



“The automation achieved through the adoption of Microsoft Technologies and Netways solutions is a crucial aspect, enabling us to fully automate thousands of monthly calls to donors, reminding them to fulfill their monthly donations to the children and families they support.”

Hamed Shihadeh, Manager, Information Technology Department, Qatar Charity



## Qatar Charity shrinks IT maintenance costs by 40% and increases its call center efficiency thanks to Copilot AI and Netways

Customer: Qatar Charity

Industry: Nonprofit

Size: 1,000+ employees

Country: Qatar

Publish date: October 2024

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Partner: Netways

Netways delivers consultancy and high-quality business technology solutions to governments and organizations across all industries.

**Situation:** Qatar Charity, a renowned non-profit organization dedicated to humanitarian efforts worldwide, faced significant challenges with inefficient call center operations and fragmented data management systems.

**Solution:** In response, Qatar Charity used INNOV8 for Copilot Studio from Netways to implement a solution that leverages Microsoft Azure, Dynamics 365, and AI. This integration streamlined its communication channels, optimized data handling, and introduced advanced analytical capabilities.

**Impact:** As a result, Qatar Charity significantly reduced its average handle time by 30 percent, increased customer satisfaction by 25 percent, and achieved a 40 percent reduction in IT maintenance costs, markedly enhancing its operational efficiency and ability to serve communities effectively.

**Products:** Azure, Azure AI Services, Azure Logic Apps, Power Apps, Dynamics 365, Microsoft Copilot