

Experiencing a charity: Three things that matter

Service User / Beneficiary / Participant experience is made up of three things:

- Confidence = can do. It's something I feel, its centred on me. It's how I think future events will probably play out based on previous positive or negative experiences and perhaps equally important, what I hear about the charity, company or person in the media.
- Trust = wil do. It's centre moves from me to something or someone else such that I give them responsibility for the predictability of the outcome. My inclination (or otherwise) to trust is again based on previous experience, but I would suggest almost exclusively on my experience, not that of others.
- Satisfaction = has done. It's the outcome that proves if my confidence or trust was justified or misplaced. It's where all of my expectations (that can change from day to day) have been met and if they haven't for whatever reason, how well I've been looked after.

So, if there are clear and different definitions for each of the 'participant' experience components, we can then think about how we increase levels of confidence, how we create the appropriate branded material that will influence them so that they believe we can meet their expectations.

If trust is about 'will do' then we maybe think about about enhancing our delivery capability, our operational transparency, about how we reinforce to the participant we have done what they asked for.

And if satisfaction is about 'has done', then its a cause to celebrate with the people working for the charity (do we celebrate service delivery enough?), its a means by which we can share the positivity that's been created with the 'participant' and its a base from which we can safely, continually improve together. Of course it also impacts on the their confidence that we can and will look after them the next time a need arises.

By the way, did you know the Norwegians avoid all this - they just have one word for trust and confidence 'tillit'