



#### Goals:

- Lighten Donor Services' processing burden.
- Speed response time to donors.

#### Challenge:

- Over 700 detailed responses each month were taking an average of one hour per response to complete – a total of 700+ hours per month.

#### Cincom Document Solutions:

Cincom's Document Solutions provided an automated correspondence generation system that enhances the organization's ability to quickly and accurately respond to the questions and concerns of 300,000 donors – enabling CFI to better facilitate assistance to the 4.6 million children and families they serve.

#### Key Results:

- Time savings – The average time to create a response was cut from one hour to one minute!
- Easy online access to files provided.
- Consistent responses to questions ensured.
- Phone volume decreased as reminder calls from donors ceased.
- Letter accuracy increased.
- Correspondence histories can now be tracked electronically.
- Donor goodwill increased as CFI was able to give faster responses.
- Morale of CFI staff dramatically increased.

Profile in Success: **ChildFund International**

## ChildFund International Cuts Document Production Time from 1 Hour to 1 Minute With Cincom's Document Solutions



Situation: ChildFund International (CFI), an international child development organization, works in 31 countries worldwide, assisting 4.6 million children and families, regardless of race, creed, gender or national origin. CFI provides educational, nutritional and health benefits to children, and provides income-generation opportunities to families. The mission is to serve the needs of children in the US and abroad in the context of the family and the community, using a developmental approach through local partners.

Incoming communication to CFI averages 5,625 telephone calls, e-mails, faxes and letters per month, typically requesting information about procedures or any one of the sponsored children. Those inquiries that cannot be handled immediately often require a specific, detailed response.

However, the lack of quick, reliable, online access to files forced a case-by-case approach to each of the 700+ monthly replies, often overburdening the CFI staff by forcing them to “re-create the wheel” with each letter. There was a great need to lighten this processing burden, thereby speeding the response time to donors. The work of CFI encompasses 31 countries with 4.6 million children and families participating in approximately 1,200 sites operating under 25 or more languages.

## The Problem

A canned system had been installed for the purpose of streamlining donor correspondence, but proved inoperable after months of labor. As a fallback, CFI had reverted to the use of Microsoft Word, which was nearly a manual process. Since the files pertaining to sponsors and donors were not easily accessible for correspondence creation and required switching back and forth between programs, letter generation averaged one hour to research and write. This process also caused many PC lockups because the machines would be overtaxed with commands. For sponsors and donors, this method proved especially frustrating because the turnaround time to receive an answer could extend into weeks.

## The Search

Because months had been spent trying to repair the previous system, there was a fear of searching for an alternative and investing more time into a new unknown. Adding another long learning curve and avoiding additional new cost presented major stumbling blocks. Additionally, CFI was concerned about installing a web-based system since its application was predominantly client/server based.

After extensive research, a search produced Cincom Document Solutions. Cincom demonstrated both a client/server version of its product as well as the web-based version. It was immediately obvious that the extensive Application Programming Interface (API) that came with the web product made it much easier to integrate.

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## The Solution

CFI installed Cincom Document Solutions, which allows CFI to pass information from its Oracle database to Cincom’s document-generation engine. The engine stores, edits and issues letters CFI created according to its content and guidelines. The ease with which Cincom’s Windows-based system was tailored to an Oracle environment shows the versatility of the solution.

## Success

The success was immediately obvious – letter generation time was cut from one hour to one minute! Additionally, the 25 customer services representatives required no more than one hour to train. Staff acceptance has been total and enthusiastic. Assistant Director of Donor Services, Cassandra Anderson reports, “Since the installation, we haven’t looked back!”

Betty Forbes, Vice-President of Marketing and Sponsor Services, summarizes, “Our donors are intensely loyal to their sponsored children and they expect fast and specific answers to their questions. As a charity that relies on in excess of \$130 million from the public each year, it was critically important to give consistent, stable, and prompt responses to their questions and concerns. Adoption of Cincom’s system has been justified many times over. The efficiencies gained have permitted CFI to redirect resources and efforts toward our central mission of bettering the lives of children in poverty.”

And to add to their success, the CFI was recognized by the Computerworld Honors Program for being the first nonprofit organization to use Cincom’s automated correspondence generation system to enhance its ability to quickly and accurately respond to the needs of 400,000 donors to better facilitate care for the 2.5 million needy children they sponsor.

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*– Betty Forbes, Vice-President of Marketing and Sponsor Services, ChildFund International (CFI)*

Established in 1988, the Honors Program is dedicated to identifying the people, organizations and institutions that are leading the technology revolution, and to recording the impact of their achievements on society. The CFI’s nonprofit ambience carries with it a uniquely nuanced language, corporate mission and philosophy, yet its need for accuracy and speed in communication is no less urgent than that of its profitable contemporaries. Each sponsor of a child develops an emotional bond with that child that requires personalized attention and timely responses.