

### Amplifying the Customer Voice

I worked with a large, US-based retailer struggling with customer satisfaction results. Their numbers were good, but they wanted to do better. Their goal was to become a customer-centric organization and make customer satisfaction not simply a priority, but part of their Business DNA.

After studying customer behaviors in stores, watching how associates interacted with them, and analyzing countless hours of camera footage, we developed a series of questions for the company. And the most impactful question was:

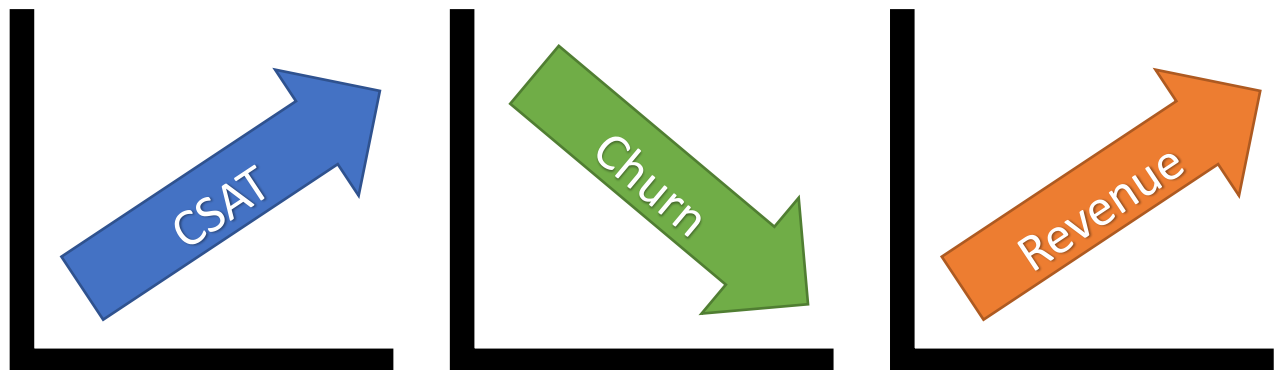
*“Do you know what your customers are saying about you?”*

And you know what? They didn’t know. Worse still, they weren’t actively trying to figure it out. So instead of implementing a super-complex plan with lots of moving parts, we had our management team do two things every day:

1. Read social media reviews of their location and respond as appropriate, and
2. Talk to ONE customer every day and ask, “how can we get better?”

Fast forward six months, and the average manager had professionally addressed more than 30 reviewers and had talked to more than 100 customers. And now, without question, they knew what customers were saying AND what they needed from the company.

The result? Customer satisfaction (CSAT) increased by 1,000 basis points, customer churn was reduced by 20%, and profit per store increased by more than 10%.



Why? Because they listened to the voice of the customer. And more importantly, they did something about it. You can make that happen at your company too -- simply need to ask the right people the right questions!