



# UR for PARTNERS SOP CHECKLIST

## PRE-ATTRACTION

### Market Understanding and Research

- I have made a research and understood the characteristics of my university.
- I have conducted analysis on competitors and similar products.
- Customer interviews have been run to understand university needs better.
- Market segmentation and focus have been created based on product and SDGs/sub-products.

### Partners NPS

- I have analyzed the partners NPS data to identify the current state of customer loyalty and detraction.
- I have created an action plan to increase customer loyalty, NPS and Response Rate.
- I have established a routine to analyze and track NPS goals.

### Attraction Strategy

- I have established goals for my attraction strategy.
- I have established timeline for my attraction strategy.

### Education\*

- People responsible for UR in my LC have been determined.
- I created a Local Education Cycle for my area.
- I ensured that all people responsible for UR completed the Local Education Cycle.

## ATTRACTION

### Contact Generation

- Research has been done and prospects have been determined (contact person) to be approached.
- I have attended university events and collected contacts.
- I have approached current partners and collected contacts.

### Material Creation

- UR Portfolio has been customized based on my local reality.
- Proposal templates for visits have been created.

### Prospecting

- I have a system or a tool (URM) to track cold calling and cold emailing.

\*If you have another person responsible for UR in your structure.



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## CONSIDERATION

### Meeting

- I have a system or a tool (URM) to track scheduled meetings.
- I have customized the proposals based on stakeholder profile and needs.
- My LC follows a proposal template which ensures that the university understands the benefits of working with AIESEC and of my products and SDGs/sub-products.

### Follow Up

- I have established a 72 hours response time.

## PREPARATION

### Lead Contact

- I send monthly newsletters to university stakeholders.
- I send semesterly impact reports to university stakeholders.

## EXPERIENCE

### Customer Contact

- I have a system or tool (URM) to track that all partners are checked-up with regarding the experience after two weeks.

### Partnership Delivery

- My university is doing promotion of AIESEC in their official channels.
- My university is giving scholarships for students to go on exchange with AIESEC.
- My university is validating AIESEC exchanges as credits or internships within the studies plan.
- My university is providing spaces for AIESEC and facilitating the use of resources and materials.



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## SOP CHECKLIST

### POST - EXPERIENCE

#### Testimonial Collection

- Written, photo and video content from the EPs has been collected and stored/used as per consent and privacy policy clauses.

#### Closing Meeting

- I have a system or tool (URM) to track meetings for evaluation.

#### Activities Based on NPS

- All Promoters have been invited to AIESEC events, to refer the product to others and to write testimonials.
- All Detractors have been contacted and scheduled a meeting for Customer Escalation Management and an action plan from the meeting has been created.
- All Passive customers have been asked for feedback and an action plan has been created.

#### Customer Retention

- All partners are approached to conduct re-selling meeting or sell other AIESEC products (YSF, CSRs, etc.).