

Case Study:

Mercy Corps

Karen Jackson, Technology Systems Specialist

As one of the leading nonprofit organizations assisting in emergency relief efforts and helping initiate sustainable economic development, Mercy Corps is accustomed to a travel-filled, fast-paced lifestyle. Although Mercy Corps is primarily concerned with helping in international situations, they are currently helping New Orleans

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rebuild schools and create advocacy after the devastation of Hurricane Katrina. According to Karen Jackson, a Mercy Corps technology systems specialist, ReadyTalk's audio and web conferencing along with their helped Mercy

support staff have Corps tremendously since becoming partners in 2005.

Audio Conferencing

Audio conferencing is a key part of what Mercy Corps does. With offices dispersed throughout the world from Seattle to Hong Kong, a solution to connect staff is crucial. Karen emphasizes the importance of ReadyTalk's reliable and clear audio conferencing when communicating with people during the recent crisis in Lebanon. They had daily audio conferences with staff stationed in Lebanon to go over security and logistical briefings to ensure they were

assisting people who were affected in the country effectively.

Web Conferencing

ReadyTalk's web conferencing tool has allowed Mercy Corps to easily conduct training sessions with their dispersed staff. The IT department as well as program staff have utilized ReadyTalk's "application sharing" feature when assisting people in remote locations or when demonstrating a complex data base to others. Another feature Mercy Corps greatly values is the ability to dial out to participants. "One feature that we have appreciated is being able to use the web-interface to pull people into telephone conferences. Because of the nature of our work, it's hard sometimes for people in the field to dial-into phone conferences. So, we have found it effective in such cases to pull them in."

ReadTalk Support

In an organization like Mercy Corps, uniting many people in diverse locations is a difficult task. When there have been problems trying to connect people, ReadyTalk's support team has been of great assistance. Karen raves "I can't say enough about how superb the customer support has been with ReadyTalk...The response has been very quick. On more than one occasion, during high-pressure meetings, we have called for assistance and [they have] been made successful thanks to their real-time support line. It is reassuring to know that we can call ReadyTalk anytime for immediate help."