. Mail handling, office work, reception, medical technical work and store stocking are among the growing number of occupations available or soon to be within reach for Melwood trained workers.

### THE CHALLENGE

Vehicle donations are a chief source of revenue for Melwood; the organization raised more than \$12 million last year through the charitable donation of unused vehicles. Melwood employees and volunteers field phone calls from donors to complete the necessary paperwork and make arrangements for vehicle pickup.

Ron Farrin, Melwood’s director of vehicle donations, said the organization’s previous phone system had become a limiting factor. As the vehicle donation program grew, an upgrade to the in-house system was beyond the organization’s budget.

“Our legacy system was designed for a much lower call volume and a smaller number of representatives,” said Farrin. “After the expansion of our program the past couple years, we realized an upgrade was badly needed. But at a quoted cost of \$150,000, a new and expanded in-house solution would not fit our budget. That’s when I discovered Angel and recognized the advantage of a hosted solution.”



**HEADQUARTERS**  
Upper Marlboro, MD

**INDUSTRY**  
Not-for-Profit,  
Workforce Management and Charities

**THE CHALLENGE**  
· Replace current hardware-based call center solution  
· Provide an economical solution built for scalability and expansion

**THE SOLUTION**  
Angel Virtual Call Center

**THE RESULTS**  
· Built, tested and deployed a new call center solution in one day  
· Allows for instant scalability during peak call center traffic and empowers expansion of program  
· Deployment costs were \$0 compared to \$150,000 quote for new hardware-based system

“I sat down with my Angel account rep and he built the system right in front of me as I described what features I needed and how it would be used. He then tested and deployed the program that same day.

Ron Farrin | Director of Vehicle Donations | [Melwood](#)

## THE SOLUTION

Angel helped Melwood implement a hosted VCC (Virtual Call Center) solution that replaced their previous in-house system at a fraction of the cost. Equally important to Farrin was the ease of setup and implementation of the hosted solution.

“I sat down with my Angel account representative and he built the system right in front of me as I described what features I needed and how it would be used,” said Farrin. “He then tested and deployed the program that same day,” said Farrin. “And, since it’s a hosted solution, I don’t have the extra expense of maintaining in-house call management software. For an organization with tight resources, those are significant benefits.”

## THE RESULTS

The Angel VCC system has allowed Melwood to keep pace with the fluctuations in their donation calls. The result is a more efficient vehicle donation process that Farrin said may allow the organization to expand its donation effort beyond vehicles.

“More than 70% of all donation calls are from people who have never called us before,” said Farrin. “We experience heavy call volume in the evenings and during tax season, so it’s vital for us to have a system that scales with our needs.

“The Angel Virtual Call Center has been instrumental in maximizing the value and return of our vehicle donation campaign, and I envision us expanding the program soon to take advantage of this newfound

## THE ANGEL SOLUTIONS SUITE

Angel empowers customers to generate more efficient and high quality IVR applications. Powered by Angel’s intelligent IVR application, ProspectConnect delivers a personalized call experience for your inbound leads, facilitating data collection and verification. The Angel hosted platform enables ProspectConnect users to deploy a complete solution quickly and easily; a complete lead management application can be built and deployed in under two days. With Angel’s flexible design interface, updates and changes can be made at any time – at no charge and in near-real-time.