WSI

6 High-Impact Tips to Advancing Your Customer Services' Practices

About Us

- In today's digital business world, you need a partner who can help you take advantage of marketing opportunities across a variety of channels.

- WSI combines a data-driven approach with knowledge gained from years in digital marketing to deliver outstanding results to our clients.

- A full-service global digital marketing agency network.

- WSI has been in business for more than 20 years, and helped over 100,000 companies with their digital marketing needs.

Our Results & Success – Non Profits

Rabia's Bio

As a WSI Digital Marketing Strategist, I deliver customized online marketing solutions to support brands in meeting their long-term business objectives. I'm known for my ability to help business owners comprehend and capitalize upon complex marketing systems.

My career to date includes:

- 17 years' experience in the manufacturing and product commercialization marketplaces
- Over a decade of experience training business owners on the practical applications of social media
- A proven track record of helping iconic brands hone product performance
- Speaking engagements on social media topics, including social selling
- Developing online tools to drive business efficiency
- Engaging in cross-panel discussions regarding the future of online marketing at globally recognized events

Agenda

6 High-Impact Tips to Advancing Your Customer Services' Practices

Special Offer for Workshop Attendees

Q&A

6 High-Impact Tips to Advancing Your Customer Services' Practices

After having worked with various non profits over the past 15 years, we have compiled these 6 Tips to super charge your customer service teams. We will cover these 6 tips in this workshop and also provide you with actionable advice along with use cases that you can incorporate in your non profit immediately

Special Offer for all Workshop Attendees

We have a special offer lined up for all attendees so please stay tuned. We'll be revealing the special offer later during the workshop

How digital transformation has impacted Customer Services

THE EVOLUTION OF SOCIAL CUSTOMER CARE

Digital transformation has permeated all levels of organizations. Constituent touch points have become shared across areas, leading to the need for new workflows, tools and resources. In short, **effective social customer care has broken out of the silo of the Customer Service Department** as all areas impacted by the constituent journey become equally responsible for responding to consumer needs.

	Traditional customer care	Social customer care
WHO	Specific departments	Everyone
WHAT	Company-centric process	Constituent-centric process
WHERE	Defined channels	Constituent-driven dynamic channels
WHEN	Set business hours	Constituent set hours
WHY	Transaction	Interaction
HOW	Messages are distributed	Messages become conversations

