

salesforce

SECOND EDITION

# State of Service for Nonprofits

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Five Key Trends for Nonprofit Service Professionals



# What You'll Find in This Report

Around the world countries are emerging from the pandemic and heading straight into new challenges. Soaring energy and food prices along with housing and goods shortages are causing living costs to rise, especially across Europe and the Americas.

For nonprofits, it means the increase in demand that started with COVID-19 won't lessen any time soon, and they're also having to be smarter in meeting it. With service users needing more support, more often, nonprofits are implementing digital solutions that enable them to meet this demand cost-effectively while personalising their approach to every individual to provide the level of service the public now expects.

As they do so, more key service trends are emerging. For this second edition of our State of Service for Nonprofits, over 8000 customer service professionals globally, including 100 nonprofit representatives, shared their insights with us.

Here we share the five top service trends for nonprofits.



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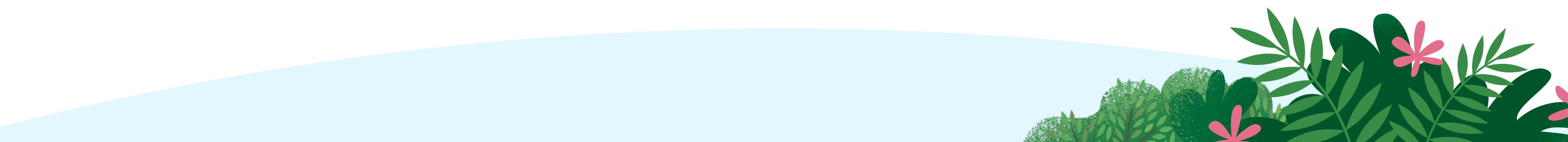
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# Human Connection is at the Heart of Service – but so is Quality

The pandemic's hastening of digitisation prompted changes in behaviours and expectations. Not only do the public now expect genuinely tailored engagement from every organisation they're in contact with, but they're also placing more stock on service quality.

Among commercial organisations, this realisation has brought a new focus in the past year on better connecting with their service users. They're investing in digital solutions that enable them to integrate data into a full 360-degree view and analysing this to understand their every touchpoint and need in order to foster closer relationships.

Nonprofits have always been good at building these personal connections. However, only **one in five are confident they provide excellent service**. Now, to level up and offer even better quality of care, they too also need that full view of every service user. The most successful are taking the same route as their commercial counterparts, personalising the journey, providing that connected experience, and improving organisational agility to better meet demand.

**73%**

of service users expect organisations to understand their unique needs and expectations

**60%**

of service users say it generally feels like they're communicating with separate departments, not one organisation

**66%**

of service users often have to repeat or re-explain information to different representatives

**60%**

of service professionals say customer expectations increased during the pandemic

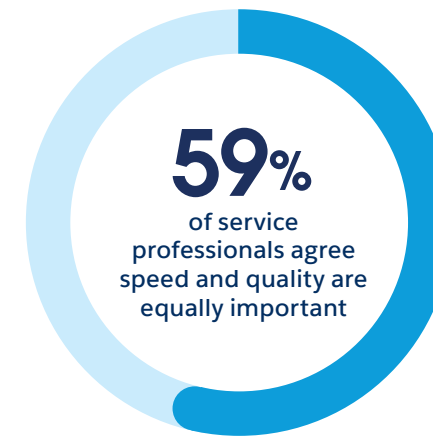
**Only 21% of nonprofit service professionals rate customer satisfaction as excellent, compared to 42% of commercial sector counterparts.**



## 02 Process Automation Helps Nonprofits Meet Growing Service User Expectations

Fast, efficient, and effective service has become as much a priority for today's service user as a personalised and engaging experience. In fact, almost 60% now prefer self-service tools for simple questions and issues, with a steep increase of 114% since 2020 in service professionals rating speed as more important than quality. The challenge is achieving a balance between the two.

Process automation is providing the answer for many, enabling quick and efficient responses through solutions such as online chat, live support services and portals. It's technology that nonprofits are also increasingly employing to make the service user experience more streamlined and efficient. With this comes the added benefits of additional data capture for greater insight and freeing up valuable time for service professionals to deal with more complex requests.



**98%**  
of service professionals say time savings and focus on customers are benefits of automation

**52%**  
say their organisation provides a portal

**48% of nonprofit decision makers say their organisation uses online chat/live support to provide customer service and support.**



# Digital Solutions Open Doors to Cost Efficiencies

As costs rise and budgets become more cautious, service organisations seek solutions that bring efficiencies without sacrificing the service user experience.

The past year has seen the commercial sector pull ahead in investing in automated processes and artificial intelligence (AI), using this technology to reduce human interaction where it's less needed, without impacting the quality of the experience.

Among nonprofits, a tougher funding environment means investment has been slower to pick up post pandemic. However, where budgets allow, tech is also facilitating new, efficient ways of doing things, from self-service options to process automation. Where budgets are more challenging, nonprofits are making the most of their existing solutions, finding ways to get more from them, and make budgets go further.

Budgets decreased for

## 20%

of nonprofits in 2021  
compared to 12% in the  
commercial sector

## 39%

of nonprofits are using  
AI (compared to 59% of  
commercial organisations)  
and 15% are piloting or  
planning to use it in the next  
18 months

## 67%

of nonprofits  
use text  
and SMS

## 58%

of nonprofits  
are using  
mobile apps

**45% of nonprofits are using chatbots  
(compared to 61% of commercial  
organisations), and 10% are piloting or  
planning to use them in the next 18 months.**



## 04

# Better Resourcing of Service Professionals Raises Service Levels

As demand continues to climb, almost half of nonprofit service professionals have seen their case volumes rise in the past year. This is making it more important than ever to equip them with tools and training that save time whilst boosting efficiency, effectiveness, and morale.

