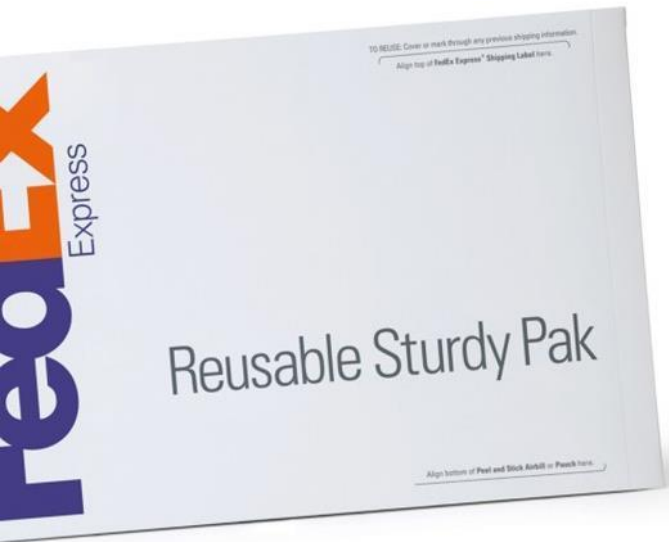




How to apply customer experience lessons to enhance donor relations

Presented by:
Brie Carere, Vice President of Marketing,
Customer Experience, and Corporate
Communications
FedEx Express Canada



Why FedEx? Why Me?

#8
most admired
global brand

#1
customer
experience

800
front line
workers

12 years
platinum
certification



“

If you're going to run a high service organization, you have to get the commitment of the people working for that organization right at the start. If you don't, you'll never be able to deliver at the levels of expectations of the customer.

”