Importance of Customer Services' teams needing to adapt and review every constituent touchpoint
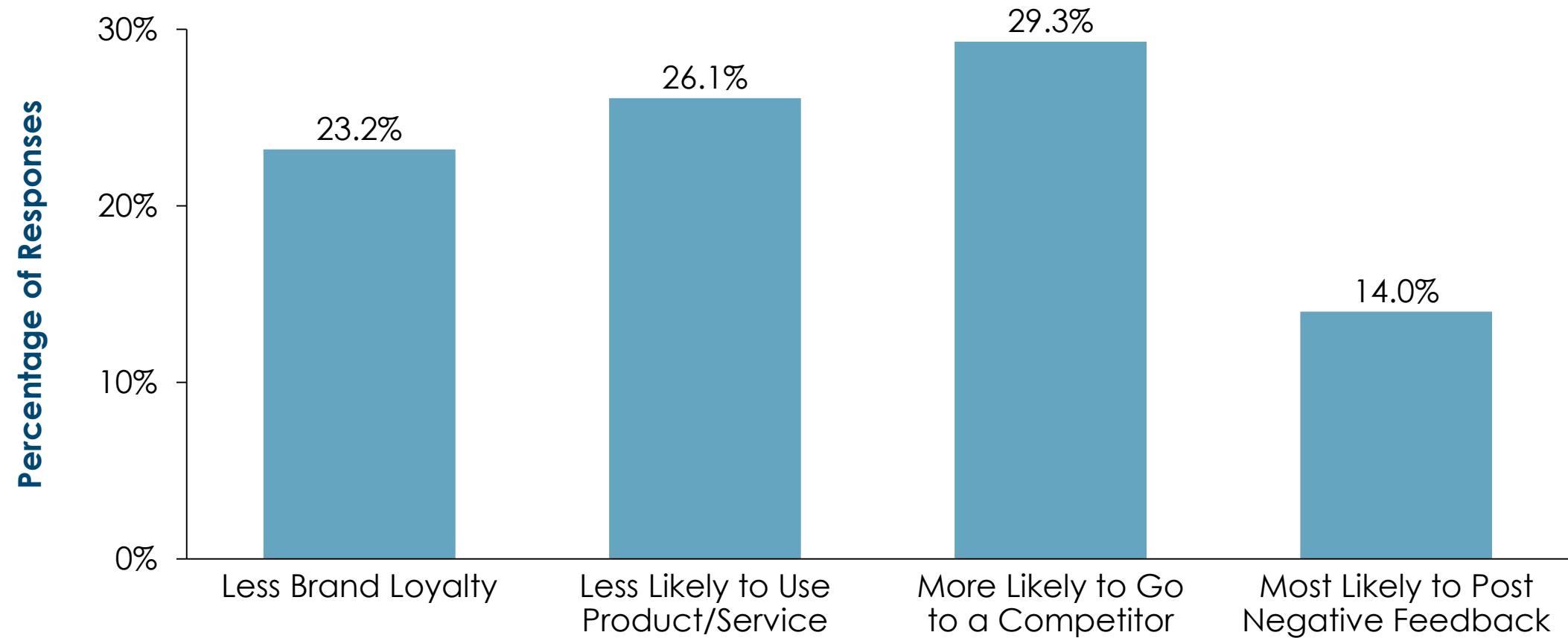
Before purchase	During purchase	After purchase
Social media	Store or office	Billing
Ratings and reviews	Website	Transactional emails
Testimonials	Catalog	Marketing emails
Word of mouth	Promotions	Service and support teams
Community involvement	Staff or sales team	Online help center
Advertising	Phone system	Follow-ups
Marketing/PR	Point of sale	Thank you cards

Reputation Management for Non-Profits

The cost of being shunned on social

Bar chart titled "The cost of being shunned on social" with y-axis "Percentage of Responses" ranging from 0% to 30%:
- Less Brand Loyalty: 23.2%
- Less Likely to Use Product/Service: 26.1%
- More Likely to Go to a Competitor: 29.3%
- Most Likely to Post Negative Feedback: 14.0%

Tips to Advance your Customer Service Practices

Let's now get into the 6 Tips to super charge your customer service teams

Tip # 1 Use Digital Media Creatively to Delight Donors & Address Issues

Keep staff "in the know"	Highlight "Rockstar" donors	Show appreciation	Ask your recipients for help
Make sure your staff know the names of your **frequent or top donors** by posting a donor board in your office.	Add a **donor spotlight** to your website. Each month, give a **brief story** about a specific donor and why they support your mission. Don't choose donors based on their gifts, but based on their passion for your cause.	Send **thank you notes or make phone calls** on occasion to thank supporters for their gifts of time and money. You can also host a **donor appreciation event**. If costs are a concern, create a virtual open house on Facebook and invite donors to see your projects and ask questions.	If your organization is all about kids, put up a thank you table with cards and pens for one week and invite the children to write notes to donors. Include the cards in an upcoming campaign. Along the same lines, if your non-profit is focused on animal rescue, ask families who have adopted pets to submit video messages to supporters of your organization.

