

Customer Service
vs.
Customer Experience

Customer Service from the lens of Donor Cultivation

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How we connect with donors

Cultivation

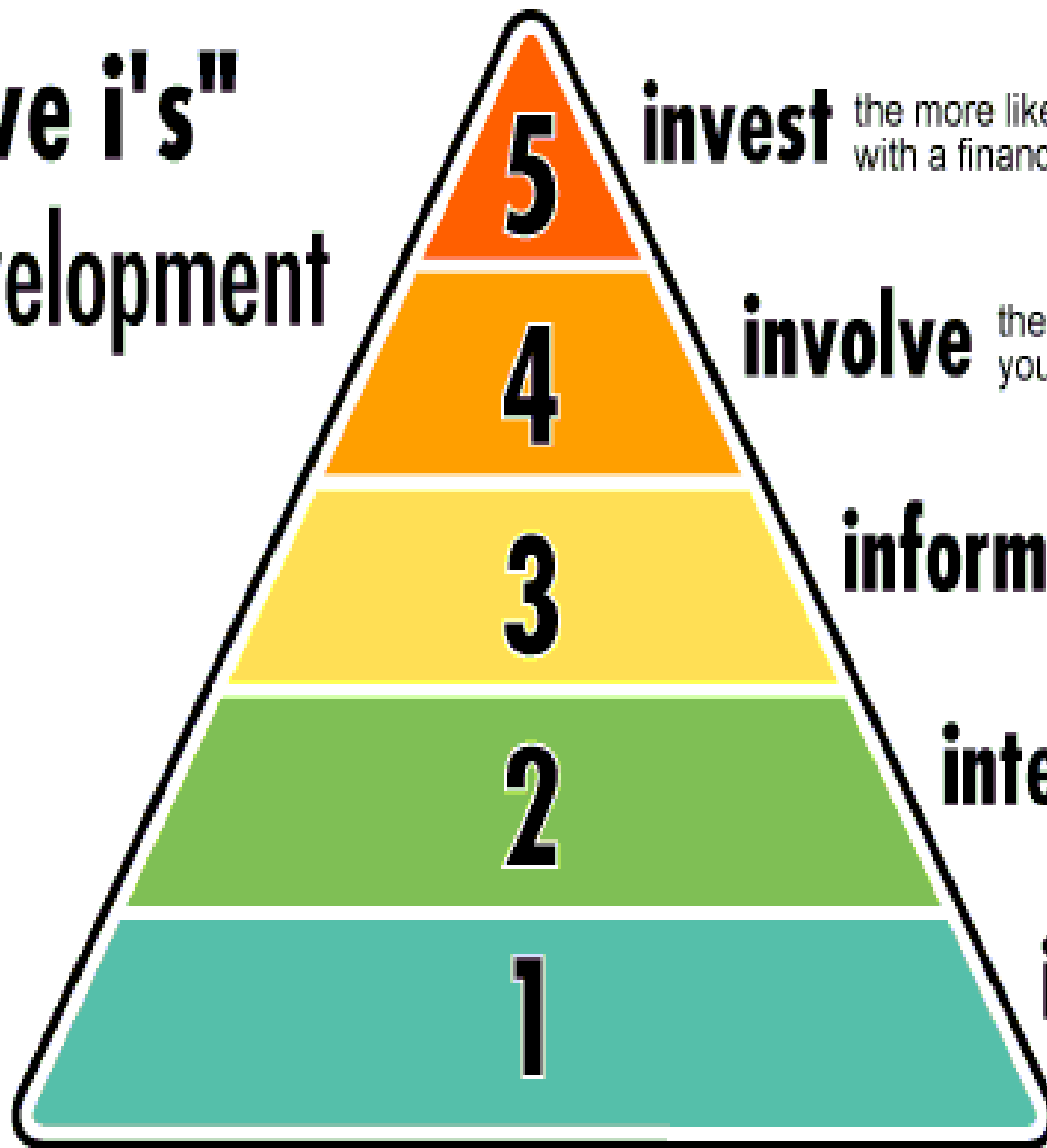
The process of implementing a series of strategic “moves” designed to bring the prospect to the “readiness” for solicitation



Stewardship & Donor Relations

Donor relations is the comprehensive effort of any nonprofit that seeks philanthropic support to ensure that **donors** experience high-quality interactions with the organization that foster long-term engagement and investment.

"Five i's" of Development



5 invest the more likely they are to invest with a financial contribution

4 involve the more a prospect is involved in your program, the more they care

3 inform Send newsletters, generate publicity, hold special events to inform your prospects about the need in the community that your program is meeting

2 interest do your work in a way that those prospects will notice, and be interested

1 identify the prospects who might support your program

Who might have the capacity to be a major gift prospect by capacity and a direct expression of interest?

- Prioritize prospects by:
- Interest in your cause
 - Connection to your college
 - Capacity to give

Inform, engage and inspire your prospects.

IDENTIFICATION

QUALIFICATION

CULTIVATION

Tell your donors about the positive impact of their gift.

