JetBlue Streamlines Charitable Donation Request Process

In 2004, Versaic approached JetBlue with a solution to better manage their sponsorship and donation requests. Since that time, based on their unique needs, we have continuously evolved the system to further speed processing and handling. All at no additional charge.

**Situation**
JetBlue was receiving thousands of requests each month from people and organizations proposing sponsorship and charitable donation requests. Requests came in by phone, email, snail mail, and from company employees. Employees spent a great deal of time organizing all the information and some were lost or not processed in time despite their best efforts.

**Solution**
The Corporate Social Responsibility and Promotions sections of the JetBlue website are linked to their Enterprise Request Management system hosted by Versaic, guiding the submitters to submit the appropriate information required by each JetBlue group. As JetBlue’s usage grew, Versaic performed an audit of their work processes and introduced new features to better support JetBlue’s operations. In 2007, Versaic provided JetBlue with customized design and request forms. In 2014, Versaic implemented a scoring system to formalize decision making. All upgrades and analysis were included at no extra charge.

**Benefits**

**Reduced Time and Costs**
Number of people required to process requests reduced and were able to handle additional functions. Headcount kept down as continuous improvements in the system provided better support to meet JetBlue’s specific high-volume needs.

**Improved Customer Satisfaction**
By automatically acknowledging submissions and responding to requesters in a timely fashion, JetBlue is supporting its high-touch brand. In addition, Versaic's superior technical support quickly assists submitters on the process.

CASE SUMMARY

**Customer Profile**
New York-based JetBlue Airways created a new airline category based on value, service and style. Known for its award-winning service and free TV as much as its low fares, JetBlue continues to innovate and lead in the industry.

**Business Situation**
JetBlue was devoting considerable time and resources to tracking the requests it received for sponsorships and donations. As these are key parts of its marketing and community affairs programs, a better solution was needed to manage the incoming requests.

**Solution**
- Customized solution from Versaic to direct requesters to appropriate departments implemented in a few weeks.
- Continuous product improvement based on all clients’ feedback and JetBlue workflow analysis by Versaic.

**Benefits**
- Time and Costs Reduced
- Greater Trackability
- Better Integration with Existing Systems
- Higher Customer Satisfaction

**Relevant Links**
- JetBlue Corporate
- JetBlue Community Relations
- JetBlue Promotions

This case study is for informational purposes only.
Better Management
With all requests in one location, much easier to track when issues came up. Reports on total giving available to facilitate budget management.

Summary
JetBlue is able to keep costs and headcount down, better manage their budgets, and improve their brand image by providing faster and more organized responses to their customers.

JetBlue gets thousands of donation requests each year. Without the Versaic system, there's no way we could review and track all those requests. Versaic enables us to standardize our approach and manage the volume.

Beyond these key product benefits, the client service team at Versaic is a big plus. We’ve worked with Versaic for 10 years and have developed a real partnership. They have deep history on our organization and giving program so they’re able to make recommendations for best practices based on work with hundreds of different companies. This is hugely valuable for us.”

EVAN JARASHOW
Regional Marketing Head, JetBlue

For more information about Versaic solutions, please contact us at info@versaic.com or 650-212-7264.
Success!

Key to successful implementation is explaining the program on your own website. Once the submitter has determined that they meet the qualifications, they link to us.

We take it from there with a design that can be as seamless as you’d like.
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The main view on the client side, the “Mailbox” where all proposals are listed.

1. Sort by any column
2. Search for any proposal in the system
3. Create and add labels for personal or shared use. Used to flag for later attention, special attention, review by another, committee approval, etc.
4. Choose which proposals to view or hide: all unread, approved, declined, or any combination.
5. Print or export to Excel for archive, sharing, or reporting

This is where individual proposals are viewed for detail and to take appropriate action.

1. Select tab to view details organized in customized fashion
2. Forward to another system mailbox for handling or by email to someone outside the system for review. Apply labels, or add a note to the proposal.
3. Approve or decline. Either action prompts with appropriate default language which may be optionally edited before sending
4. While templates may be customized for each client, each mailbox may optionally have customized questions added to their company’s templates.