

Cancer Patients Aid Association adopts IVR and mobile based payments

MANY NON-GOVERNMENTAL organizations (NGOs) are looking for alternative techniques for garnering donations besides the traditional ways of raising money for charity, from the corporate sector and HNIs, which of late have been facing turbulence. Cancer Patients Aid Association (CPAA), a registered charitable NGO, which works towards the 'total management of Cancer' as a disease has adopted Atom Technologies' two suites of tele-commerce solutions—a fully automated IVR technology and mobile based payments, as additional payment options.

How the technology works?

The procedure for donating to CPAA using credit card over phone

- The donor calls on 022-67237667, 022-40366867, 022-26814367 enter his/her mobile no and amount they wish to donate and confirm to pay over the phone.
- The IVR reads out the transaction details and prompts to enter the following details for security purpose
 - i. 16 digit Credit card no
 - ii. 4 digit Expiry Date
 - iii. 3 digit CVV no
- On successful authorization by bank, IVR reads out

transaction status.

The procedure for donating through mobile phone applications

You can also donate using the atom mobile application on your Java / MIDP 2.0 mobile phone through GPRS.

- SMS <atom> to 54959 from your mobile to get a URL to download atom mobile application or type www.atomtech.in/atomlite/ on your browser to download atom application. This has to be done only once.
- Click on URL to download the application on your mobile. Enter details on application to register yourself.
- Go to 'Services' menu on the application and add 'CPAA' in your list. Enter the amount to donate and donate by using atom Pin and your Credit card.

"Recently our fund collections are dropping, so we were exploring new avenues of raising funds. We realized that it is important to find the possible donor at the instant that they wish to make the donation. And what better way than the ubiquitous mobile phone everyone carries from CEO to cobbler? So, after some research, we adopted atom's tele-commerce solution," said, Gulshan Hodiwalla, Executive Director, CPAA. ■