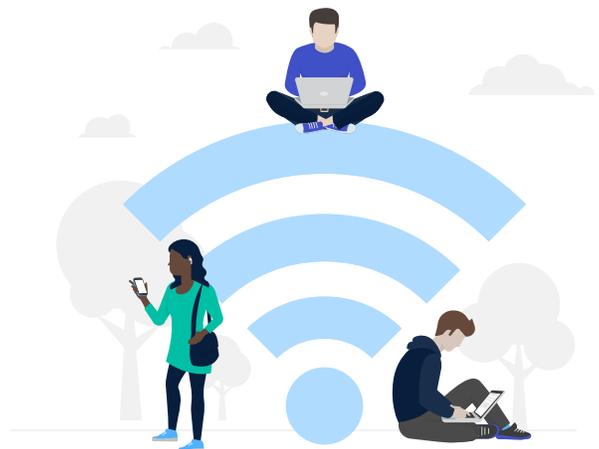


Human-I-T Uses Messaging to Increase Efficiency & Serve More Customers

The Human-I-T Mission

Eighty million Americans are without internet access, and the founders of Human-I-T are on a mission to bridge the digital divide. Their mission comes full circle, as this non-profit organization is helping companies tackle the problem of eWaste in the process. With so many working computers routinely thrown away, founders James Jack and Gabe Middleton began by refurbishing unwanted tech devices and giving them to the underserved. Today Human-I-T has grown to include resale services for low-cost internet and digital literacy training.



SCALE YOUR EFFORTS. REACH MORE PEOPLE.
DO MORE OF THE STUFF THAT MATTERS.



BEFORE ZINGLE
45 Minute Phone Call

AFTER ZINGLE
2 Minute Text

Tech with a Human Touch

Non-Profits are a labor of love, and wearing multiple hats is not uncommon for staff. As the team sought to serve more households it became critical that they identify and solve inefficiencies along the application process for low-cost internet programs. Human-I-T chose Medallia Zingle's cloud-based messaging platform to engage in real-time text conversations and streamline a once complicated process. By improving the experience for their customers, this lean team of 4 is now able to connect new households much faster, without adding more staff.

“

“Before Zingle, we did everything over the phone. Call, leave messages, etc. Since 2017 we have increased the size of the team by one person and with an increase of only one person, we have been able to assist almost 4x as many households.”

- AJ Middleton, Senior Program Manager

Human-I-T Saves Time with Zingle:

◆ Audience Segmentation:

Clients are tagged with their Account Manager and Program for a quick way to send relevant messages.

💬 Text Outreach:

Twice a month, Human-I-T generates an outreach text to engage all clients who've gone silent.

✔ Messaging Templates:

The Human-I-T Billing department saves time with crafted messages, ready to be sent.



Serving More Households

Increased efficiency means being able to serve more clients. Although many of Human-I-T's clients don't yet have home internet access, they do have mobile phones, and it became so much easier for their clients to complete an application by text. Automated text reminders even help them through each step in the process, increasing follow-through with encouragement.

“Before Zingle, we were able to connect 700 households to low-cost internet. After adopting Zingle in late 2017, we were able to drastically increase the number. In 2018 we increased the households connected to seventeen hundred, and then in 2019, we were able to connect 2700 households.”

- AJ Middleton, Senior Program Manager



BEFORE ZINGLE 2017
700 Households

AFTER ZINGLE 2019
2700 Households



STAFF HIRED:
One

Building on Success

Along with serving more clients come more powerful stories for compelling grant writing, which equates to more grant money and, more importantly, more tech donations. Enough to serve 2,500 more households, to be exact.



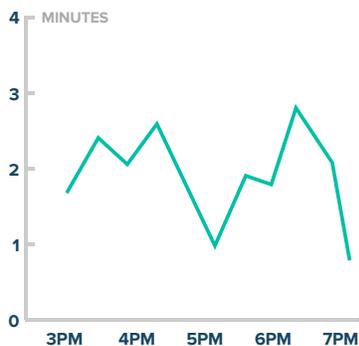
Human-I-T

Most successful nonprofit in their grant funding category.

“Definitely because of Zingle.”

- AJ Middleton, Senior Program Manager

Time Spent Per Conversation



What's Next

The team at Human-I-T is now digging into Zingle Analytics. On a monthly call with his Zingle Customer Success Manager, AJ has found clear insight, and is looking to identify opportunities for growth within their data, using key metrics like:

- Total messages sent/received
- Total messages sent per agent/employee
- Total time spent on a conversation

Learn more about how you can support the Human-I-T mission with tech donations at human-i-t.org.

Medallia.org gives everyone a voice. Anticipate needs, predict behaviors, and transform more constituents (beneficiaries, donors, staff, and volunteers) into mission evangelists through unmatched experiences. To drive more impact today and access special pricing, go to medallia.com/nonprofit.

About Medallia Zingle

Medallia Zingle empowers businesses to engage, support and respond to customers in more meaningful and impactful ways. Zingle's guest engagement platform combines artificial intelligence and machine learning with workflow automation and mobile messaging, allowing brands to easily deliver exceptional customer experiences in real time. Leading brands across different verticals, including hospitality, food & beverage, retail, and more, use Zingle to increase efficiency, improve operations and delight their customers. Find out more at zingle.com.

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Medallia Zingle

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