

THE FUTURE IS HERE! CEI IS COMING!

Girl Scouts is investing in shared tools and technology that will improve the volunteer and girl experience, it's called the **Customer Engagement Initiative or CEI** – and it's coming to Girl Scouts of Greater Los Angeles Summer 2017! From joining and getting oriented, to managing a troop and renewing membership—becoming a member and being a volunteer will be easier, more manageable, and more enjoyable.

[Click here](#) to view a video about how CEI, fueled by Salesforce, will help us reach more girls and build a stronger volunteer relationship.

WHAT IS CEI?

CEI focuses on aligning people, processes, and systems to more effectively ensure that recruitment and service functions are providing a quality, member-centric, and consistent experience. The initial launch is focused on the needs of K-5 troop leaders, parents and girls to start, but plans are already in the works to expand the reach to girls and adults participating in delivery models beyond the troop, and to middle and high school girls.

Three key technology tools that support the initiative:

Web Platform/Redesign: Consistently branded council websites that deliver a uniform brand experience to customers, as well as improved data security.

Volunteer Toolkit: A PC and mobile device friendly resource for volunteers that increases accessibility to the Girl Scout Leadership Experience, eases the process of joining, connects troop leaders and parents, and simplifies troop management.

Volunteer Systems: A best-in-class membership and case management database.



MORE INFORMATION

To effectively keep members and parents up-to-date on the progress of this project and how it affects volunteers, girls and staff we have a few ways we're approaching communication:

WHO: Staff and liaisons are working with Go Teams and key volunteers to share GSGLA's progress as well as solicit feedback and input from volunteers.

WHERE: Relevant material will be posted to this CEI Progress document, including links to various member communications as we move towards the implementation of the new system this summer.

HOW: Any questions not answered on this page should be directed to: customercare@girlscoutsla.org.