

Smarty pants and donors choose case study example

[Business](#), [Company](#)



On a scale of one to ten, I would rate Smarty Pants at seven. And on the other hand I would rate Donor Choose at nine out of ten. Obtaining customers testimonials is a quite impressive technique that Smarty Pants. This is so because most companies do not care what their customers say. Their main and primary role is to maximize on profits. It is very human and humble to know that a company cares and listens to its customers. The challenge, however, is that no company will post a negative testimonial, and to be realistic, there may be more negative testimonials than positive one. Donors Choose approach of connecting the donor and recipient of the donation is very interesting. This, in my opinion, builds credibility and trust to donors to great extent. You as a donor will be very sure that your money is used for the right and intended purpose. That is what credibility and trust are all about. It does so in a very impressive manner. One is by ensuring that the promoter of the donation does not receive cash and two by ensuring that the recipient communicates with the donor. This is not only Godly but also but also a way of assuring the donor that their money has reached on its intended destination and is working on the intended purpose.

It is not wrong for a company to comment on its ethical standard on its website. What is wrong is to post or comment on something that it knows that it is wrong. Similarly, to say what is positive and burry what is negative. Companies commenting on their ethical standards will as a matter of fact on the eyes of the wise and experienced customers will kill and lower credibility and trust. Most people will expect customers to comment on its ethical standards and not the company itself. It is inappropriate to praise yourself let others praise you and the same principle applies to companies.

Work Cited

Russo, Michael V. *Companies on a Mission: Entrepreneurial Strategies for Growing Sustainably, Responsibly, and Profitably*. Stanford, Calif: Stanford Business Books, 2010. Internet resource.