



Comic Relief  
London, England  
www.comicrelief.com

#### Industry:

Professional Services

#### Annual Revenue:

US\$100 million

#### Employees:

100

#### Oracle Products & Services:

Oracle Database  
Oracle Real Application Clusters  
Oracle Application Server  
Oracle Fusion Middleware

#### Implementor:

Oracle Consulting

**“The unrivalled performance, scalability, reliability, and security of Oracle’s products underpin our ability to maximize donations through streamlined, efficient, secure collection processes.”** – Martin Gill, Head of New Media, Comic Relief

## Comic Relief Boosts Sport Relief 08 Funds by Handling 100% of Call Center Transactions Electronically

Comic Relief is a UK charitable organization working to end poverty and social injustice by raising funds through the power of entertainment. During Comic Relief’s biennial Red Nose Day and Sport Relief campaigns members of the public get sponsored and give donations. Approximately 35% of donations are received via the internet during the main event TV shows, with the remaining 65% being made by telephone.

### Challenges

- Process all telephone donations received at the 6,500-seat virtual call center electronically to boost transaction speed, data quality, donor service and identify failed transactions
- Improve productivity, security and efficiency by eliminating paper records of donations for later processing
- Make funds available for charitable causes more quickly
- Capitalize on public interest and deliver transparency during televised charity events by broadcasting up-to-the-minute donation totals
- Leverage technology advances to continually optimize computing resources and drive down human capital requirements

### Solution

- Worked with Oracle Consulting and partners to build an Oracle-based platform to capture and process all donations for Sport Relief 2008 online, via interactive TV, and the virtual call center
- Leveraged the scalability, performance, and resilience of Oracle’s grid-based infrastructure to handle 6,720 transactions per minute during four-hour televised Sport Relief event
- Enabled Comic Relief to process 250,000 transactions and collect US\$9 million via the virtual call center
- Boosted the percentage of successful transactions with the ability to advise callers immediately of credit card rejection and secure alternative means of payment during the call
- Cleared funds and made monies available for relief projects in two days with the electronic system, instead of up to two months using paper-based processing
- Forecasted to exceed Sport Relief 2006’s income—US\$36 million—by US\$15 million when all donations and sponsorship monies have been received and processed