



case study

Obama-Biden Campaign for Change Calls on BetterWorld to provide Timely, Critical Functionality to its Communications Infrastructure

The Obama-Biden Campaign for Change

Transformational. Historic. Global Impact.

After two long years, Barack Obama and the Obama-Biden Campaign for Change emerged victorious through hard-fought primary and general election seasons. Echoing voices of the past and forging new ground for America and the world, President-elect Obama's victory had immediate ripple effects in just about every corner of the globe.

Running on a progressive plank, with a steady hand and determination, Obama and running mate, Joe Biden, were able to forge a sweeping victory by inspiring new voters to participate and others to cross party lines. As the hardest work still lies ahead, Obama's victory, however, provided America and the world with a positive lift in an otherwise tough, negative period in our history.

The Challenge

With just two weeks left until Election Day, the Obama Campaign team realized that its communications infrastructure would not be able to withstand the deluge of calls that would be coming in from voters and volunteers in the key battleground states of Pennsylvania, Virginia, Montana, New Hampshire, Wisconsin, Colorado and Nevada. Team Obama needed to quickly and cost-effectively put in place a solution that would be able to handle its *Public Voter* and *Volunteer* hotlines, overlaying and enhancing their existing infrastructure, while increasing their ability to handle large, spiking call volumes, distribute the calls for volunteer operators and most importantly, not issue any busy signals to callers.

The Solution

BetterWorld Telecom Virtual PBX and Overlay Bundled Solution

After receiving the call about two weeks before Election Day from the Obama Campaign, BetterWorld quickly sprung into action with its technology and network partner, Aptela. We determined the essential setup of one of the state campaign offices and then set out to create a framework that could be deployed at any of the campaign offices. Needless to say there was no time for error and the BetterWorld/Aptela team worked morning noon and night for the next week, turning up 385 virtual seats, all with full call center features and functionality so the seven battleground state offices could efficiently handle and process up to 10 times more calling volume than previously possible.

"I would like to thank BetterWorld for their excellent speed and service."

"They worked with us on a very tight schedule to get us the service we needed. The flexibility they provided allowed us to handle the dynamic problems that we faced."

BUCK HELMKE

IT Director, Barack Obama Campaign for Change 2008 - VA
Arlington, VA

The Solution

385 seat full-featured call center spread across 7 regionally diverse states, incorporating the following products and features:

- Virtual PBX Overlay
- Unified Communications
- Call Center Queuing Features
- Toll Free / 800 Services Dedicated Local PRI
- Switched lines and calling features
- Local calling, Long Distance, Toll Free / 800

The Results

Flawless Execution and Network Performance Helps Obama Campaign For Change Win Six of Seven Battleground States Where Solution was Deployed

In less than 10 days, the BetterWorld/Aptela team deployed a virtual 385-seat call center operation, spread across 7 states in all regions of the country – in time to accept the historic voter and volunteer turnout on November 4, 2008. Specifically, the Obama campaign requirements, as they hit the homestretch of the campaign, were quick deployment (most sites were turned up in just days or even hours in a few cases), a flexible platform that can virtually handle hundreds or thousands of calls at once & configurable to specific call trees and local requirements.

Each Obama state headquarters office where the solution was installed reported perfect performance that exceeded management's expectations. The increased functionality and volume they were able to handle as a result of the deployed Virtual PBX/Call Center solution, played a positive role in the Obama-Biden election victory.

While it is our policy as a company not to endorse political positions or candidates, we are excited to have found a new application for our Virtual PBX and Unified Communications solutions in political campaigns – extending our philosophy of increased democracy in the workplace through technology to our Democracy as a whole. As BetterWorld has been touting and promoting these technologies as enabling greener and more democratic solutions for the workplace, we found their portability and flexibility truly made a difference in this setting.

It was an exciting project for all of us and, working closely with our technology and network partner Aptela, we were able to help make a difference in the election, and the rest is history!

For more information, visit
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highlights

Customer Challenge

- High pressure, winner-take-all-situation requiring accuracy speed and above all, superior network performance.
- Hands-on, high touch customer care for real time moves/adds/changes
- Affordable pricing with no or little up-front costs involved
- Multi location footprint
- Single necktie approach unifying multiple services under one umbrella

BetterWorld Telecom's Solution

- Deployed 385-seat virtual call center application with queuing, toll free, and automated call distribution features in 7 state Obama Campaign offices: Pennsylvania, Virginia, Montana, New Hampshire, Wisconsin, Colorado, and Nevada.
- Deliver closely coordinated and constant customer care in a dynamic changing situation – moves/adds/changes/deletes had to happen real time, with no delays

About BetterWorld Telecom

In the \$900B US telecom market, BetterWorld Telecom, LLC is the only nationwide, full-service voice and data telecommunications carrier focused on serving businesses and organizations that support social justice and sustainability. BetterWorld provides business-grade telecommunication solutions to thousands of customers in 40 states, comprised of local, long distance, toll free, conferencing, Internet access, VoIP, Virtual PBX and unified communications products. BetterWorld is the only certified carbon neutral carrier in North America and offers on average 28% savings off the competition, a 100% service guarantee, while donating 3% of revenues to causes that benefit children, education, environment, and fair trade.

BetterWorld is proud to be the only telecom carrier in the US to be certified by these leading CSR standards organizations:



Corporation™
Setting the new corporate standard for social and environmental performance.
bcorporation.net