Tip # 1 Use Digital Media Creatively to Delight Donors & Address Issues

Example: Charity Water CEO making personal "thank you" videos for donors

Tip # 2 Utilize the power of data and analytics to improve customer service

| It Allows You To Get Personal	It Shows You What's Working — And What' Not	It Helps You Respond Faster	It Helps You Succeed — But Only If You Use It
More than 85% of mobile marketers report success with personalization — higher engagement, revenue, conversions. Customers today don't just want any app that works. They want an app or website that is personalized to save them time, recognizes their interests or preferences, and one that does those things seamlessly, without them even realizing it. I'm not just talking about segmentation; I'm talking about **singular user experience**. Netflix, Spotify and Amazon have the art of personalization perfectly, suggesting books, TV shows, and songs that fit their users' distinct tastes. None of this would be possible without analytics. The issue remains nearly 70% of users don't trust retailers with their data (Opinion Lab Survey 2015). The only way to get them to share it is through consistent ongoing stellar CX that provides tangible benefits in exchange for the share.	Of 1.6 million apps on the market, just 200 make up for 70% of use. That means more than 1.5 million did not pass the CX test. Either they were too slow, too clunky, or didn't perform as described. And ultimately, they did not fix those issues when presented with them. Your company is just like those apps. If you don't look at the data showing what you're doing wrong in CX and UX, customers will leave your site, store, or app. It's no longer a question. There are simply too many other options available to accept a less-than-stellar experience.	Today's market is moving faster than ever, and your constituents are using their voices faster, as well. Within moments of a negative experience, they can hop onto social media and spread the news. The only way to arm yourself in such a market is to use analytics to speed up your response time, and proactively fix CX issues before they start.	Research shows 80% of data is "dark and untouched," meaning it's never actually used to make improvements or changes deemed necessary by the customer. Today's biggest pitfall is to get so focused on collecting data that you never actually use it, in fact, in a recent study by SAS, they found only 23% of companies were able to integrate customer insights in real-time. The beauty of data is not just in what it tells you, it's in what decisions you make based on those insights. Successful companies will focus more on the end-game than on the data acquisition.

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# Tip # 2 Utilize the power of data and analytics to improve customer service

Content curation & discovery

Get unlimited content ideas in the largest searchable library of social media posts and use them to fuel your creativity. Personalize your content based on your audience interests or track influencers they trust to discover content you can curate. Leverage social listening to find engaging user generated content (UGC) and trending topics.
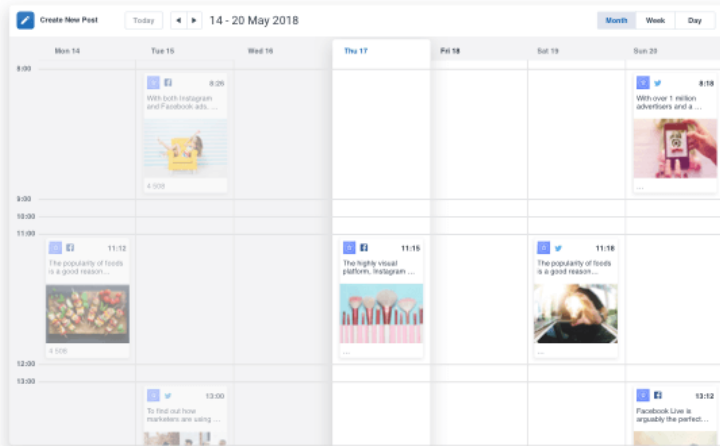
Content analysis & measurement

Analyze your content performance across Facebook, Instagram, Twitter, LinkedIn, VK, Pinterest, YouTube, and VK. Monitor all the key performance metrics using a single platform to ensure your content marketing strategy delivers results. Stay ahead of the game by comparing your performance against the competition
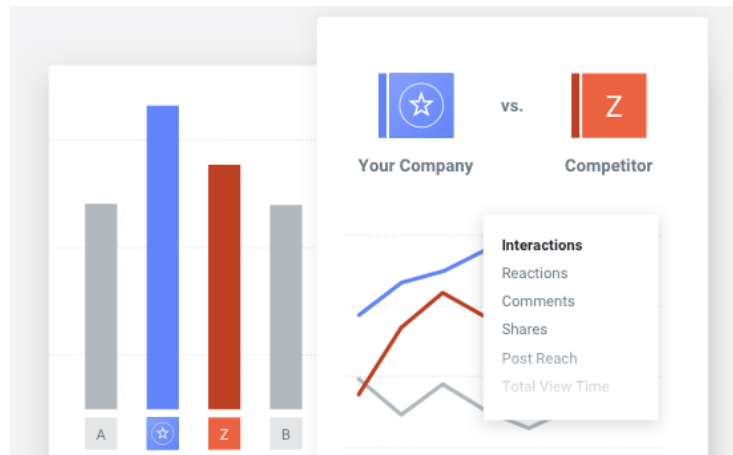
Performance benchmarks & competitive insights

