

Customer Delight Where Are We Now?

Rate on a 1 to 5 scale (5 = no improvement is needed)

1) This organization is focused externally _____

2) Staff are fully empowered to delight customers _____

3) We are constantly looking for better ways to delight our customers _____

4) We listen to what our customers are telling us and act accordingly _____

5) We know who our customers are _____

6) We know what our customers want _____

7) We have an ongoing process to monitor how delighted our customers are _____

8) Our staff are trusted to do the right thing _____

9) All of our policies make sense _____

10) We are actively engaged in building long-term relationships with our customers _____

11) Our plans are current and regularly updated _____

12) Training is important to this organization _____

13) Training is relevant to what we do _____

14) We realize that the smallest things can have the biggest impact on how delighted our customers will be _____

15) We treat every customer the way they want to be treated _____

Total _____ **out of 75**

Achieving Donor Delight

Donors are an important subset of your customer base. Answer the following questions as they relate to your organization.

Is every fund raising event treated as a donor acquisition opportunity?	
Do we find ways to have regular contact with the organization's donors and potential donors? Be specific.	
Do we have current, accurate information about the organization's donors and potential donors? Is the information system user friendly?	
Do we treat the first interaction with a customer as the beginning of a long-term donor relationship? Give examples.	
Why do donors give to this organization?	

Achieving Donor Delight

<p>Why do potential donors <u>not</u> give to the organization?</p>	
<p>Do we establish and maintain a relationship with the families of bequest donors?</p>	
<p>Is someone charged with maintaining relationships with the highest rated donors and/or potential donors? How is the responsibility described?</p>	
<p>Do we spend more time <u>analyzing</u> donor relationships or <u>building</u> donor relationships?</p>	
<p>Do we actively listen for wants and needs from the organization's donors or potential donors? Give examples.</p>	

Priority Setting: External Customers

Prioritize your external customers. Ranking should be based on factors important to your organization: impact, long time value of relationship, potential to contribute to mission achievement. Why have you ranked them in this order?

CUSTOMER	RANK	WHY

Customer Differentiation

What differentiates our “best” customers from our “worst” customers? What are the specific behaviors of each?

Delighting Our Priority Customers

PRIORITY CUSTOMER	WHAT DO THEY GET FROM THE RELATIONSHIP NOW?	WHAT DO WE THINK WOULD DELIGHT AND AMAZE THEM?

Surprising and Delighting Customers

What can we do to get customers to say, “Amazing! I didn’t know that kind of (service, product, kindness, appreciation, etc.) was even possible. I was really surprised and delighted.”

*The Two Things I Will
Change To Help Make
Customer Delight A Reality
Are:*

1. _____

2. _____

