Nonprofits are having to innovate to meet the needs of service users — beneficiaries, members, supporters, customers and volunteers alike. New skills are needed, investments in training are required, and the upscaling of services across channels is necessary. Digital solutions are key for enabling nonprofits to extend their reach.

Over 7,000 customer service professionals globally, including 140 nonprofit representatives, shared their insights with us. These 5 trends emerged:

1. Changing service expectations underpin new strategies
2. Service teams can scale support with digital investment
3. Connected user journeys drive successful engagement
4. Service users look to organizations that represent diverse communities
5. Career paths for service professionals has come into focus

The most resilient nonprofits are digitally mature and focused on experiences

83% of service users expect to interact with a nonprofit immediately after they contact an organization

65% of nonprofit representatives in Europe say they services online and in digital channels than before the pandemic

76% of service users expect consistent interactions across departments

79% of decision makers are making significant investments in training

61% of frontline service professionals now have access to on-demand training

55% of frontline service professionals now have access to on-demand training

Looking to the future

How nonprofits are using digital solutions to enhance experiences for service users

Streamlined customer experiences boost book sales and services for the visually impaired

Guide Dogs UK has been creating its CustomEyes books for the visually impaired since 2012, but the process of marketing them, facilitating online orders, and then shipping those orders was taking up valuable staff time. The team used Salesforce’s Experience Cloud to help digitize and streamline operations. Service users can now browse an online bookstore, get book recommendations based on their purchase history, and order and pay for their books through one system with the end-to-end service.

1 All statistics are sourced from the State of Service Report, Salesforce 2020 (unless otherwise indicated)

5 Key Trends for Nonprofit Service Professionals

01 Changing-service expectations underpin new strategies
02 Service teams can scale support with digital investment
03 Connected user journeys drive successful engagement
04 Service users look to organizations that represent diverse communities
05 Career paths for service professionals has come into focus

Nonprofits are focusing on experiences

Changing service expectations underpin new strategies

Service teams can scale support with digital investment

Connected user journeys drive successful engagement

Service users look to organizations that represent diverse communities

Career paths for service professionals has come into focus

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