

Children's charity enhances fundraising

SickKids Foundation is the largest charitable funder of child health research, learning, and care in Canada after the government. The foundation's contact centre helps raise funds on behalf of The Hospital for Sick Children (also known as SickKids), receiving contributions from more than 232,000 donors annually.

An end-to-end solution from Cisco and CDW Canada improves contact centre efficiency and effectiveness.

More calls, more donations

Donors now enjoy a consistent quality experience, making them more likely to donate again in the future.

Consistent quality experience (030.627.085) first

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