Fred W. Smith, CEO and FedEx Founder



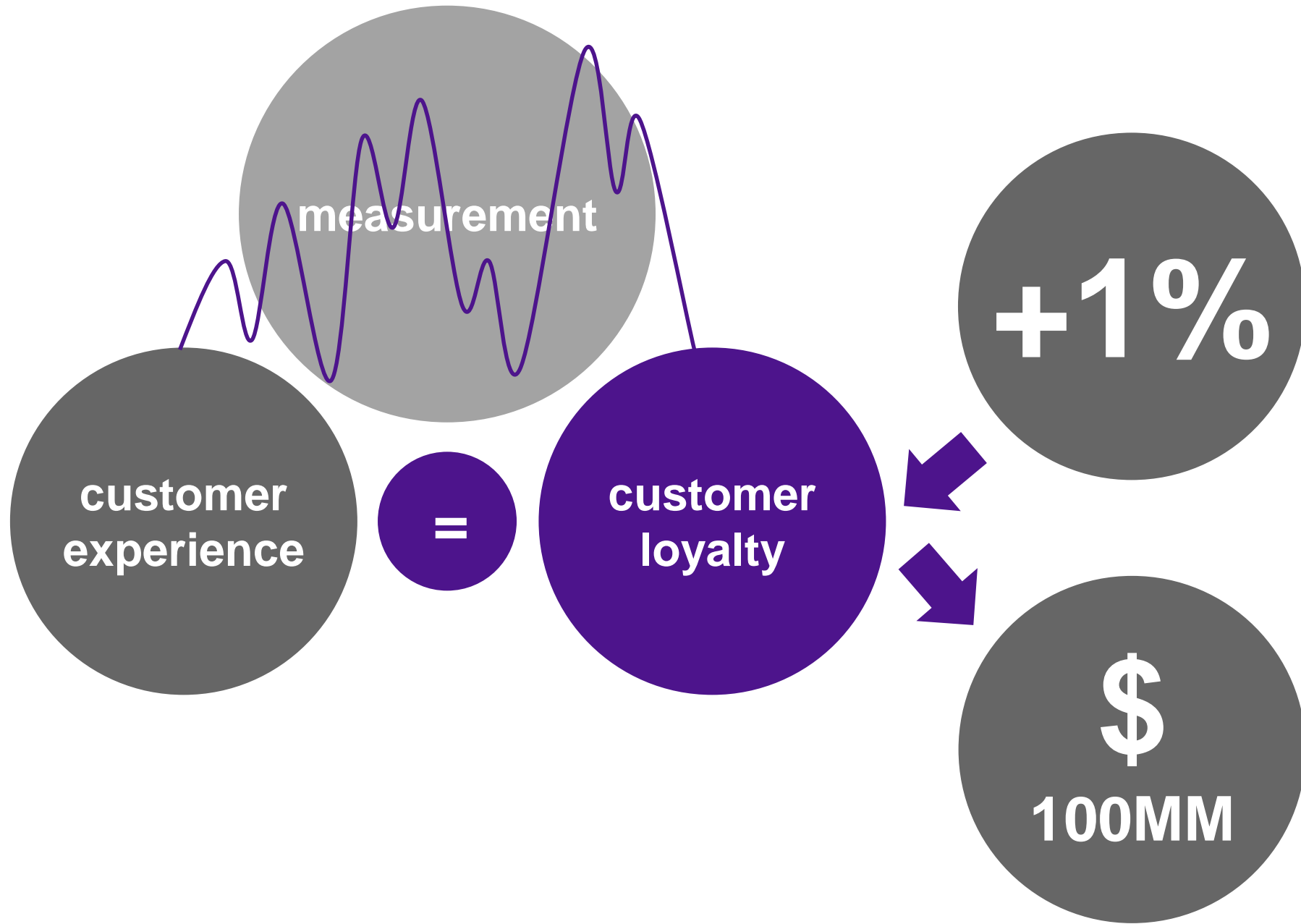
“

**I will make
every FedEx
experience
outstanding.**

”







