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REAL-TIME CX

Boosting donor conversion with real-time CX

How Alterian helped a global not-for-profit reduce donor abandonment and increase donations by 18%.

This global not-for-profit was committed to making a positive difference in the world through its charitable cause. But donor drop-offs were increasing, and they didn't have the tools or technology in place to identify the source. They were relying on disconnected systems and the team were unable to accurately see customer breakpoints across channels. The team knew they needed a solution quickly. The question was, what was it?

Challenge

As a not-for-profit organization largely reliant on donations via multiple channels, declining conversion rates was a major concern. Unfortunately, without integrated systems and no real-time visibility of customer behavior across the website, email, and call center, the team was fighting an uphill battle and would find it difficult to meet their goals.

Key challenges:

- Website interactions were sent to the organization's CRM in scheduled batches, meaning the donor care team had no way to access or track real-time customer interactions.

- No integrated systems, meaning no visibility or detection of failed or abandoned payment attempts.

- No way to alert the donation support team of donation drop-offs in real-time.

- Persistent payment errors and website issues resulting in a poor donor experience.
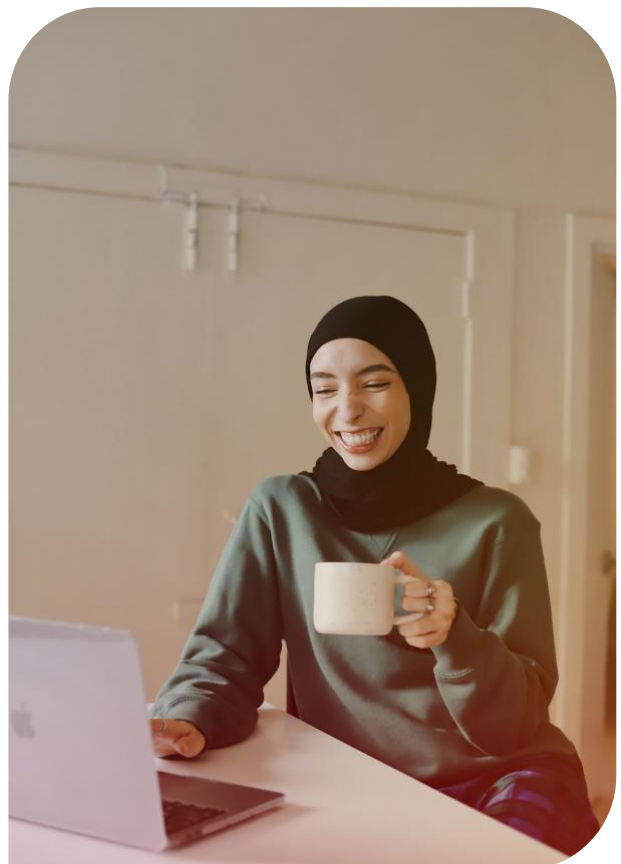
Real-time customer experience was the key. Tapping into the power of real-time customer interactions and journey orchestration, the donor care team would be able to stay on top of all activity across all customer channels and act the moment they needed to.

The solution

Alterian teamed up with the organization and immediately identified the need for system integrations and a real-time CX solution. Once implemented, this instantly connected the organization's systems and redefined the donor experience.

The team could track all donations and donor journeys in real-time, with full view of every donor's donation history and engagement. Harnessing the power of journey orchestration, the organization was able to set up specific customer journeys that alerted the donation care team to abandoned and failed donations attempts as they happened. And, at last, the donor care team had the multi-channel, real-time visibility needed to follow up on breakpoints across email, website, and call center channels and get donor journeys back on track towards donations.
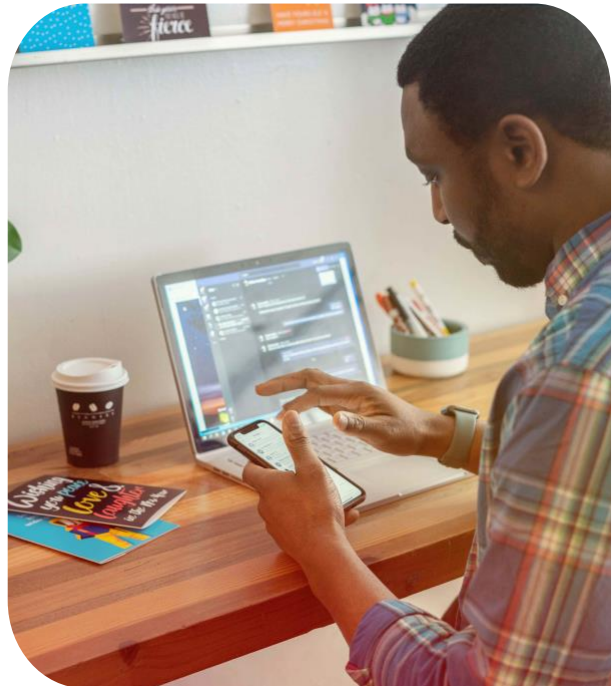
Utilizing the platform's Journey Orchestration and Customer Journey Analytics, the organization was able to optimize the end-to-end donor experience and achieve key objectives:

- Integrate the website with email and call center, with real-time decisions across all channels.

- Set up customer journeys and identify breakpoints across all channels.

- Track any errors and send alerts to the donor care team.

- Automate real-time emails to donors who abandoned their donation, prompting them to return and complete the process.

- Create customized real-time dashboard reports that make it easier for the team to follow up on high-value or recurring donation attempts.

- Quick solution implementation to achieve time to value.

The solution's swift implementation also meant donor care teams could quickly get back to providing support, and ultimately delivering exceptional customer experience with no time wasted.

Tech	Team	Channels	Timescale
Alterian Real-Time CX platform	• Customer Experience Team	• Website	8-10 weeks. Key steps:
• Customer Journey Orchestration	• Digital Team	• Email	• Gathered requirements
• Customer Journey Analytics	• Donor Care Team	• Call Center	• Created support alerts system
			• Integrated website systems and channels
			• Custom dashboard built

Results

With the help of Alterian's Real-Time CX platform, the organization improved visibility and engagement across donor channels, resulting in significant uplift in donations. This included an 18% increase in donations as a result of abandoned donation follow-ups.

The team were able to get real-time alerts for abandoned donations and payment errors and provide quick responses to resolve issues and move donors back on the path towards donation. By giving the support that donors needed during this process, the organization was able to boost their donor customer experience, and even increase donation amounts by 11% as a result of donor follow-ups via phone or email.

18%
uplift in donations from follow-up prompts to abandoned donations

14%
increase in donations from resolved failed payments

11%
higher donations after speaking with support team

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Learn how Real-Time CX can help your organization:

✉ Speak to us about Journey Orchestration

🌐 Find out more about our products