View your Facebook video and ad spend performance across industries, countries, and regions. Ensure your video strategy is winning over the audiences and that your advertising investments count. Understand your performance in context by measuring yourself against the deepest set of industry and competitor benchmarks on organic and paid social media.
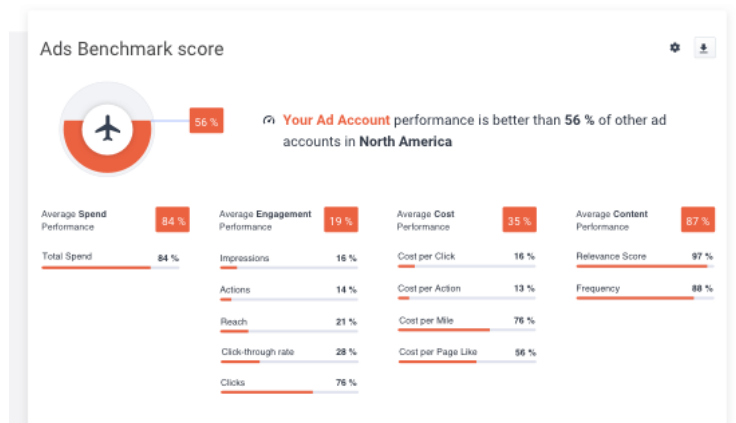
Tip # 3 Incorporate Marketing Automation to empower your customer service efforts

Every Constituent is on Their Own Unique Journey
Mass messages & generic communications are no longer enough

Click Facebook Ad
Info Session Sign-up
Personalized Content Email
Donate to Cause
Submit Volunteer Application
Mobile Opt-in
Contact Donor Services
Support Issue Resolved
Engage on Social Media

salesforce.org

Tip # 3 Incorporate Marketing Automation to empower your customer service efforts (Use Cases)

Raise More Money by Reaching Donors More Effectively

Gain a deeper understanding of every donor by enriching CRM data with information about their web activity, email clicks and opens, and content consumption. Manage every aspect of your fundraising campaigns while tracking real-time results.

Create Better Emails

Send the right email to the right person at the right time with campaign automation. Segment your supporters based on when they first came into contact with your organization, their interests and attributes, then send personalized, great looking content to every constituent.

Engage Constituents with How They Want to Be Involved

Guide recipients of your programs and services through a personalized journey that dynamically responds to their behavior. Send volunteers tailored opportunities to get involved based on their interests and history. Ensure alignment across your network by delivering consistent communications to chapters, affiliates, and partners. Keep grantees updated on deadlines and action items, and funders/board members in the loop on your activities and impact.

Tip # 3 Incorporate Marketing Automation to empower your customer service efforts

About Show Hope

Show Hope exists to mobilize individuals and communities to care for orphans in their distress, helping to provide orphan children with food, shelter, medical care and forever families.

show HOPE
A Movement To Care For Orphans

Industry		Nonprofit and Education
Company Size		Small Business
Location		United States
Software		Marketing Automation

