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SPOTLIGHT



SUPPORTED

BUSINESS



www.supportedbusiness.com

Interview with: *Adam Maxted*

Position at Co: *CEO*

Tell us a bit more about Supported Business, what does it do?

Supported Business is a Digital Solutions and Payments company – many members may be more familiar with the InverOak brand, which has been trading since 2004. With its HQ located on a former Marconi radar site, south of Chelmsford, the business is a provider of B2B technology, catering for clients in the esoteric and counselling areas, offering virtual call centre solutions, managing remote agents with its proprietary management systems in the UK and abroad. We enable and support communications over voice, instant messaging, SMS and 1-2-1 video, currently.

Since 2019, Supported Business has sought to launch its digital and payment capabilities through new subsidiaries – **Supported Giving** for the Charity sector and **Supported Health**, for the Telehealth market.

Check out the solution range at www.inveroak.com; our services for charities – supportedgiving.com.

For Telehealth – our new web site will be launched in September 2020.



For the charity sector our main propositions are to help charities drive more cashless donations, (using Text2Donate and QR2Donate and new ways to donate with Apple Pay and Google Pay). Also, we have developed a solution to help charities recover past unclaimed Gift Aid from the HMRC, using our unique Gift Aid portal, supported by our people, to manage the recovery process.

In Telehealth, we have launched **Live Consult** – a video consultation solution, where you can have a 1-2-1 consultation over desktop, tablet or mobile and there is even an encrypted recording available afterwards for the Practice.

For more about this solution go to:

<https://www.inveroak.com/our-solutions/live-advice-and-counselling/>



What can you tell us about the sort of clients Supported Business has?

From the original Inveroak business, we have clients using our software and solutions in the esoteric and counselling areas, including Michele Knight and Sally Morgan and newer names including Chris Riley. We also work with MindBox too – a leading counselling service.

In the charity sector, we have recently worked with the Royal British Legion, the Royal Hospital Chelsea and the Welsh Air Ambulance. In Telehealth, we are taking a video 1-2-1 consultation solution to the Practice sector, for GPs and patients to use, particularly useful during COVID 19.

Are there any new products or services that Supported Business are working on at the moment you would like to tell us about? If someone needs that service or product why should they come to you?

At a time when charities large and small are struggling due to Covid 19, with annual income reported to fall this year by £12.4bn, now more than ever we are keen to help charities look to generate increased income through adopting more digital donation solutions like Text2Donate and QR2Donate but also help them with their Gift Aid Recovery – where the HMRC is holding c. £600m each year from unclaimed Gift Aid.

With so many charity staff furloughed, we can take care of the management of the donor re-engagement campaigns, meaning there is very little for the charity to do apart from provide the original donor data, which is ingested into our portal. We can even cleanse this by running donor data past Gone Away and Deceased Lists, sending back to the charity fresh donor data. As one leading charity told us about our Gift Aid Recovery solution – *“It’s a no brainer!”*



Go to >

<https://supportedgiving.com/gift-aid-recovery/>

What are your future plans? What can we expect to see from Supported Business?

Over the next 12 months the company intends to expand its current offering to the esoteric and live entertainment sectors, building upon its existing payment and communication capabilities.

The Group will also continue to look to develop more client business within its new verticals of Charity and Telehealth.

Please contact us if you would like more information:

Email: sales@supportedbusiness.com

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“We are keen to help charities generate increased income through adopting more digital donation solutions.”

*Where can people find out more about
Supported Business?*



SUPPORTED
BUSINESS

www.supportedbusiness.com



INVEROAK

www.inveroak.com



<https://www.linkedin.com/company/supported-giving/>

We would like to thank NAME for taking the time to talk to us. To find out more about our members, the work aimm does and how we can help your business please visit: www.aimm.co



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