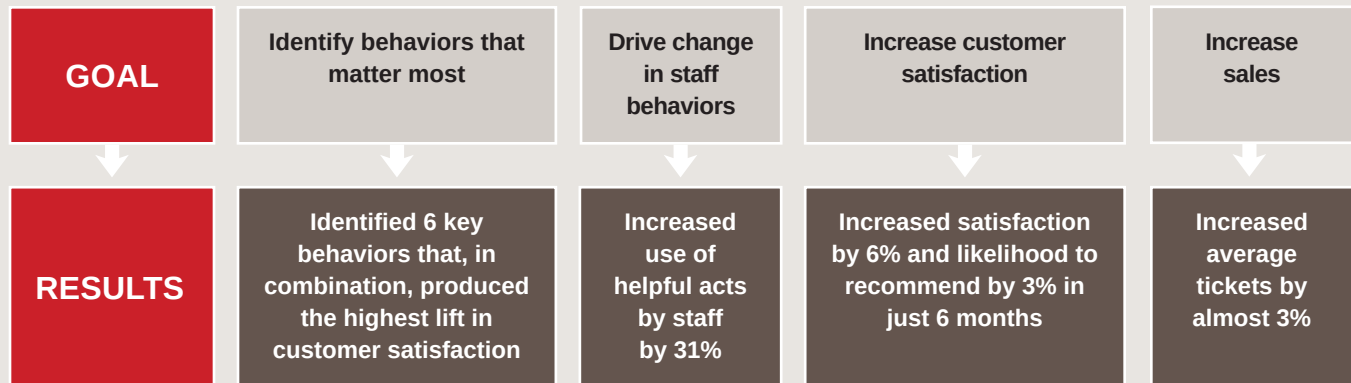


Home Improvement Retailer

Home improvement retailer retools mystery shopping program to nail the customer experience

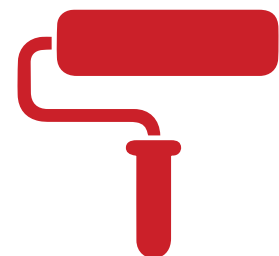
KEY RESULTS



DRIVING CHANGE IS NEVER EASY. ESPECIALLY WHEN IT'S ACROSS 30,000 employees and over 200 stores. But this is what this home improvement retailer faced when assessing the factors that would lead it to sustained growth.

With the rampant increase in showrooming—the practice of researching products in a store on a smartphone and then buying them online at a lower price—the retailer realized that price was no longer a feasible differentiator.

This prompted it to look at how it could turn customers into not just repeat customers, but also into advocates who would recommend the retailer to their family and friends.



To accomplish this, the retailer needed to place a greater emphasis on service to impress its current customers enough to drive referrals. Fortunately, it already had several key elements in place, including:

- Support from top management
- A solid training program
- Mystery shopping program
- Customer Satisfaction (CSAT) surveys
- Internal audits

One snag was that its mystery shopping results did not correlate with the CSAT survey findings, and the program lost credibility with store managers who felt the mystery shopping scores were not an accurate representation of service in their stores. As a result, managers were not using the mystery shopping data to address service issues. Market Force Information® was brought in to restart mystery shopping and connect the data streams.

SOLUTION

A first step to revamping the mystery shopping program was to survey the operations team and get input from store managers. They were asked to respond to questions such as: What are some of the things you like about mystery shopping? What would you like to see from it? This step was key to get buy-in from managers.

Another action was to align mystery shopping with an already robust training program, so that the feedback could inform training and lead to highly targeted service improvements.

Proactive communication was an important part of the new mystery shopping program rollout. The home improvement retailer held internal team briefings, pushed reports to the field every two weeks and implemented quarterly business reviews. These quarterly reviews were not just for executive management, but took the top-line results out to the field to help everyone in the organization understand the “why”, and how improving service makes a difference.

“

Analytics tie to key customer satisfaction drivers, and KnowledgeForce lets the retailer track both subjective feedback of the CSAT surveys as well as the objective feedback of mystery shopping and field assessments.

These quarterly reviews were not just for executive management, but took the top-line results out to the field to help everyone in the organization understand the “why” of the program, and how improving service makes a difference.



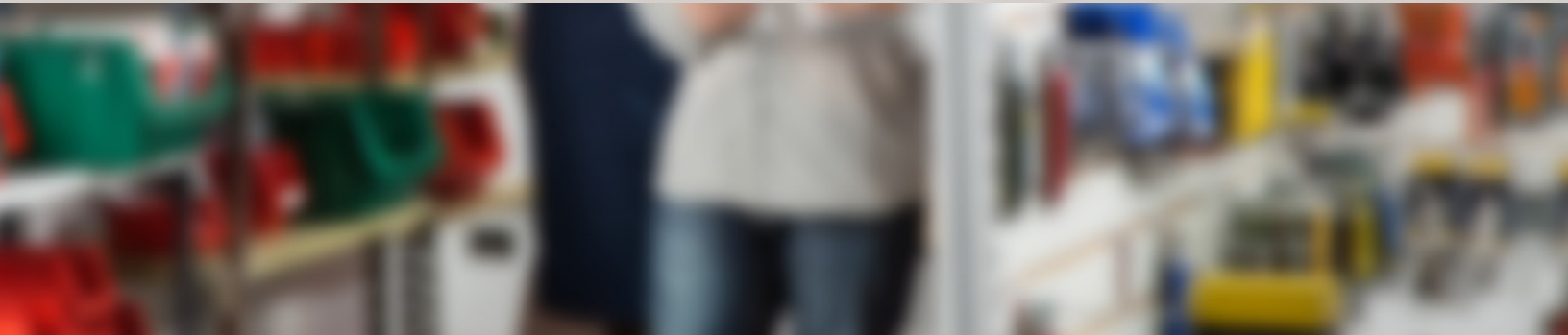
RESULTS

Today, the retailer has a real-time view into what is happening at the location level through KnowledgeForce®, Market Force's technology platform. Analytics map the key customer satisfaction drivers, and KnowledgeForce lets the retailer track both the subjective feedback from the CSAT surveys, as well as the objective feedback from mystery shopping and field assessments

Mystery shopping results are now overwhelmingly accepted by the retailer's individual locations, and store managers can drill down by time of day and department to pinpoint and correct issues. Training is also aligned with mystery shopping results.

The retailer is making good on the goal to be the leading customer service retailer, having realized some its largest year-over-year improvements in customer experience metrics.

“
We had the largest year-over year improvement in all key performance indicators in customer experience metrics.”



Thought Leadership

877.329.9621
more-info@marketforce.com

Visit www.marketforce.com for more great content.



Protect your brand's reputation. Delight customers. Make more money.