

# State of Service for Nonprofits

5 Key Trends for Nonprofit Service Professionals



## Nonprofits are focusing on experiences

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.<sup>1</sup> These 5 trends emerged:

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

- 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 organisations that represent diverse communities
- 05 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 someone immediately when they contact an organisation

**65%**

of nonprofit representatives in Europe say they are delivering more services online and via digital channels than before the pandemic<sup>2</sup>

**76%**

of service users expect consistent interactions across departments

<sup>2</sup> The Impact of Covid-19 on Nonprofits in Europe, European Fundraising Association & Salesforce, 2020

## Looking to the future

**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 say they need more training to do their job well



## 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 it digitise 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 this end-to-end service.



Discover more in the full State of Service for Nonprofits report

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