

Sternstunden Day 2020

NEW RECORD TOTAL SET AT THE BAYERISCHER RUNDFUNK BROADCASTER FUNDRAISING EVENT

Sternstunden e. V. has been helping sick and disabled children as well as those in need since 1993 – in Bavaria, in Germany and around the world. Since it was set up, Sternstunden has raised over 300 million euros, which have been used to support over 3,300 children’s projects so far. Sternstunden Day, which takes place in the run-up to Christmas, is especially important for generating donations.

Working with tricontes360 meant that donations from people, already very keen to donate, hit a record high in 2020 (the year dominated by the coronavirus). There was an extraordinary number of calls taken by our team of 640 volunteers during the live broadcast “Sternstunden 2020” in particular.

Even when peak levels reached up to 2,700 calls every 15 minutes, tricontes360 provided a secure infrastructure, as well as successful planning and management. Each call is very important to the whole team and a chance to work professionally and with enthusiasm for children in need.

41,191 calls in 18 hours sets new donation record.



41.191
calls



18
hours



11,91
million

The tricontes360 team received 41,191 calls throughout the Sternstunden event, which lasted almost 18 hours. This resulted in a record number of donations totalling 11.91 million euros being generated for children in need. In addition to the Bayerischer Rundfunk event, tricontes360 sponsored multiple large fundraising activities, which raised several million euros via the telephone hotline.



The challenge – extremely high volume of calls

Charitable events such as Sternstunden Day at the Bayerischer Rundfunk often take place in the run-up to Christmas. Emergency situations, following a natural disaster for example, can also be an occasion to hold a fundraising event on TV, the radio or online. Most of these campaigns receive a high number of calls in just a few hours. It is only possible to successfully generate a high volume of donations if the hotline is accessible and offers good call quality. During the event, there can also be extreme peak call levels that need to be handled – when TV presenters or other key figures make appeals for donations on live TV.

The solution – several locations, progressive management, motivated teams

tricones360 trained 840 employees in total for Sternstunden Day 2020, who were ready and available at 12 separate locations and from two subcontracting service providers. The work on site was complemented by the progressive working-at-home concept from tricones360. This meant that many employees were able to work safely and professionally from home during the pandemic and ensure the hotline was always accessible.

High number of employees, high standard of call quality

tricones360 worked closely with the client on the preparation of the training documents and call guidelines. All teams received intensive briefings on how to conduct the call in a friendly and professional manner – and on how to record the data in the entry tool in full and correctly.

In this way, tricones360 was able to ensure data protection and data security at all times through the training and technical measures.

Call-routing and precise resource planning across 14 locations

Throughout the event, the client had access to one point of contact at all times. The experienced management experts from tricones360 ensured the teams were optimally deployed across the locations. Detailed forecasts formed the basis for the multi-site resource planning.

These forecasts were created using years of experience with fundraising events. Call-routing and resource planning were continuously adjusted to the actual call volume during the project.

This enabled many callers to make their donations and raise a new record total.