



How to scale service delivery with WhatsApp, SMS, and interactive voice response



Introduction



Gunjan Gupta

Solutions Architect, Social Impact
Twilio.org



Tobias Gunkel

Marketing Manager
Twilio.org

Agenda

01. Interconnected Challenges
02. How charities and not-for-profit organisations use digital communication to increase engagement
03. How to build a lightweight multi-channel engagement centre to scale service delivery
04. Live Q&A



Interconnected Challenges

79% of charities had a tangible increase in demand due to the cost-of-living crisis; 43% said it increased by a lot



54% of charities have vacancies, and 83% of them have roles that are hard to fill



70% of staff have more to do than ever, and 24% of charities are dealing with staff burnout



76% of charities report lower income; 51% of them are using their cash reserves to get by

**89% of nonprofits say
digital communications
are critical to achieving
their mission**

What is Twilio?

The world's leading
Engagement Platform



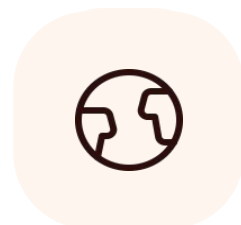
130B+

Messages per year



275K+

Organisations



180+

Countries



**Our mission
is to scale yours.**



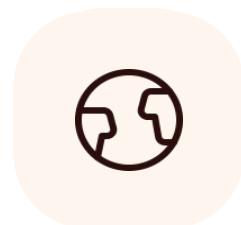
500M+

People helped per year



15K+

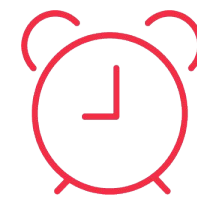
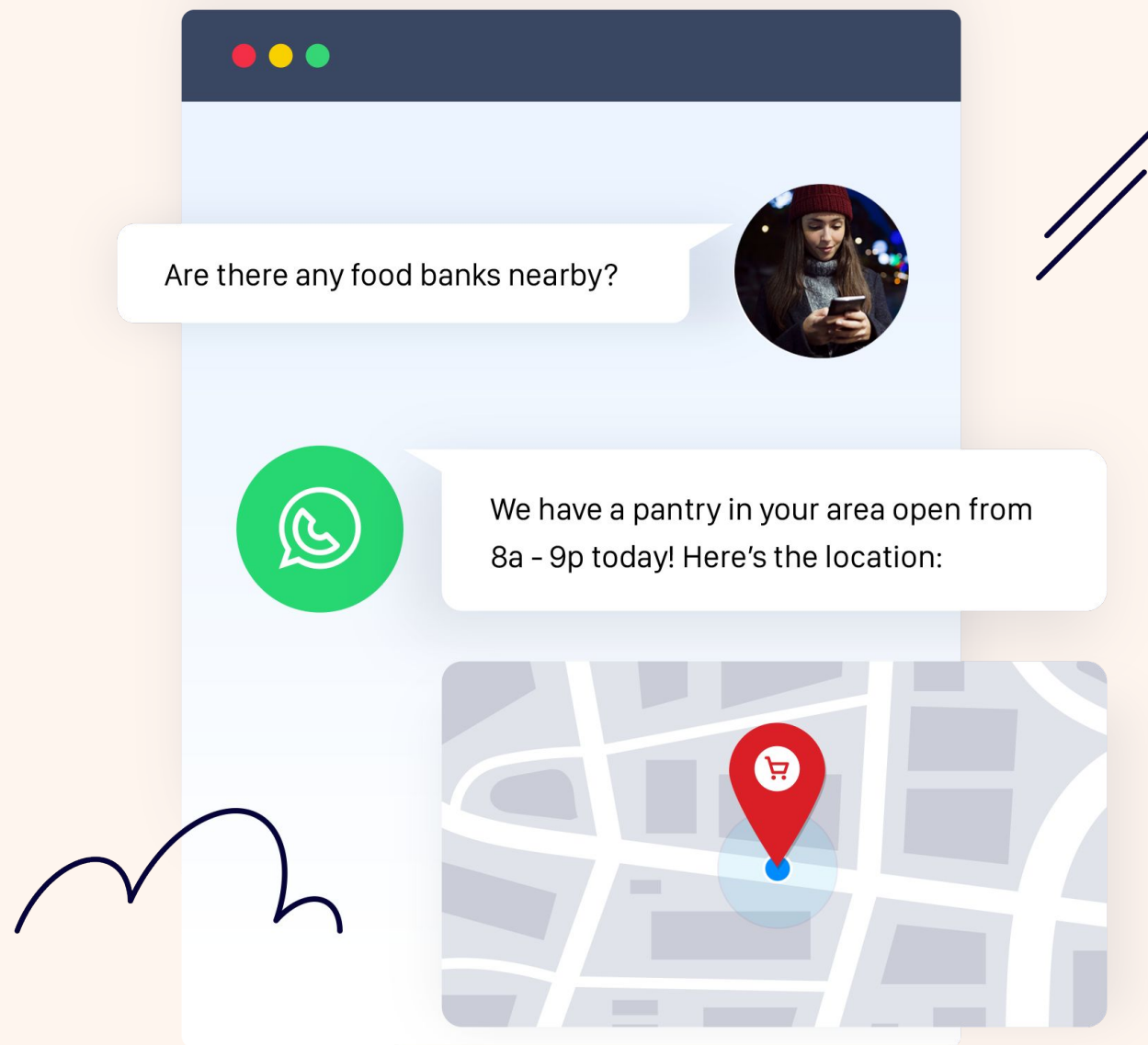
Social impact organisations



180+

Countries

SMS, WhatsApp, IVR & Bots



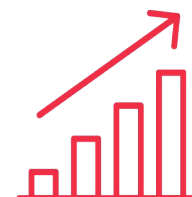
Quick to deploy

Communication flows are easy to build, and functionality either built into the device or easy to add.



World-wide accessibility

In many countries, the majority of people have access to a phone plan that allows them only access to voice, text, and WhatsApp.



Time-Saving

More automated conversations for basic needs means more time back for conversations that require 1:1 interactions.



HOW TO:

**Build a lightweight
multi-channel engagement
centre to scale service
delivery**

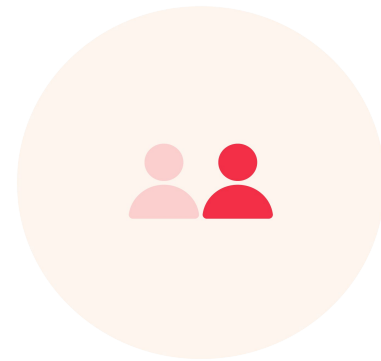


Meet Yusuf:

Programme Manager at
Stephen Street Food Bank
in Birmingham, UK

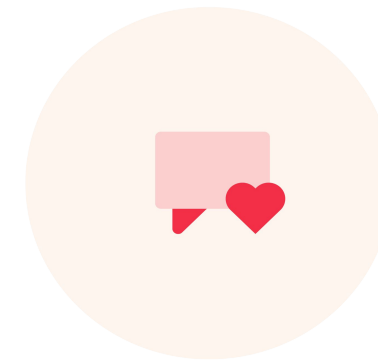
Partnering with Twilio.org

Team



Our **nonprofit specialists** can help you identify what's best for your organization, provide tech support, and connect you with solution partners.

Product



Join the Twilio.org [Impact Access Program](#) for special access to support, **\$500 in product credits**, and additional discounts.

[twilio.org/impact-access-program](https://www.twilio.org/impact-access-program)