

CUSTOMER

FLOW

IN

AIESEC

Understanding the Customer Flow of AIESEC

CUSTOMER

STUDENT/RECENT GRADUATE WHO IS WILLING TO GO FOR INTERNSHIP WITH AIESEC

AIESEC

SENDING ENTITY (SE)
HOSTING ENTITY (HE)

ENABLER

ANY OPPORTUNITY TAKER (NGO, COMPANY, SCHOOL)

Understanding the Customer Flow of AIESEC

BOTH **YOUNG PEOPLE** AND **ENABLERS** HAVE A RELATIONSHIP WITH AIESEC AS CUSTOMERS IN 4 DIFFERENT MOMENTS:

ATTRACTION
PHASE

CONSIDERATION
PHASE

VALUE DELIVERY
PHASE

BRAND
ADVOCACY PHASE

OUR CUSTOMERS' PROFILE IS SHIFTING WHILE THEY MOVE FROM ONE PHASE TO ANOTHER:

THE PERSON/
ENABLER IS A
STRANGER

THE PERSON/
ENABLER IS A
VISITOR

THE PERSON/ENABLER IS A
LEAD

THE PERSON/ENABLER IS A
CUSTOMER

THE PERSON/ENABLER IS A
PROMOTER

Status of customers in our system (EXPA)

NAME	WHAT DOES IT MEAN?	HOW TO PROGRESS TO OTHER STATUS
OPEN	A PERSON WHO REGISTERED ON OP IS MARKED AS OPEN. AN OPEN MIGHT HAVE OR HAVE NOT APPLIED TO ANY OPPORTUNITY.	AN OPEN MOVES TO ACCEPTED STATUS WHEN THE OPPORTUNITY MANAGER HAS CLICKED ON THE ACCEPT BUTTON.
ACCEPTED	A PERSON WHOSE APPLICATION HAS BEEN ACCEPTED BY OPPORTUNITY MANAGER AND IS PENDING TO SIGN THE EP ACCEPTANCE NOTE.	AN ACCEPTED MOVES TO IN PROGRESS STATUS WHEN THE EP AN HAS BEEN SIGNED AND IS AWAITING APPROVAL FROM BOTH EP AND OPPORTUNITY MANAGERS.
IN PROGRESS	A PERSON IS IN PROGRESS ONCE HE/SHE SIGNS THE EP AN AND IS UNDERGOING THE SELECTION PROCESS.	AN IN PROGRESS MOVES TO APPROVED STATUS WHEN BOTH THE OPPORTUNITY AND EP MANAGER CLICK APPROVED BUTTON.
APPROVED	A PERSON IS CONSIDERED APPROVED WHEN HE/SHE HAS A CONFIRMED OPPORTUNITY AND IS NOW UNDERGOING PREPARATION FOR HIS/HER INTERNSHIP EXPERIENCE.	APPROVED MOVES TO REALIZED STATUS WHEN THE OPPORTUNITY MANAGER CLICKS REALIZED BUTTON. NOTE: REALIZATION WILL APPEAR IN THE ANALYTICS ACCORDING TO THE START DATE OF THE OPPORTUNITY AS IN THE FORM.
REALIZED	A PERSON IS REALIZED WHEN HE/SHE HAS STARTED THE FIRST DAY OF HIS INTERNSHIP.	A PERSON MOVES FROM REALIZED TO COMPLETED ONE DAY AFTER THE EXPERIENCE END DATE OF THE OPPORTUNITY. NOTE: THE STATUS CHANGE HAPPENS AUTOMATICALLY AS PER THE DATES.
COMPLETED	A PERSON HAS THE COMPLETE STATUS WHEN HIS/HER INTERNSHIP EXPERIENCE HAS ENDED.	

ATTR

CONS

VD

B ADV

STRANGER

LEAD

CUSTOMER

PROMOTER

VISITOR

ACCEPTED

APPROVED

COMPLETE

OPEN

IN PROGRESS

REALIZED

CUSTOMER

- HE GETS TO KNOW ABOUT AIESEC THROUGH DIFFERENT CHANNELS: SOCIAL MEDIA, WEBSITE, ON GROUND MARKETING (CLASS VISITS, FLYERS, BOOTHS)
- HE IS GOING THROUGH LOTS OF OPPORTUNITIES, HE SIGNS UP (WHICH CONVERTS CUSTOMER PROFILE TO LEAD)

- HE IS LOOKING FOR THE ANSWER FROM THE OPPORTUNITY MANAGERS, APPLYING, PREPARING FOR INTERVIEWS.
- HE GOES THROUGH REJECTIONS OR NO ANSWER, MAKES DECISION WHICH EP AN TO SIGN
- HE GETS CONTACTED BY SENDING ENTITY
- HE IS MAKING A PAYMENT AND SIGNING CONTRACT WITH SENDING ENTITY
- FINAL APPROVAL

- HE GOES THROUGH ALL FORMALITIES LIKE VISA
- HE IS GETTING TO KNOW THE INFORMATION ABOUT PICK UP, HOSTING, ENTITY ETC.
- HE IS ATTENDING OPS
- FLIGHT, PICK UP

- HE IS FLYING BACK HOME
- HE WANTS TO GIVE AND RECEIVE FEEDBACK
- HE SHARES THE EXPERIENCE THROUGH NPS, OTHER SHOWCASING STRATEGIES AND TO FRIENDS/FAMILY
- HE ATTEND REINTEGRATION SEMINAR

CLICK APPLY

GET ACCEPTED BY EP/OPP MANAGER

1ST DAY OF WORK

- HE IS INVOLVED WITH AIESEC COMMUNITY (LC & EPS) AND GOES THROUGH IPS
- HERE IS WHERE THE MAGIC HAPPENS!

