

CASE STUDY

Target and the National Domestic Violence Hotline Call Center

The Project

Target Technology Services and Target Commercial Interiors collaborated to renovate the call center of long-time corporate community partner National Domestic Violence Hotline (NDVH) in order to create a more effective and efficient environment for the staff and volunteers to better serve victims of abuse.

The Opportunity

Increased awareness of the NDVH, the only domestic violence hotline in the U.S., has led to a growing number of callers. Despite this growth, the NDVH call center has operated in the same space since its inception in 1996. Target recognized an opportunity to expand the services of the Hotline while providing a more confidential and functional environment.

Target's Pro Bono Investment

Target enhanced the NDVH telephone system to accommodate deaf and hearing-impaired callers, and renovated the original call center; providing construction, design and ergonomic services.

The Impact

The renovation resulted in several enhancements to the call center including: improved sound control for greater confidentiality, more functional and aesthetically pleasing work stations, nine new call stations and a new supervisor station.

About the Client

NDVH is a nonprofit organization that provides crisis intervention, information and referral to victims of domestic violence, perpetrators, friends and families. NDVH serves as the only domestic violence hotline in the nation, with access to more than 5,000 shelters and domestic violence programs across the United States, Puerto Rico and the U.S. Virgin Islands. Learn more about NDVH at www.ndvh.org.

About the Company

Minneapolis-based Target serves guests at 1,591 stores in 47 states nationwide by delivering today's best retail trends at affordable prices. Target is committed to providing guests with great design through innovative products, in-store experiences and community partnerships. Target (NYSE: TGT) gives more than \$3 million a week to its local communities through grants and special programs. Since opening its first store in 1962, Target has partnered with nonprofit organizations, guests and team members to help meet community needs. Learn more about the company and its commitment to the community at www.target.com.



“It’s so important to know that someone knows this work is important enough to invest in advocates having a good environment so that we can provide the best service to victims and others.”

-- Anonymous
NDVH Advocate

The National Domestic Violence Hotline®