1.00

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SUBSCRIBE
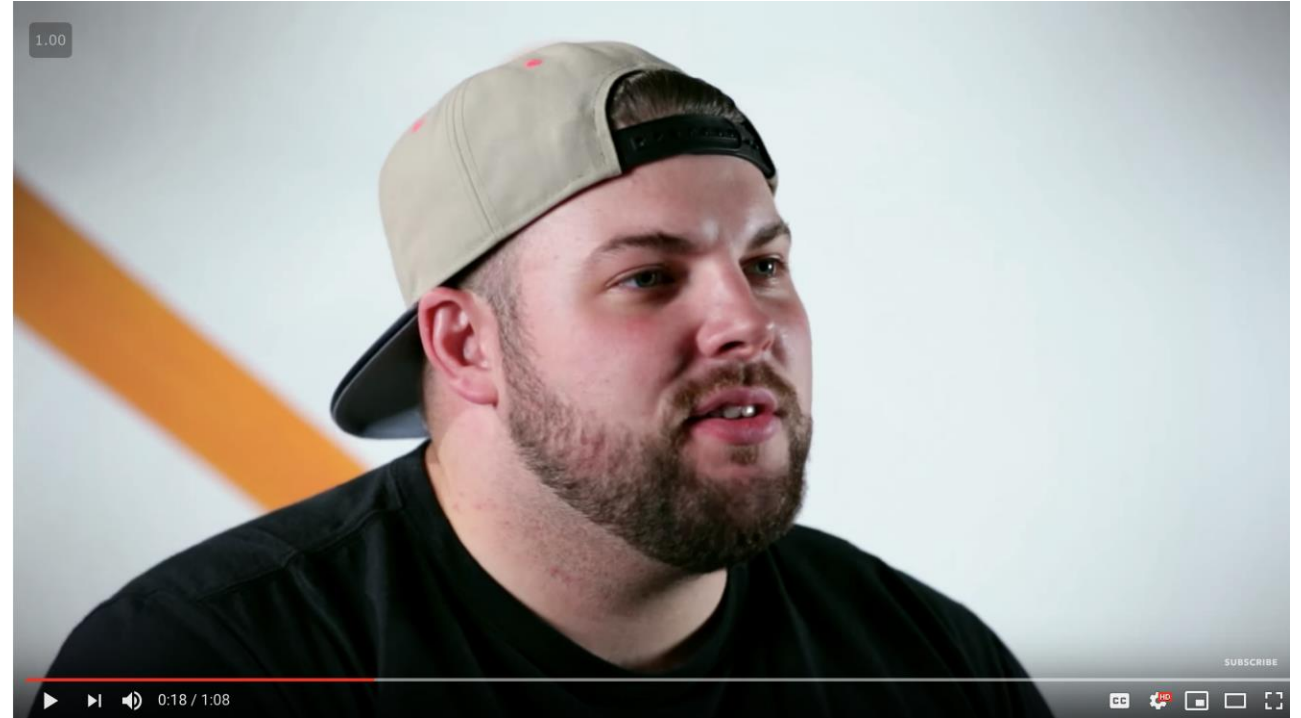
Show Hope is a TN based non-profit whose mission is to engage the church to care for orphans and reduce the barriers to adoption. They became a HubSpot customer in 2014 to help spread the word of their organization's good will, raise awareness, and reach new constituents for giving.

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Tip # 4 Quicker Feedback & Faster Response Mechanism Via Social Media

Within one hour. That's the amount of time by which 53 percent of people who Tweet your brand expect an answer. If it's a complaint, it goes up to 72 percent[1].

If the '70s was the "Me" generation, this decade can make a claim to the "Now" generation, and it's reflected in social care (the act of responding to customer care needs via social media). The portion of US online adults using social care grew 68 % from 2012 to 2014[2], and now 15 percent of companies claim more than 25 percent of service requests come via social[3].

But is investing in social care worth it? Our analysis suggests it is, specifically in 3 areas:

Savings

Satisfaction

Sales

- It costs as little as $1 to solve a customer issue on social media, which is nearly one sixth that of many call center interactions.

- Best in-class social care companies improved customer satisfaction by 19%, versus 5 percent for all others[4]. And 82% of customers who have a good customer experience on Twitter **TWTR +1.79%** are likely to recommend the brand based on their interaction[5].

- Companies that developed social care capabilities improved year-over-year revenue per contact by 6.7% through effective upselling, cross-selling and customer churn reduction versus a 12.1% decline for those without that capability.

- Capturing this value requires a clear strategy that integrates social care into the organization's overall digital and organization goals. At the same time, companies need to invest in tools that can automate and speed up analytics and processes.

Tip # 4 Quicker Feedback & Faster Response Mechanism Via Social Media

ANIMAL FOUNDATION--ADDING CONVENIENCE TO DONATIONS

- Nonprofits need donations. Engagement on social media is great, but what about the more pressing need of funds?
- There are technologies that have risen to the challenge. Charitweet is one tool that allows people to give to a cause directly through Twitter. Similar tools include Goodworld and SnapDonate.
- The ease and convenience of Charitweet is what has allowed organizations like Animal Foundation to raise money. An active presence on Twitter combined with regular donation calls to action allows these nonprofits to gain more from their social media efforts.

