GREATER AIKEN SCORE CHAPTER RANKED 3RD IN NATIONAL CLIENT ENGAGEMENT SURVEY

FOR IMMEDIATE RELEASE

April 24, 2019 …A yearly survey by the national headquarters of SCORE to a client base of more than 260,000 across the U.S.A., including more than 300 chapters of SCORE in the country, produced professionally tallied results that named the Aiken Chapter of SCORE, 3rd in the country for an important component of SCORE practices called Client Engagement for the chapter’s support to customers throughout the CSRA.

The survey was sent out October 29, 2018 to December 7, 2018 to active SCORE clients in the national organization’s extensive database. Survey results were tallied by the internationally recognized service firm of PriceWaterhouseCooper.

The Client Engagement Index assessed clients’ attitudes about SCORE’s practices by examining whether or not the clients (1) would recommend SCORE to friends or associates, (2) would return to SCORE if they needed further help or support, (3) believed SCORE was truly client-oriented, (4) felt SCORE is a name they can trust, and (5) believed SCORE is important to their success.

The Client Engagement Index for 2018 increased by 12% on an absolute basis over 2017. “Being named 3rd in the nation for Client Engagement is a real honor to the Aiken Chapter of SCORE,” said Gordon Magee of Greenville, SC and the District Director of South Carolina.

The ranking of 3rd out of more than 300 chapters of SCORE reflects the Aiken Chapter’s laser focus on quality of service and client experience, as well as the chapter’s well managed “relevance training” of the local SCORE volunteers who work with the clients day to day in ‘mentoring sessions.’ Keeping on top of best business practices, including new technologies, is a goal of the Aiken chapter. The ongoing education of the mentors is aimed at giving them knowledge and insights they, in turn, can pass on to their clients.

“Having empathy for the client is very critical,” said John Carman, former President of the Aiken Chapter. “People who relate to people and want to help,” he continued, “are fundamental qualities of our volunteers. We are business people helping business people.”

Workshops are also a highly important component of the Aiken Chapter’s service to clients and they received high scores, as well. For the one year period ending September 2018, Aiken SCORE held 45 workshops in the CSRA and tallied 839 attending. Since October 2018 to present, they hosted 41 workshops and 1,575 attended.

greateraiken.score.org
To request a meeting with a SCORE mentor and to view a list of SCORE’s upcoming workshops, please go to the chapter’s web site greateraiken.score.org. Currently, the Aiken chapter of SCORE has 52 dedicated volunteers, serving the CSRA. Nationally, 11,000 volunteers work for SCORE.

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• For over 50 years, SCORE has served as America’s premier source of free business mentoring and education. As a resource partner of the U.S. Small Business Administration (SBA), SCORE has helped more than 11 million entrepreneurs through mentoring, workshops and educational resources since 1964. For more information visit SCORE’s national website at www.SCORE.org

• The CSRA includes 18 counties. The Georgia counties within the CSRA are Burke, Columbia, Glascock, Hancock, Jefferson, Jenkins, Lincoln, McDuffie, Richmond, Taliaferro, Warren, Washington and Wilkes. The South Carolina counties within the CSRA are Aiken, Edgefield, Allendale, Barnwell and McCormick.

• At present the Greater Aiken Chapter has 52 volunteers and in 2018 helped start 65 new business and created 89 non-owner job.

For further information, contact:

Helen Naylor
SCORE mentor and press contact.
617-510-9524 or helen.naylor@scorevolunteer.org