RSPCA Cuts Online Response Times from Days to Minutes

Requirements

- Improve Email Response Time for animal cruelty cases
- Increase efficiency of managing online veterinary and pet care advice requests
- Improve speed and quality of responses to all online queries

Results

Average response times to online reports of animal cruelty reduced

from **2 days**

to only **21 minutes**

Solution

Email Management

The Royal Society for the Prevention of Cruelty to Animals (RSPCA) has slashed the time it takes to respond to cases of animal cruelty reported through its website, from days to a matter of minutes, after investing in advanced email management technology from Eptica.

The RSPCA has been looking out for animals since 1824. In its 170 branches, staff and countless volunteers work with endless energy and dedication to look after the tens of thousands of animals that come into its care every year. In the last year alone the charity investigated 159,686 cruelty complaints and rescued 130,033 animals.

RSPCA saves more animals through the Web

The world's oldest and largest animal welfare charity is using Eptica Email Management™ to cut the average response times to reports of animal cruelty made online from two days to just 21 minutes. Due to the potentially sensitive nature of these enquiries, the charity setup a secure online messaging system on its website, fully integrated with Eptica software.

Eptica Email Management goes beyond simply managing email volume and routing. It uses an advanced workflow engine, meaning based search and self-learning customer service knowledgebase. Enquiries sent through the charity website are now automatically scanned, prioritised and sent through to the right people to action.

Veronica Morrison, Information and Advice Manager at the RSPCA explained: "Over the last few years we've seen a massive growth in the number of people contacting us online. Eptica's technology allows us to investigate and process all the cases reported on our website, quickly and efficiently. Being able to better manage the thousands of enquiries we receive every year helps us to save more animals. It's as simple as that!"

The RSPCA is also regularly contacted for general pet health and behavioural advice. Since deploying Eptica Email Management online response times for veterinary advice has fallen from seven days to two hours, and for pet care and behavioural advice it has plummeted from 32 days to less than one hour.

> " Thanks to Eptica we can now save the lives of more animals at risk than ever before. It's as simple as that! "
>
> Veronica Morrison
> Information and Advice Manager
> RSPCA

Eptica software has also enabled the RSPCA to build closer relationships with supporters by providing detailed records of every interaction that the charity has with its 'My RSPCA' users. The insights from these communications help the RSPCA to understand the interests of individuals and ensure that they receive relevant news and updates.
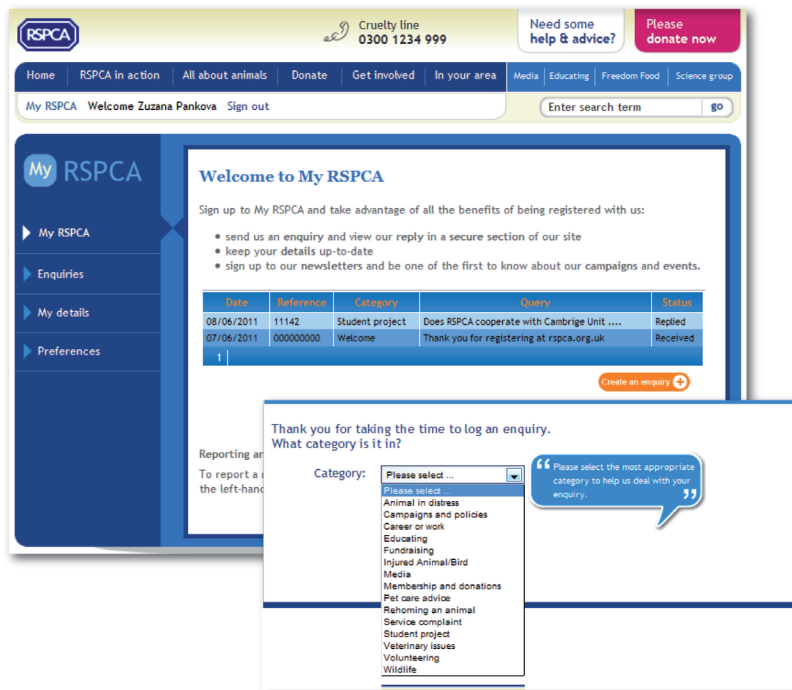
Eptica Email Management enables the RSPCA to deliver quick and accurate responses to every online enquiry.

When the footage of Anne the circus elephant's story emerged on YouTube in March 2011, the RSPCA received hundreds of enquiries through its website from animal lovers wanting to know what the charity was doing to help. The new online system enabled the charity to respond promptly to all these queries and keep people up to date with the charity's achievements as the elephant's move to Longleat Safari Park was secured.

During the launch of PetRetreat – the charity advice and pet fostering service – it received more than 900 online applications from potential foster families in the first month alone. Eptica's software helped filter and distribute those applications, flagging where additional information was required so the RSPCA team could go back to potential fosterers while they were fully engaged with the initiative. This allowed the RSPCA to speed up the process of vetting applicants and place animals within a caring environment much quicker.

The RSPCA is a fantastic organisation that fulfils a very important role in our society. It's great to see it harnessing the power of Web customer service technology to connect with supporters and ultimately save more animals in need.

Results at a glance

As a result of using Eptica's advanced technology, the RSPCA is now able to effectively manage and deliver quick and accurate responses to the thousands of online enquiries, and save more animals at risk

- Average response times to animal cruelty reported online reduced from 2 days to just 21 minutes
- Online response time for veterinary advice dropped from 7 days to only 2 hours
- Response time for pet care and behaviour advice plummeted from 32 days to less than 1 hour.

To find out how Eptica can help you, visit www.eptica.com.