

Success Playbook™

How can each location optimise performance and maximise its opportunities to increase loyalty and financial performance?

success PLAYBOOK

Making customer satisfaction a priority is a great first step.

Why a Success Playbook?

Every location has opportunities to optimise its performance—whether to improve operational excellence, customer delight, or its financial performance. In order to perform at peak levels, each location needs to understand gaps in performance and how to solve those gaps. The Success Playbook action planning tool answers four important questions:

1. Where are my gaps in performance compared to expectations and corporate benchmarks?
2. What should my team be working on in order to close those gaps?
3. If I improve on specific behaviours and standards, what will be the outcome on customer loyalty or better financial performance?
4. How do I monitor and track progress on specific actions that I've committed to do?

MANY COMPANIES BELIEVE IN THE POWER OF CUSTOMER SATISFACTION. SATISFIED CUSTOMERS DO THE three things we care about most: they come back more often, spend more when they do, and tell their friends. But while measuring satisfaction levels through various feedback mechanisms is a critical start, it needs to lead to action. How can you take the results of a scorecard and empower operators and managers with the ability to drive change at the local level? The performance of every location affects your brand, and poorly operated locations can drag down the reputation of every location carrying your brand's flag.

SET GOALS, TAKE ACTION, SEE CHANGE

Market Force Information® has created the "Success Playbook" to fill this gap. The Success Playbook enables every location to set goals for operational excellence and customer experience, create action plans to solve for the gap, and measure progress against those goals. Taking action and being held accountable for incremental improvements is the last and most difficult step in our best practices. Data and reporting? This is just wasted money if locations don't improve.

Success Playbook: How can each location optimise performance and maximise its opportunities to increase loyalty and financial performance?

SOLUTION POINT OF VIEW

The Success Playbook has two major components. The first is driven by analytics, the second by technology.

ANALYTICS COMPONENT

Market Force utilises predictive analytics to identify the critical drivers of loyalty and financial Key Performance Indicators (KPI's). Predictive models can estimate how much KPI's will change when performance on critical drivers are improved. The analytics component of the Success Playbook has three deliverables over the course of a year:

The Success Playbook begins with benchmarking performance across your entire organisation on a specific KPI. This initial analysis focuses on three things:

1) Consistency.

How consistently or inconsistently do locations perform on the specific KPI? How consistent are locations in executing against brand standards? How consistent are locations in creating loyal customers? How consistent are locations in their same store comparable sales or conversion rates?

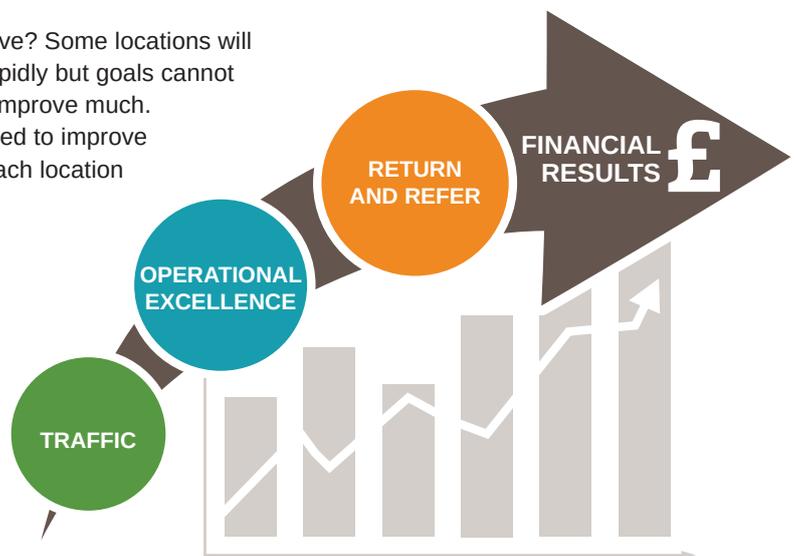
Each location then has a:

2) Gap to goal.

How much should any location be expected to improve? Some locations will be your bottom performers. They need to improve rapidly but goals cannot be unattainable. Top performers may not be able to improve much. Balancing how much each location should be expected to improve based on current performance is critical to helping each location incrementally improve.

3) Question level benchmarking.

In order to improve on a KPI, a location must understand what the behaviours and questions relate to that KPI. The Analytics and Insights team will create a predictive model showing which behaviours and questions move the needle on the KPI, and by how much. Every location can then determine which drivers need attention and begin creating actions for improvement.



TECHNOLOGY COMPONENT

The Success Playbook has been integrated into the KnowledgeForce® technology platform. This automated system allows managers and operators to create action plans and monitor progress over time. Key features include:

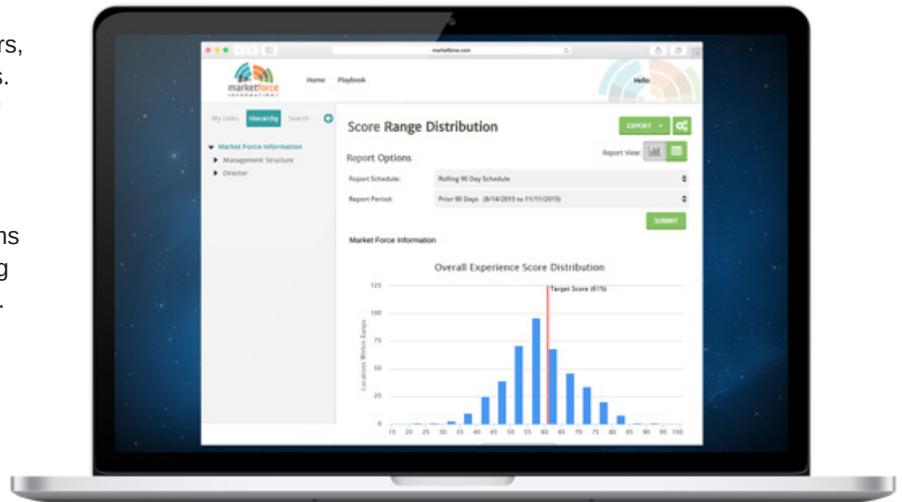
- Set corporate benchmarks for a KPI, (like top box satisfaction) for all locations
- Request and monitor action plans for each location based on current performance against the KPI, focussing on specific required improvements on the critical drivers
- Use the simulator to understand the impact of improving critical driver performance on the KPI—and set location level targets

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- Action planning tools that include your customised Success Playbook overview, text analytics, performance on specific questions, and links to corporate training sites
- Ability to set and manage action plans, including specific actions, due dates, progress, and actual change in location level behaviours over item.

Every location has constraints: The size and location of its physical site, nearby competitors, populations density, and other fixed attributes. Those constraints are reality. However, every operator has control of what happens within their four walls. Focussing on the driving the right behaviours with an eye toward small, incremental improvements, will motivate teams to win, driving consistent execution, delighting customers, and reaping the financial benefits.



Our Solutions



Strategic Advisory Services



Technology



Measurement Channels



Analytics & Insights



Market Research

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