

Customer Satisfaction

A CASE STUDY

Challenge

Ensure all customers receive the same great service, no matter which location they visit.

A large retail chain was worried that the value of their brand could be damaged by inconsistent service among store locations. Beyond basic customer satisfaction, they needed to identify the unique mix of service and delivery issues specific to each store.

Solution

Point-of-sale driven customer satisfaction tracking study.

With a mixed web/IVR methodology, we were able to collect 50 completed surveys per month per location. We also developed an intuitive online dashboard that gave each store a unique set of "Critical Service Areas" to focus on each month.

Importantly, customers had the ability to request contact to resolve any service issues. The store manager's follow-up of these requests were tracked to ensure that no customer contact request was overlooked.

Outcome

Both customer satisfaction and revenue improved.

- A clear link was identified between customer satisfaction and revenue.
- High performing locations were identified and became mentors.
- Low performing locations received specific and timely feedback to improve.
- Customers with service issues received timely calls to resolve their issues.
- The gap between the locations with the highest scores and those with the lowest scores was reduced.

It's not customer satisfaction that improves performance...

...It's very satisfied customers behaving differently.

- More return visits
- More recommendation to friends
- Greater depth of purchasing
- Fewer service issues to work through



For more information contact:

Kirk Baetens
Vice President
248.539.5253
kbaetens@morpace.com