



CEI Vocabulary

Glossary

CEI: Customer Engagement Initiative—our new business model all about providing the quality, customer-centric Girl Scout experience we have always imagined.

Customer-Centric: An approach to doing business that focuses on providing a positive customer experience both when becoming a member as well as after becoming a member—putting the customers at the center of Girl Scouts of the Missouri Heartland.

Customer Experience: How customers perceive their every interaction with Girl Scouts and Girl Scouts of the Missouri Heartland.

Salesforce: Our new database system that collects all data on our members. This new database will allow for best-in-class customer service and experience. It will also be easier than ever for customers to manage their own membership and membership renewal.

Volunteer Opportunity Catalog: Online tool where girls, guardians, and volunteers can find opportunities to join a troop or volunteer with Girl Scouts.

Volunteer Toolkit (VTK): Volunteer Toolkit (or VTK) helps volunteers access the information and resources they need through their personal computers or mobile devices, and stay better connected to troop leaders and parents. It makes forming and maintaining a troop easier than ever before which means more time spent on girls and less on administrative tasks. Volunteers can plan a whole year of impactful activities to ensure their girls receive the best Girl Scout experience possible.

New Team Members

Girl Experience Manager: The Girl Experience Manager will oversee the Girl Experience team as they work to develop amazing opportunities for girls including council events, outdoor program, resident camp, travel, product program, and Girl Scouts highest awards.

Girl Experience Specialist: The Girl Experience Specialist plans, develops, and implements amazing opportunities for girl members. These team members will be your expert in council events, outdoor program, council-sponsored travel opportunities, product programs, and Girl Scouts highest awards.

Volunteer Engagement Manager: Responsible for providing leadership and management to the Volunteer

Engagement team as they work to support adult volunteers; is accountable for overall member satisfaction, as well as training opportunities, adult recognition, implementation of the Volunteer Toolkit, and expertise in the Girl Scout Leadership Experience.

Volunteer Engagement Specialist: The Volunteer Engagement Specialists serve as the primary support for troop and service unit volunteers. These team members oversee volunteer training and provide GSLE support making sure to meet the needs of members locally.

Customer Care Manager: The Customer Care Manager oversees the Customer Care team whose goal is to provide our customers with an exceptional experience.

Customer Care Coordinator: The Customer Care Coordinator is our expert in set-up and management of Salesforce.

Customer Care Assistant: The Customer Care Assistants are responsible for providing quality customer service and retail assistance to all customers of the council. These team members are the first point of contact for customer inquiries via telephone, email, or in person.

Retail Coordinator: The Retail Coordinators provide retail assistance and excellent customer care to all retail shop patrons.

Recruitment Manager: The Recruitment Manager is responsible for leading and guiding the recruitment team and for overall new membership growth.

Outside Recruiting Specialist: The Outside Recruiting Specialist is responsible for creating and implementing recruitment plans for participation in and awareness of Girl Scouting.

Inside Recruiting Specialist: The Inside Recruiting Specialist will provide guidance to parents/caregivers to find a troop or pathway appropriate to their daughter's interests, grade, and schedule, guiding all who are interested through the placement process to membership.

Volunteer Screening Coordinator: The Volunteer Screening Coordinator assists the recruitment team in the volunteer screening process, including handling background checks.

Registration Support Coordinator: The Registration Support Coordinator will manage the event database systems and process paper membership registrations into Salesforce.