Takeaway: Provide a convenient way to capture your followers' most valuable form of engagement.

Tip # 5 Real Time Updated Knowledge Base Access for the Customer Service Team

1 By providing your representatives with quick, streamlined access to a knowledge base, you will improve your organization's ability to provide **real-time** customer service

2 Ensure you are providing **consistent** and updated information and answers to customer inquiries – across your organization's departments.

3 Providing constituents with a **self-service channel** will allow them to get consistent answers to their inquiries on a branded, searchable knowledgebase.

4 You'll see a **reduction** in your service team's **average call handle times** when your representatives have quick access to relevant knowledge and solutions

5 You can reduce the number of repetitive questions by **turning these inquiries into knowledge articles**—freeing up channels for high quality constituent engagement.

6 A database of knowledge articles and **step-by-step guides** will allow representatives to resolve issues more effectively and help increase first contact resolution (FCR) rates.

7 Gain a boost in your constituent satisfaction (CSAT) scores by providing your agents with the proper tools and information to solve issues in real time.

By making it easier for your agents to deliver service with confidence and providing them with a clear vision for customer service interactions, you can create better constituent experiences. Metrics like first contact resolution and average handle time can often define the success of your customer service team. Having a knowledge management solution for your customer service is critical to meeting the needs of today's constituents.

Tip # 5 Real Time Updated Knowledge Base Access for the Customer Service Team

THE MUSEUM OF SCIENCE AND INDUSTRY STAYS INDUSTRIOUS WITH MULTIPLE MAILBOXES

WHO THEY ARE

- At 400,000+ square feet of exhibits, Chicago's Museum of Science and Industry is one of the largest science museums in the world.

WHO THEY SERVE

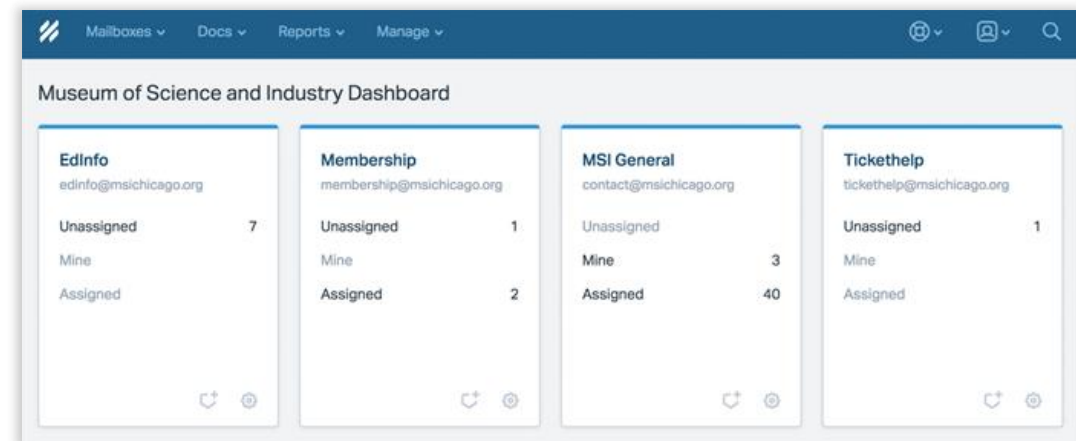- More than one million visitors each year.

THE CHALLENGE

- Not enough time and resources to tackle all the projects they'd like to be able to. "At a museum, there's always more to do and you just have to prioritize," says Senior Communications Coordinator Angela Bradburn.

HOW THEY ADDRESS IT

- MSI chooses time-saving organizational tools and sets them up in such a way that no one person is the keeper of all knowledge — new teammates can search through tags or saved replies in the help desk, for example, to learn how similar conversations were handled in the past.
- Rather than bounce around between multiple email inboxes, MSI manages all incoming messages from a single Help Scout account containing four mailboxes — education, membership, general, and ticket help.