STEWARDSHIP

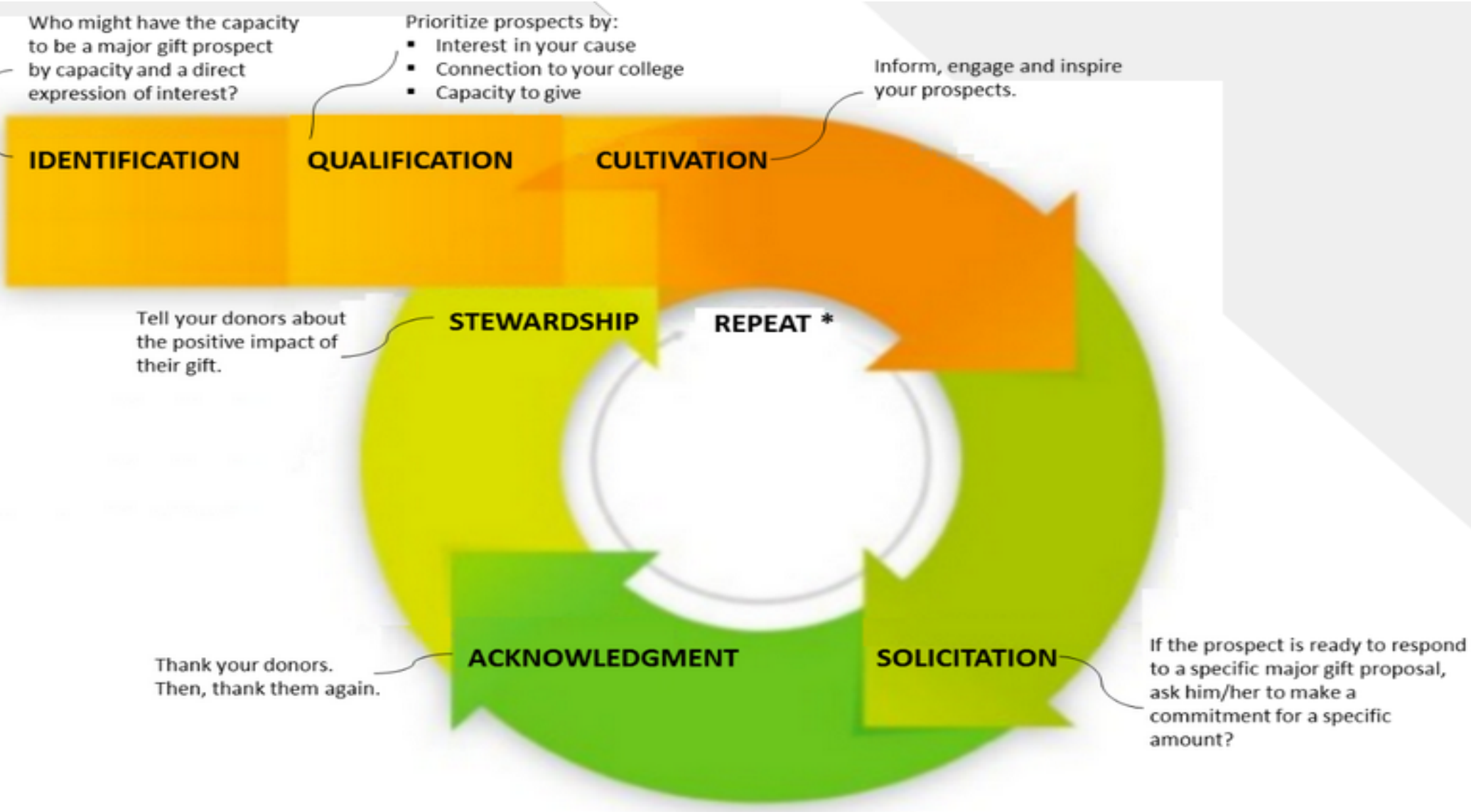
REPEAT *

Thank your donors. Then, thank them again.

ACKNOWLEDGMENT

SOLICITATION

If the prospect is ready to respond to a specific major gift proposal, ask him/her to make a commitment for a specific amount?





Think*Pair*

Share

How DO you or COULD
you cultivate the
customer experience?





Focus on Satisfaction over Service

- Each student deserves to be treated as unique
- How customers rate service providers:
 - **Reliability:** Deliver as promised
 - **Responsiveness:** Positive, prompt and polite
 - **Empathy:** Care, concern and consideration
 - **Tangibles:** Quality, appearance and ease
 - **Assurance:** Courtesy, respect, helpful and knowledgeable

“Students do not care what you know until they know you care”. L.L. Bean



Think*Pair*

Share

How do your customer's
experience you?

 Your Department?



Critical Customer Service Areas in Most Offices


Stay consistent during hectic and slow times.

- Phone call after phone call
- Face-to-face contact with student after student.
- Mail, mail and more mail
- Form after form to be processed

*Not all customer service moments are equal.
What do you think they will remember most?*

What if we treated our guest like
we treated our VIPs.....





Student Experience

...while no one “owns the
guest,” someone, in every
case, **“owns the moment.”**
