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FORTUNE 1000 COMPANY IMPROVES SURVEY RESPONSES BY 19%

CASE STUDY: RETAILER SURVEY RESPONSE IMPROVEMENTS

CHALLENGE

This Fortune 1000 company was experiencing low response levels and did not have enough insight to effectively take action to improve the customer experience in its retail stores.

With their use of costly CATI surveys, they had low survey volumes and inconvenienced customers to provide feedback on lengthy questions by phone attributing to untimely responses.

Without a consistent stream of feedback, the company felt blind on where they needed to improve or how to benchmark performance from one store to another.

SOLUTION

This brand focused on improving their survey process and the way in which their questions were asked and deployed.

Working with Nielsen, the company used a test and learn approach to come up with an improved process based on best practices.

They switched to text based surveys for customer convenience, and refined their questions down to Nielsen's recommended 4 or 5. They introduced rotating questions and a open comment question to gain deeper insight without lengthening their survey where questions were based around retail drivers of satisfaction.

Additionally, the company introduced survey response quotas for each store in an effort to benchmark performance between stores.

RESULTS

The company reports a 19% average response rate for SMS surveys, and on average 37% of respondents will leave comments.

They now collect 20X more feedback from SMS than they did with CATI, at approximately half the costs.

Among other improvements, their retail channel CSAT has increased 20% since implementing their VoC Program with Nielsen.

For more information contact Frank Martinez
frank.martinez@nielsen.com