"We're all stretched, doing many different projects at once. ... When you have people leave that know the answers to most of the questions, and know people that do stuff around the museum, it's kind of hard to share that knowledge right away with someone else who's really busy."

Museum of Science and Industry Dashboard

EdInfo	Membership	MSI General	Tickethelp
edinfo@msichicago.org	membership@msichicago.org	contact@msichicago.org	tickethelp@msichicago.org
Unassigned 7	Unassigned 1	Unassigned	Unassigned 1
Mine	Mine	Mine 3	Mine
Assigned	Assigned 2	Assigned 40	Assigned

Tip # 6 Track and Measure your Constituent Engagement

FOCUS ON THE FOLLOWING METRICS:

Net Promoter Score (NPS): The percentage of constituents that would recommend an organization to their friends, family or colleagues.
It is typically measured through a constituent survey asking the single question "**How likely are you to recommend** X to a friend or colleague?", accompanied by a 0-10 scale. It is calculated by the percentage of Promoters (9-10) minus the percentage of Detractor (0-6). The metric is now the worldwide standard for organizations to measure, understand and improve their constituent experience.

Average Resolution Time: The average resolution time is the time it takes to resolve a constituent problem segmented by contact driver (why someone contacts you) or channel (phone, chat, email, etc).
While speed can be a valid factor, it can be misleading, as it does not reflect how sufficiently and effectively an issue has been resolved. This is measuring the absolute number of interactions between the constituent and your company why can give you a clearer picture of how you are faring.

Constituent Churn Rate: The percentage of constituents that do not remain loyal to the organization either by failing to make a repeat purchase (transaction-based businesses) or by canceling their service (subscription-based businesses).

Constituent Lifetime Value (CLV): CLV is a prediction of all the value a business will derive from their entire relationship with a constituent.
It lets you directly measure the value your business creates for your constituents and the value these constituents create for your business in return.

Tip # 6 Track and Measure your Constituent Engagement

EXAMPLE : LUMINATE ONLINE TOOL

| MODELLING AND PROSPECT RESEARCH	DONOR BENCHMARKING	DATA ENRICHMENT SERVICES
• Find the Support You Need with Advanced Wealth Solutions • Identify top prospects for each fundraising program. • Understand giving potential, overall capacity to give, and liquidity. • Segment potential donors using advanced analytics. • Leverage experts with decades of knowledge and experience.	• Unparalleled Benchmarking Insights • Understand your fundraising performance. • Identify strengths and weaknesses. • Benchmark your performance against peer organizations. • Attend interactive sessions with peers.	• Data is one of your most important assets. Give it the attention it deserves. • Data Hygiene • Contact Appends • Demographic Appends • Other Services

Special Offer for all Workshop Attendees

Digital Customer Service Utilization Audit
http://bit.ly/NPDay18
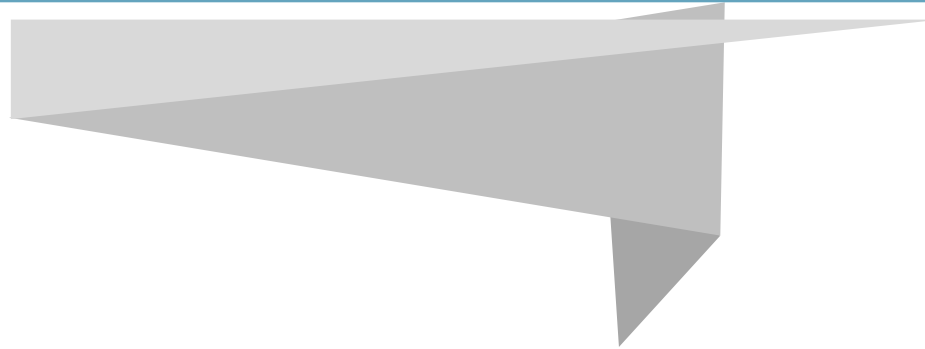
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We help ideas realize their potential by leveraging the internet & its many unrecognized opportunities