

Customer Journey

ITEM SHOP – CUSTOMER JOURNEY

(see separate steps to run optional Donor Intelligence Report)

Step 1: The customer clicks the *Item Shop Button* located on the respective auction platform and is directed to the co-branded shop site.

The top portion of the site provides the overall benefits and promise of the shop experience and a visual line-up of How-To graphics.

Step 2: The customer is able to view an infinite scroll of shop offerings or click to shop by category (located on the left-hand side of the shop).

When a customer clicks on a particular package or item, they are directed to the *Product Page*. Here they are able to view the photos and read a detailed description of the item or package offering. If they would like the item, they simply click the button *Add To Cart* (this is where the customer has the option to choose a quantity greater than 1).

Step 3. Once the customer has made their item selections, they will click the *Checkout* button or the cart icon at the top-right of the page. This will direct them to the *Order Confirmation* page where they are able to adjust their order. Next, they proceed to the *Checkout* page.

Step 4: On the *Checkout* page, the customer is required to input their full name, organization name, email, and phone number as well as confirm their auction platform.

Step 5: After pressing the *Submit Order* button, the customer is automatically directed to the *Order Download* page where they are invited to download a PDF that contains a link to the marketing materials for each item or package they requested. They will also receive an email with the links to the marketing materials as well.

The customer is now able to upload the marketing materials and images to their auction platform.

Step 6: Once the order has been received, support@riskfreeitemshop.com sends the customer a personal message to let them know the order is being processed and remind them that the item provider(s) will reach out to finalize their order within 2 business days.



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Step 7: The riskfreeitemshop.com support team forwards the order to the respective item providers on the same day the item was received.

Step 8: The item providers reach out via email to the customer within 2 business days to finalize the order. The provider will collect the nonprofit auction date and have the customer e-sign an agreement that acknowledges the items/packages requested. This document will also outline the process for billing and item fulfillment after the event.

The customer may also request that memorabilia or jewelry be shipped to them for free in advance of their in-person event.

Step 9: The provider will reach out to the customer 2 business days after the conclusion of their auction event. At that time, they will ask the customer if any items were sold, collect the information for the winners, and bill the organization the Charity Cost for sold items.

Note: Payment for travel packages must be rendered to the item provider prior to the winner being contacted by the provider and given the travel voucher. For items featured at the in-person event, the customer is responsible for providing payment in a timely manner, according to the contract agreement.

If shipped items (jewelry or memorabilia) do not sell, the customer is responsible for returning the items to the provider in accordance with the contract agreement.

DONOR INTELLIGENCE REPORT – CUSTOMER JOURNEY

Note: It is recommended that the customer run a Donor Intelligence Report prior to selecting items.

Step 1: To learn more about the *Donor Intelligence Report*, the customer may either select the *Donor Intelligence Report* tab at the top of the main page or select the 'Click Here' link located in the middle of the shop page.

Step 2: Once the customer has read about the benefits of the report, they can click the *Generate Your Free Report!* button to launch the data upload page.

Step 3: On the data upload page, the customer will follow the instructions provided to upload the report, including downloading the CSV report template and then cutting and pasting their donor data into the provided CSV template.



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Next, the customer will input their name, organization name, and email. Once this has been completed they are able to click the *Upload Donor Data To Generate Report* button which will generate the report.

The report typically takes about 5 minutes to generate and once completed, will populate on the open tab page. At this point, the customer is able to print or save the report to their desktop. They will also receive an email with a link to share the report with their team or colleagues.

Optional: On the top-right-hand side of the report, there is a pink button where the customer may choose to download individual donor analytics at the cost of 20 cents per record.

For support or questions throughout the process, the nonprofit may contact support@riskfreeitemshop.com.