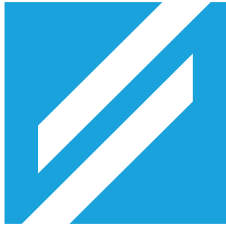




Mini case study

Leading beer retailer

Online customer satisfaction survey program drives survey response rates and cuts operating costs



COMPANY HIGHLIGHTS

The company is a privately owned chain of retail outlets selling beer and other malt beverages. The company sells direct to the general public online and via retail brick and mortar stores, and sells wholesale to over 30,000 licensed customers, including bars, restaurants, and hotels.

Key touchpoints in the buyer journey include retail (in-store), online, contact center, and delivery drivers.

LOCATIONS: 450+

EMPLOYEES: 7,000+

ANNUAL REVENUE: \$400M

IMPACT

- 10x increase in customer satisfaction survey responses
- Reduced operating costs
- Over 30,000 surveys distributed to wholesale customers
- Reduced number of survey questions by 60%, while following best practices and collecting critical customer data.

To learn more:
www.intouchinsight.com
info@intouchinsight.com
1-800-263-2980

CHALLENGE

Our customer, a leading provider of beer and malt beverages, needed a better way to collect and action customer feedback.

They were already collecting feedback through in-person surveys at their retail locations, but the results were underwhelming. It wasn't convenient for customers to complete surveys, they weren't offered any incentive to provide feedback, and overall participation rates were low.

Under the previous program, wholesale customers received phone calls requesting feedback. The data that the company received from those surveys gave them no way of knowing what actions they needed to take. Analyzing the data and coming up with action plans was challenging.

SOLUTION

Using Intouch Insight, the company began collecting customer feedback from both retail and wholesale customers via convenient online surveys. To further engage wholesale customers, their contact center started initiating outreach campaigns throughout the year, encouraging their over 30,000 licensed customers to provide feedback via the phone or online.

Retail customers are now incentivized to participate with the chance to win a gift card.

User friendly dashboards were developed, allowing the company to share results and trends with stakeholders across the organization in real-time.

RESULTS

Online customer satisfaction surveys across both retail and wholesale have become a critical part of the company's customer experience (CX) program. Overall costs have been reduced significantly since switching from in-person customer feedback collection, and the number of survey responses from retail customers have increased tenfold. The response rate from wholesale customers also increased soon after launching the new program.

Furthermore, the operations team is armed with both the data and insights they need to develop action plans based on the customer feedback they collect. Survey results are reviewed on a regular basis, and compared against internal company data to give a full 360-degree view of the factors impacting customer experience across the entire buyer journey.

Intouch empowers stakeholders to easily spot customer experience trends by looking at categories of questions or even individual survey responses in order to dig deeper into any customer issue. Results from individual locations or various districts are compared over time, giving a better understanding of how CX activities contribute to customer satisfaction scores.

With the support of the Intouch customer success team, the company also managed to successfully reduce the number of survey questions by 60%, while following best practices and collecting critical customer data.