Culture

Commitment

Leadership

Purple Promise

Service Quality

Customer Centricity

Empathy

HERO



FedEx^{MD}

6 Lessons from the **corporate** world

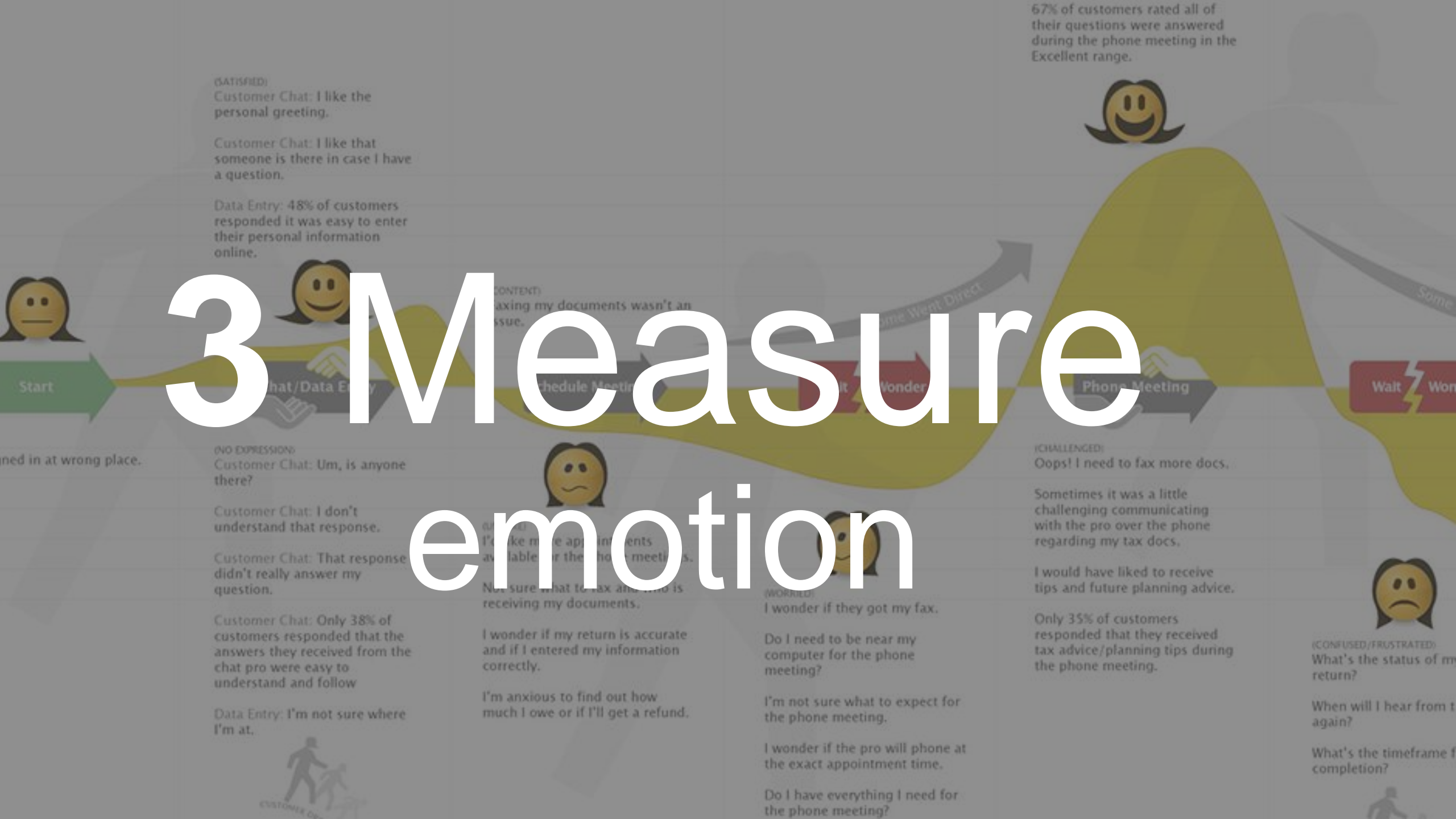


1 Create
an integrated marketing &
consumer experience
strategy



2 Live the problem

3 Measure emotion



A photograph of a referee in a black and white striped shirt and cap speaking into a microphone held by another man. The background is a blurred crowd of spectators.

4 Excel

at problem
resolution

5 Leverage social listening

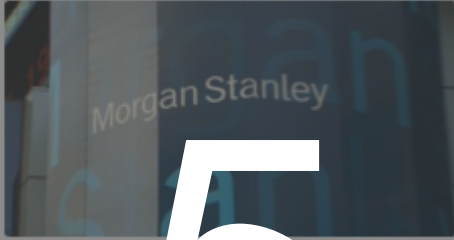
Home @FedExCanada

Notifications @FedExCanada

Messages @FedEx...

Activity @FedExCanada

BusinessNewsNetwork @B... now
Morgan Stanley's profit more than halved as trading slumps
ow.ly/4mOp57
pic.twitter.com/SPJSllrVVM



Details

TSN @TSN... 23s
LIVE on our TV... 10:40am ET.
@Showtimepettis will be trying to pull off the "Showtime Kick" in UFC2 on PS4
pic.twitter.com/llvHjUv3dh



Details

CBC News Alerts @CBCAlerts 29s
Le Chateau expects to close even more stores in years ahead as it "recalibrates" its brand in #retail environment. cbc.ca/1.3540573

View

Olana Hastings followed you
Olana Hastings @olana_hastings

Palm followed you
Palm @tomtex777
The Art.

iamSamarjit (Amit) @amitkum... 2d
@FedEx @FedExHelp @FedEx... @FedExCanada @FedEx...
breaking down the...
justice fight, will not stop until justice

chuck @chuuckm 2d
When you pay for standard shipping but try to get it with that priority overnight... appreciate you @FedExCanada

Cynthia Curdie followed you
Cynthia Curdie @mysheepe

BlackBerryDad71 @BlackBerr... 2d
So honestly @FedExCanada .. I have to wait around until 8pm for my shipment? I can't afford to miss your driver.
Details

حاتر @Alhawajh 4d
Thanks

Gerigemos @gerigemos 9d
Our apologies Geri. We regret any inconvenience you experienced as a result of your shipment being not being delivered. May I please have yo...

Taylor @Taylor...
the package... for delivery today, but the delivery will be to the original address. If no one is available to receive it at that address...

Grant McAlpin @GrantMcAlpin 18d
Is back... thank you.

Ashish D. Joshi @AtomicHer... 25d
thanks , you too!

Trevor Yeaman @TrevorYeaman 25d
That's really great. Please let us know if you need any further assistance. Thank you!

Student times . com @Stude... 25d
Hello

James Robertson IV @dadd... 26d

ATP World Tour liked
BcnOpen BancSabadell @b... 5m
Rafa Nadal y Kei Nishikori tras haber jugado a tenis en la explanada del Parc del Tibidabo
#bcnopenbs @BancoSabadell
pic.twitter.com/Xs5tjKFNUt



Verified Accounts followed
Fisher InvestmentsBE @FisherInvestBE
Fisher Investments Europe biedt diensten aan op het gebied van persoonlijk portfeuillebeheer voor vermogende particulieren.

WWF-Canada liked
Career Cruising @careercru... 22m
Congrats to our Career Cruisers who finished the @WWFCanada CN Tower Stair Climb yesterday!
#CNTowerClimb
pic.twitter.com/s04gL39g5E



A close-up photograph of a smiling man with short dark hair, wearing a white collared shirt. He is looking slightly to the right of the camera. In the background, a large yellow balloon is visible on the left side. The overall image has a soft, slightly desaturated aesthetic.

6 Celebrate success

“

We must overcome

the notion that we must be **regular.**

It robs you of the chance to be

extraordinary.

”