

CASE STUDY

How can not-for-profit organisations enhance their members' experience?

Using the 4Mile inbound customer service solution to enhance Surf Life Saving Australia's members' experience by bringing flexibility and more contact points to the SLSA help desk

4mile



The Client

Surf Life Saving Australia (SLSA)

Surf Life Saving Australia is a national community cause that focuses on coastal water safety, preventing drownings, and providing emergency rescue services. SLSA represents:



198,000
members



315
Surf Life Saving Clubs



12,000
beaches



52,000km
of coastlines

4Mile

Our contact centre

By combining genuine human interaction with in-depth data and reporting, our clients can achieve world-class performance.



Based in
Australia & NZ



Industry
leading tech



Seamless
integration



Omni-channel
agents

A conversation is where it all starts. Our Australia and New Zealand-based agents pride themselves on positive interactions that build authentic relationships. By having genuine conversations that connect and resonate with people, we bridge the gap between charities and their members.



SLSA's Challenge

Maintaining an efficient help desk for IT and membership support

SLSA provides support - such as services within IT or marketing and communications - to all life-saving entities:

- Clubs all around Australia
- Branches supporting the clubs
- State centres supporting the branches

As SLSA continued to grow, they lacked sufficient staff to maintain a help desk for IT and membership support, leading them to search for a scalable solution.

Our Solution

Inbound customer service to strengthen SLSA's help desk

In August 2022, Robert Crabbe, 4Mile's co-CEO and a former member of Surf Life Saving North Bondi, recognised SLSA's needs and offered a solution: access to 4Mile's contact centre to manage member enquiries efficiently.

Our personalised inbound customer service ensures that SLSA maintains complete control over their communications while we work closely with them to deliver exceptional member satisfaction.

Key features of our premium inbound service include:

- Seamless handling of all member enquiries via voice, ticketing and emails
- Fast response to level 1 queries and tech support
- A dedicated team of 5 experienced agents managing SLSA-related enquiries - and a total of 13 agents trained over the last 12 months
- Extended hours over the summer months
- Strategically targeted telephone scripts

“Everything is simple - it is just handled for us. We work well as a team and consider their team an [extension of our team.](#)”

Scott Randall | Nation ICT Unit Manager at SLSA



Results and Outcome

Bringing flexibility and more contact points to the SLSA help desk to enhance Surf Life Saving Australia's members' experience

After two years of partnership, we are proud to say that SLSA relies on 4Mile to deliver the level of member support they need. Due to the seasonal nature of their service, SLSA experiences high demand during the spring and summer months, while activity slows during the cooler months. Maintaining full-time staff to handle this fluctuating volume would be impractical for them.

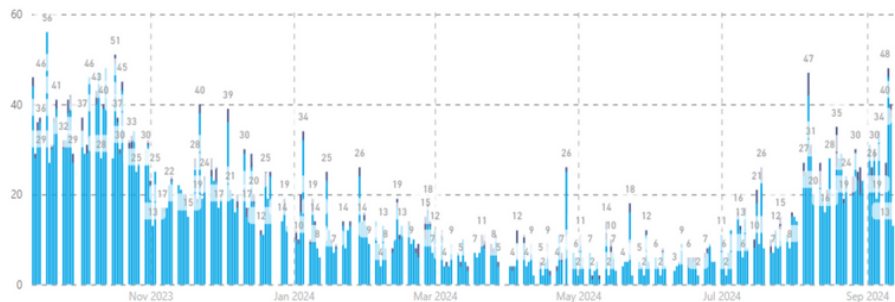
From September 12th, 2023, to September 12th, 2024, we successfully handled 4,037 enquiries, distributed as follows:



4,037

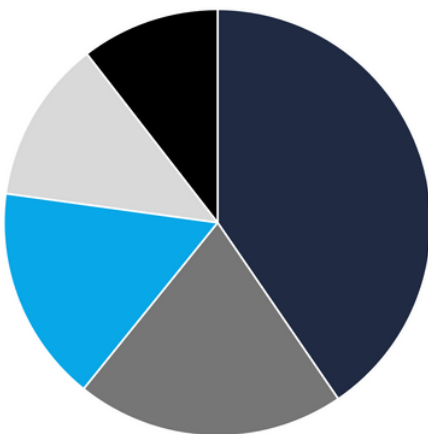
calls answered

represents 95% of the total number of calls



“Being able to scale up and scale down with 4Mile with the agents is very **valuable** to us and **cost effective**.”

Scott Randall | Nation ICT Unit Manager at SLSA



- SLSA members enquiries
1344 calls
- Surf guards enquiries
638 calls
- Customers enquiries
565 calls
- General enquiries
397 calls
- E-learning enquiries
362 calls



3.95min

average call duration



80% of calls were answered within 20s

4mile



4mile

Get in touch

Let's find the perfect solution
for your business – [contact us today.](#)

