



Vital Channel: 'Sands' Charity Turns to CSG to Enable Better Support for the Bereaved

For Australian charity 'Sands', providing a better service for bereaved families following a baby death was of utmost importance, but they also needed a better phone system for its volunteers that was easy to use and flexible, and which also provided cost efficiencies. Was that really too much to ask?

The Challenge

An estimated one in four pregnancies (93,000) ends in miscarriage in Australia each year, whilst approximately 2500 babies are either stillborn or die in the first 28 days after birth.

Despite the high number of Australian's who are affected by this, it remains a topic that is rarely spoken about in public.

Sands provides this service for free to the bereaved parties, with its volunteers being remotely on-call for people who may be going through a hard time and need someone to talk to.

For the government funded charity, its existing PBX was not good enough. Vital calls were

falling through the cracks due to inadequate call features which meant callers would often ring for three minutes before going through to voicemail.

Other issues were that when volunteers needed to swap shifts – which was quite often – Sands would have to run a new script through their PBX to change the roster, which was a hassle and inefficient for Sands to manage.

What Sands needed was a new solution that was more cost effective for the nature of their business; that helped them offer a better level of service to callers, and which provided flexibility for Sands and its team of volunteers.

Case Study Sands

Sands are an Australian charity that provides support for anyone affected by the loss of a baby through miscarriage, stillbirth or neonatal death.

The charity works to improve the level of care bereaved parents receive by healthcare professionals by providing education and training. Through its team of volunteers, Sands strive to break through the taboo associated with baby death, by providing the bereaved with vital information and someone to talk to, with peer to peer services available around the clock via telephone, email, online chat and local support groups.



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The Solution

CodeBlue were proud to help Sands with their very important mission and quickly set about designing and building a solution that used 8x8 Virtual Office to create a phone system and contact centre style call workflow that would allow volunteers to install the 8x8 Virtual Office application onto their smartphones.

The new system was setup so that when a caller rang through, the line would go through to ALL rostered volunteers at the same time (previously it would travel one by one to each volunteers phone for up to three minutes). If no volunteers were available within those 60 seconds, the call would go to voicemail. This now meant that Sands could capture a caller's information before they got frustrated and hung up – an aspect that was important for Sands to get right.

On top of this, the new system allows Sands to be more flexible with volunteer shift changes, as the

user friendly 8x8 solution means that ring group changes can be made within a matter of minutes.

As a special bonus, the 8x8 unlimited call plan means that not only are Sands benefiting from reduced operational costs due to cheaper mobile call rates, but volunteers can also make personal calls using the app for free – a small but important gesture for its volunteers.

“With the 8x8 Virtual Office solution, Sands now have big business style call flow management, auto-attendant services and shift based call workflow scheduling – despite being a small operation”

“The cost savings that have resulted means that Sands can allocate that money to other important projects and improvements for the charity. A real win for Sands.”