Whether it's in meeting service user needs, or facilitating collaboration between teams and departments, digital solutions are providing answers. Centralising data to give service professionals what they need precisely when they need it, providing teams with digital collaboration tools to work together quickly, easily, and accurately, and automating admin-related tasks, are all raising service levels and reducing pressure on staff.

Alongside this, offering professional training with long-term value is enabling service organisations to go even further in supporting staff and showing their appreciation for the work they do.

**47%**

of nonprofit service organisations say service users often have to contact them more than once to resolve issues

**85%**

of decision makers agree there is a direct link between employee experience and service user experience

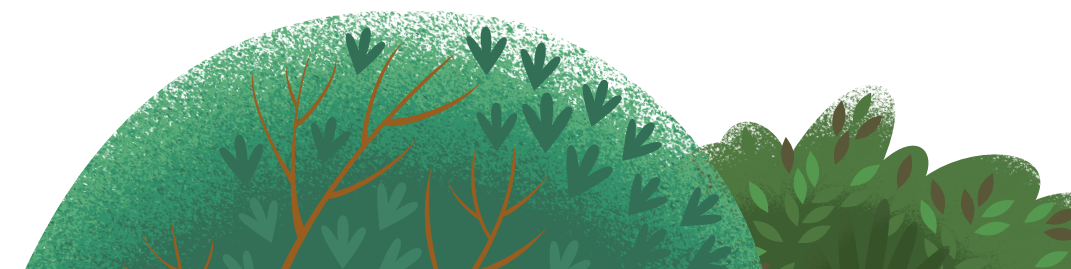
**73%**

of nonprofit agents say their organisation uses process and workflow automation

**48%**

of nonprofit agents can now find all the service user information they want on one screen

**Thanks to automation, 40% of nonprofit frontline workers no longer have to handle service user calls through a desk phone / landline.**





## 05 Service Professionals are Future-Proofing

Commercial and nonprofit organisations alike are using digital to enhance the service user experience, employing everything from the true personalisation a 360-view of data affords, to the greater efficiency automation brings to processes.

But they're also looking to the future – at how they might be able to improve service delivery more in years to come. Among nonprofit service professionals this includes a growing realisation that by better understanding the service user path **they can start pre-empting future needs and developing digital solutions** to answer them.

This appetite for the future and the possibilities it will bring indicates a trend in the making. And it also highlights the very real need for investment and innovation to continue if service organisations are to meet this potential.







# Creating a Connected Digital Community Helps The Fire Fighters Charity Deliver Essential Services

The Fire Fighters Charity uses Salesforce for Nonprofits to help it deliver key services to its beneficiaries – firefighters past and present. With it, the organisation has been able to increase service accessibility by offering digital consultations that provide relevant and timely access to support wherever they are in the UK.

Nonprofit Cloud Case Management provides a holistic view of case management, tracking all interactions with beneficiaries on one platform. The enhanced visibility it provides also offers improved insights, contributing to better and faster decision making. This enables The Fire Fighters Charity to provide a very personal response to each and every individual, time and cost efficiently. Providing even more support, the nonprofit has also been able to create a connected and engaged digital community through a mobile app available to beneficiaries 24/7.

**"We now have a completely new way of looking at our beneficiaries and the support we provide them. Instead of numerous siloed and separate cases for an individual there is one joined up story of all our interactions over their lifetime, across all our numerous pathways and solutions."**



**Martin Smith**  
Finance Director  
The Fire Fighters Charity





# Concern Mental Health UK Frees Staff From Paper-Based Admin, Providing More Time for Client Care

Concern Mental Health UK's mission is to improve the mental health and wellbeing of the people it serves. With paper-based admin tasks taking up valuable time better spent on client care, it turned to a customised application built on Salesforce Service Cloud that not only tracks the client's journey digitally, but provides staff with a secure mobile app through which they can find out who their next client is and prepare for the session, without having to head back to the office.

It's resulted in three fewer hours a day of paperwork, while the rate of clients not attending appointments has fallen from 16% to less than 5%. This means more people are getting the support they need, while the organisation is exceeding its referral target by 10%.

**"With Salesforce, we can put our clients in the driver's seat and start to tailor care packages around their best interests, making mental health care more accessible for everyone."**



**John Slator**  
**Head of IT and Informatics**  
**Concern Mental Health UK**





# Pacific Clinics Uses Automation to Ensure Clients Receive Support Quickly

Using Mulesoft and Service Cloud, Pacific Clinics is able to connect data from multiple systems. Automation reduces time spent getting clients in the queue for staff to complete their intake processes. Once a client is enrolled, Nonprofit Cloud Case Management enables their team to manage the entire client lifecycle. The organisation has reduced costs, staff spend less time on manual processes, and the client experience has improved leading to better health outcomes.

**“We've seen many positive changes in our service delivery since implementing our new system. Previously it took our team 80 hours a month to process files from a single health plan, now it takes 15 minutes. This not only increases our service capacity, but it frees up staff to be able to focus more on our mission of delivering quality behavioural and mental healthcare services.”**



**Eleanor Castillo-Sumi**  
Senior Vice President, Strategy, Innovation and Growth  
Pacific Clinics







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