

## Market & Industry - Contact Management



I am going to state up front that this article is very self-serving and is focused on promoting the value and benefits of our in-house Contact Center. I hope that my honesty has compelled you to continue reading on. Merkle RMG has been in the Contact Management business since 2007 and over 25 non-profit clients utilize our services.

Our services span a wide range of tasks, but at their core they are all designed to do one thing – improve the donor experience. That is why I wanted to devote this article to this topic because every non-profit, one way or another, is constantly striving to meet that goal – improve the donor experience.

Outsourcing these services may make great sense for your organization as you think about how much time you and your staff are spending on non-mission critical tasks, such as answering incoming donor calls. Would you believe that 80% of those calls are repetitive in nature and can be professionally handled by trained agents? What could you accomplish if you and your staff were answering 80% fewer calls?

In addition to in-bound donor calls, RMG also manages in-bound donor emails. Just like with phone calls, the 80/20 rule applies to email correspondence. 80% of donor emails are repetitive in nature and can be professionally handled by trained specialists. Again, what could you accomplish if you and your staff were responding to 80% fewer emails?

Beyond these in-bound donor contacts, Merkle RMG also offers proactive outbound donor contact as well:

**Thank You Calls** – So much has been written on this topic over the past year and for good reason, it works! You tell us who you want us to thank (new donors, donors giving over “X” dollars) and we will make a professional call just to say thanks. In a recent test with a client, we provided thank you calls to a control group of donors. The results were amazing! The donors who received a thank you call had a 58% higher response rate to a follow-up mailing vs. those who did not receive a thank you call. Those who received a thank you call also showed a 63% higher gift amount on the follow-up mailing vs. those who did not receive a thank you call.

**Credit Card Recovery** – Sometimes donors don't give you accurate credit card information. They transpose their credit card number, omit the expiration date or give you a credit card that has been maxed out. Whatever the case, Merkle RMG can quickly make a call to the donor and secure accurate credit card information to complete the donation process. Outbound recovery calls have a 60% greater chance of securing accurate information vs. mailing a letter to the donor.

There are other contact management services that will be introduced over the next several months including; Donor Satisfaction Surveys, Donor Retention and Sustainer Management.

I hope that you consider giving us an opportunity to show you how our Contact Center can increase your donor's experience and increase the amount of time that you and your staff can spend on your mission.

## Customer Service News - An Imperfect World - Error Recovery

Here at Merkle Response Management Group, we strive for quality that is the best in the industry. It is our ongoing goal to push and execute flawlessly on best practices. We have a quality department dedicated to improving our business processes. Being ISO certified, we are held to very high standards and rigorously audited on our execution of these processes. Checks and balances abound in every department to ensure that we get it right. All of that said, we live in an imperfect world.

This is the situation for all business everywhere. When people play a role in a process, there is a looming potential for error, despite sound processes and best efforts. Some errors feel big, others small. At the end of the day, one of the most important things any organization can do is offer exceptional Customer Service when an issue arises. In order for a business to be successful it must have a solid error recovery process.

My team of Account Managers are experts not only on Merkle

processes and your account, but they are also trained experts in Customer Service. We have a culture in our department that is driven by both passion and empathy.

When issues arise, we do not take them lightly. Your pain is our pain. We believe in taking a deep dive to understand the root cause of an issue so that we can deliver the most effective corrective action. Doing our part to mitigate the risk of a reoccurrence ensures that we are stronger moving forward. We are your partners and an extension of your organization as we work together in this imperfect world.



## Merkle Response in the News

Subscribe to Bill Sayre's blog: <http://merkleresponse.com/blog>

## Best Practice - Postage Presorts and Barcoding

Merkle RMG offers an array of Acknowledgement processes such as thank you letters, recovery letters, tax receipts, note and get well cards, secondary donation requests, and conversion to recurring payment/donation letters. Fulfillment processing, another facet to RMG, offers product orders and gift delivery. These processes offer flexibility in packaging and addressing. We even have multiple print production methods, including handwriting simulation which mimics penmanship.

Coupling these tools with multiple carrier services and software providers, we are able to offer an effective product into the hands of your customer base. Surprisingly enough, we discover many

undelivered items due to outdated information within CRM databases!

Merkle RMG offers a few services to easily combat outdated client data, they range from name & address verification to tracking options, where we deliver on behalf of our clients. We separate ourselves through the most advanced technology, such as NCOALink, to perform verifications. Merkle RMG also has tools to provide USPS barcodes and perform USPS pre-sorting.

Engaging with your members through mail and product delivery is essential in a well-rounded program. Please contact us to ask more about how we can improve your deliverability.

## Service Spotlight - Backend Office Work

Merkle RMG is able to provide assistance with all of your backend office work! For many organizations, staff members will get pulled from their regular duties or requests to assist with other projects. These could include database changes, updates to donor accounts, or other special requests that may not come through the fundraising PO Box. At RMG, we pride ourselves on having dedicated staff that are trained in numerous databases including:

- BlackBaud
- Team Approach
- Convio
- Raisers Edge
- Salesforce
- Advantage
- ROI
- Altair
- Bernard
- Avectra
- COIN
- MoneyMaker
- Keshernet
- PIDI
- Atlas
- Randsol
- Donor Drive

Please contact your Account Manager for more details because there are opportunities for us to help your organization be more efficient.

### New Clients



NATIONAL REVIEW INSTITUTE



THE HUMANE SOCIETY OF THE UNITED STATES

### Merkle RMG Holidays

Independence Day - Friday, July 3, 2015  
Labor Day - Monday, September 7, 2015

### USPS News

Did you know that RMG tracks the deliverability of our USPS pick up locations by placing seeds in the mail for your organizations? Each month, my team selects clients and we mail from different drop off locations and then track the time it takes to receive the envelopes back at RMG. We not only track first class mail but BRE mail as well. We are compiling month's worth of data on average deliverability time so we can help our clients make informed decisions about the postal facilities they should be working with. We believe as many of you do that the average length of deliverability absolutely has an effect on the donor experience. We want to get the acknowledgment in the mail as quickly as possible and having this type of data at your fingertips can allow us all to make USPS location decisions much easier and less time consuming than testing different locations. After collecting seventeen months of data, the average deliverability time from mail date to receipt date at RMG for the following USPS locations is below:

- Baltimore MD—5.8 days
- Brentwood (DC) – 8.4 days
- Merrifield VA—6 days
- Hagerstown MD—8 days
- Greencastle PA- 3 days