1 DAY AFTER END DATE

AIESEC

SEE

- ONLINE MKT
- SOCIAL MEDIA ATTRACTION
- ON-GROUND MARKETING
- PROMOTION MATERIALS (VIDEOS, FLYERS, BOOTHS, ETC.)
- PROVIDE EMAIL SUPPORT

- MANDATORY CONTACT.
- INTERVIEW BY SENDING ENTITY.
- CALLING EP TO MAKE SURE THEY SIGN THE ACCEPTANCE NOTES.
- APPROVE SHORTLISTED EPS. .
- PAYMENT AND CONTRACT SIGNING.

- DOCUMENTS
- DELIVERY OF OPS
- CONSTANT FOLLOW UP

- DELIVERY OF RE-INTEGRATION SEMINAR (S&S 16).
- GATHER EXPERIENCES FOR SHOWCASING.
- GUIDE RETURNEES TO TAKE MORE OPPORTUNITIES OR GO TO LLC.

NEXT SLIDE



HE

- POSTING OPPORTUNITIES (S&S: 2,4,5,6,10,11)
 - CHECK APPLICATIONS.
 - PRODUCT IMPROVEMENT.
 - JD CLARIFICATION
- VALUE PROPOSITION PRESENTATION - STORY TELLING, TESTIMONIALS
- PARTNERSHIP BUILDING

- SHORTLISTING AND REJECTING APPLICATIONS.
- INTERVIEW WITH COMPANY (GIP)
- FOLLOW-UP COMPANIES FOR FINAL DECISIONS.
- APPROVE SHORTLISTED EPS.

- PICK UP
- HOST FAMILY/BUDDY INTRO
- DELIVERY OF IPS
- ASSISTANCE
- DOCUMENTATION RELATED TO PLACEMENT

- EVALUATE STANDARDS ACCOMPLISHMENTS FOR PRODUCT DEVELOPMENT
- IMPROVEMENT. BASED ON FEEDBACK
- EXPERIENCE EVALUATION + NPS SURVEY ANALYSIS
- SHOWCASING AND RE-INTEGRATING THE EP

ENABLER

- FIRST INTERACTION WITH AIESEC GETTING IN TOUCH WITH AIESEC DUE TO REFERRALS
- STRATEGIC ALLIANCES
- EXPECTATION SETTING - CORRECT VALUE PROPOSITION UNDERSTANDING
- BROWSE AVAILABLE PROFILES
- 1ST MEETING

- AGREEING ON TIMELINE
- REINFORCE VALUE PROPOSITION AND ROLE OF COMPANY IN DEVELOPING LEADERSHIP POTENTIAL
- SHORTLISTING OF CANDIDATES
- COMPANY SELECTION
- COMPANY REJECTS
- COMPANY INTERVIEWS

- EXPECTATION SETTING (BETWEEN COMPANY AND EP)
- COMPANY PREPARATION BOOKLET
- COMPANY INVOLVEMENT TO IPS
- SPECIFICATION OF JD
- DOCUMENTATION RELATED TO PLACEMENT
- INTRODUCTION TO COMPANY, REGULAR FEEDBACK,

- EXPERIENCE EVALUATION
- INTERN PROVIDING INSIGHTS TO COMPANY
- RE-RAISING OPPORTUNITY

VD (VALUE DELIVERY)

CUSTOMER

APPROVED

REALIZED

WHERE THE MAGIC HAPPENS

AIESEC

SENDING ENTITY (S&S: 1,9,12,13,14,16)

- EP MANAGERS PROVIDE OFFICIAL DOCUMENTS ABOUT VISA/WORK PERMIT, INSURANCE, XPP, AIESEC PURPOSE, INFO ABOUT COUNTRY/TERRITORY.
- DELIVERY OF OPS (AIESEC PURPOSE, CULTURAL PREPARATION, PERSONAL GOAL SETTING, LEADERSHIP DEVELOPMENT SPACE, EXPECTATIONS SETTINGS)

HOSTING ENTITY (S&S: 1,2)

- SEND DOCUMENT TO APPROVED EPS WITH INFO ABOUT PICK-UP AND PREPARATION BOOKLET.
- PREPARE AND EXECUTE LOGISTICS FOR PICK-UP.
- CONTACT EP WITH HOST FAMILY AND BUDDY.
- PROVIDE SUPPORT FOR VISA/WORK PERMIT PROCESS.

1st day of work

SENDING ENTITY

- CONSTANT FOLLOW-UP ON THE EPS EXPERIENCE (S&S 4,6,10,11).
- PROVIDE ASSISTANCE WHENEVER NEEDED FOR QUALITY CASES.
- SHOWCASING ACTIVITIES BASED ON EPS EXPERIENCE.
- CONTACT HOST ENTITY TO ENSURE CO-DELIVERY OF EP LEAD (S&S 15)

HOSTING ENTITY

- TAKE INTERN FOR FIRST DAY OF WORK (S&S 7)
- PROVIDE DOCUMENT WITH INFO ABOUT INDIVIDUAL RESPONSIBILITY AND GOALS (S&S 8).
- DELIVERY OF IPS (S&S 15)
- CONSTANT FOLLOW-UP ON THE INTERNS EXPERIENCE (S&S 4,6,10,11)
- PROVIDE ASSISTANCE WHENEVER NEEDED FOR QUALITY CASES.
- SHOWCASING ACTIVITIES BASED ON INTERNS EXPERIENCE.
- OFFER ACTIVITIES/OPPORTUNITIES FOR INTERNS TO GET INVOLVED WITH AIESEC (EP LEAD).
- PROVIDE DOCUMENT WITH INFORMATION ABOUT DEPARTURE TWO WEEKS BEFORE THE INTERNSHIP ENDS (S&S 3).

1 day after last day of work