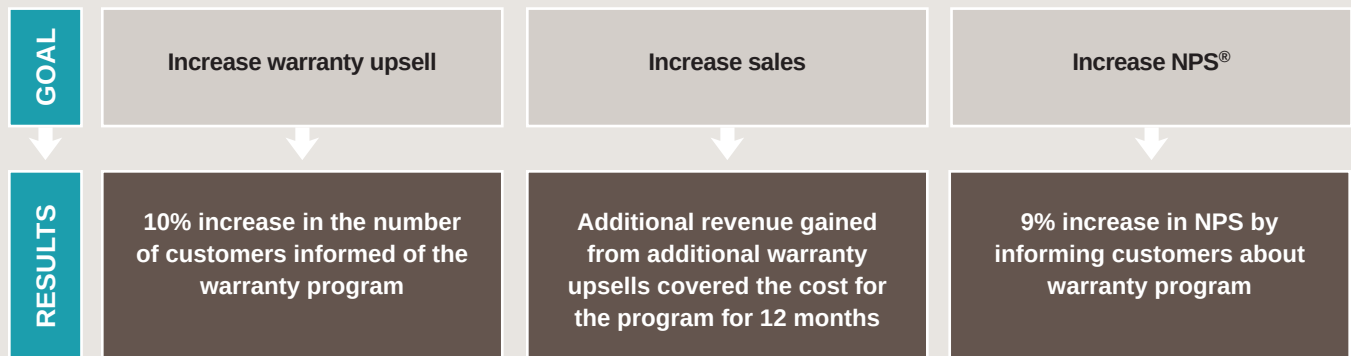


# Jeweler

Striving for sparkling performance

## KEY RESULTS



**J**EWELERS ARE SOME OF THE MOST CUSTOMER-CENTRIC RETAILERS in the business. Customers need service that is both knowledgeable and sensitive — they're buying something very personal. But few feel completely at ease when facing the myriad choices and costs.

### THE CHALLENGE

One of the UK's largest specialty jewelers knew this well. They wanted to make sure that every store was excelling at customer service, and one of the ways they did that was to collect feedback from their customers. They had been with their existing customer satisfaction survey supplier for over two years but found that they were just not getting the type of information they needed to improve their business. Changes took months to implement and there was no real insight gained from the program.



The jeweler turned to Market Force Information® to change their perceptions of customer experience programs and deliver the all-important insight of how to improve the customer experience and set themselves apart from their competition.

### THE GIFT OF SERVICE

Market Force worked closely with the jeweler to understand their business, program objectives and how success would be measured. Critical was analyzing the data to understand what mattered most to their customers across the jeweler's multiple brands, and devising a questionnaire to capture that data.

Equally important, Market Force recommended a new engagement campaign to boost consumer response rates and inform employees what to focus on.

Market Force was able to launch the first customer satisfaction survey in less than a month, ensuring that there was minimal drop in response rates between programs. The survey was also developed to render across multiple mobile platforms to ensure customers could provide their feedback while on the move, so even if in a hurry valuable customer feedback would not be lost.

### ROI IN TWO MONTHS

With locations consistently achieving scores exceeding 90%, the jeweler clearly delivered great service to their consumers. But there was a key insight that immediately came to light. Surveys showed that almost 1 in 5 customers were not informed of the jewelry warranty program during the sale. Warranties are valuable to the consumer, and to the brand as an additional revenue source. The jeweler used this finding to alter training programs for frontline teams, and within months, the warranty information rate jumped to almost 90%.

The added sales from the warranty promptly paid for the jeweler's new customer experience program within just 2 months. And the increase in warranty cover mentions contributed to an increase in NPS by 9%. With the Market Force solution, the jeweler's business has a new luster.

**1 in 5**  
customers were not informed of the jewelry warranty program during the sale.

Within months of altering training, warranty information rate jumped to almost **90%**



**Additional sales**



**Program paid for itself**



**NPS increased by 9%**



## Thought Leadership

**877.329.9621**  
more-info@marketforce.com

Visit [www.marketforce.com](http://www.marketforce.com) for more great content.



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