

Client Case Study

The client

Friends for Good is a volunteer driven not-for-profit and Australian loneliness pioneer. It is the first organisation focussing specifically on loneliness and social isolation and its core service is Friendline, a national phone line for anyone in the community experiencing loneliness.

The issue

Friends for Good has been expanding in recent years with continuous increases in call flow which has been exacerbated by the pandemic. It was looking to reduce the cost per call to allow them to handle larger call volumes without increasing costs.

Why Friends for Good reached out to Goodtel

Friends for Good wanted to save on the cost per call so it could continue to offer the service for free to its users. The organisation was also looking for an ethical supplier. Eleisha Lauria, State Manager (VIC) at Friends for Good told us "We wanted a supplier whose values aligned with ours and Goodtel does just that".

How Goodtel responded

Goodtel offered Friends for Good a complimentary telco bill analysis and identified a significant cost saving it could benefit from by switching to Goodtel. Goodtel's onboarding team then implemented a transition plan from Friends for Good's previous supplier to ensure a seamless transition and zero downtime to the service.

The result

As a result of switching to Goodtel, Friends for Good are saving over 20% on the cost of its 1800 number service compared to its previous provider.

The demand for Friendline has continued to increase, partly as a result of lockdowns and the mental health impact of the pandemic and the demand for the Friendline service further increased. Goodtel met with the Friends for Good team to offer a further discounted price so it could continue to operate its free service for users.

Friends for Good chose to support sleepbus with part of the profits from its service which helps provide a safe nights sleep for people experiencing homelessness.

Daniel and the Goodtel team guided us through the transition from our previous provider. There was no interruption to our service and the ongoing support since switching has been great.

Eleisha Lauria, State Manager, Friends for Good

