

The Arbor Day Foundation Case Study



THE CHALLENGE: CREATE A BIGGER IMPACT THROUGH COORDINATED OUTREACH

The Arbor Day Foundation has been extremely successful in attracting and retaining a dedicated membership base. The members share a common passion – inspiring people to plant, nurture, and celebrate trees. As membership numbers have grown over the years, so have the available channels for communication. The Foundation needed a partner with experience in coordinated outreach to ensure their messaging stayed consistent across inbound and outbound telephone communications and email replies to create the biggest possible impact with their members.



The Arbor Day Foundation is a nonprofit organization that was founded in 1972 and is dedicated to environmental stewardship through the planting of trees. Today, they have more than one million members and supporters around the globe.



THE SOLUTION: EMPLOY COMBINED WRITTEN, ELECTRONIC, AND PHONE CORRESPONDENCE

Through ongoing collaboration with the Foundation, we developed an internal roadmap for all planned member interaction for the coming year. After receiving key information from the Foundation, we created consistent messaging for the Foundation’s members who inquire about programs described in mailers, emails, on websites, and social media. This approach strengthened our ability to deliver their members service excellence, coupled with high-quality and fast interactions.

Today, we’re proud to continue helping the Arbor Day Foundation succeed. Our solutions allow them to focus on what they do best, while we offer their members a positive and lasting experience.



FEEDBACK: MEASURING SUCCESS

Our relationship with the Arbor Day Foundation is always growing and evolving – we monitor and analyze member calls to continually improve processes and member satisfaction. We take our customer relationships to heart, and believe that the most important metric of success is the customer experience.

When you partner with us, we will help you understand what your customer service benchmarks should be and how best to gauge them. We will do everything we can to execute on those benchmarks to make sure you and your customers have a rewarding experience.

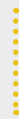
“We’ve found [Proxi] to be a terrific partner and great benefit to our million-plus members. They have provided us the ability to quickly adjust to rapidly changing seasonal call volumes. The service orientation has been a natural fit with our principles, and the management team is always supportive of ideas to improve the member experience.”

Matt Harris, Chief Executive Officer, Arbor Day Foundation

PARTNERSHIP STATS

We handle roughly 99% of the Arbor Day Foundation’s inbound member calls and emails, and we consistently meet or exceed service levels. Abandon rates have decreased substantially since we started handling member calls. We continue to strive toward our once-and-done goal, meaning members should only have to call once to get all their questions answered.

99%
CALLS AND EMAILS
HANDLED BY PROXI



ABANDON
RATES