

CASE STUDY: Retail



COLLECTING DATA THE SPECSAVERS WAY

- Specsavers makes customer service top priority with CFS -

KEY HIGHLIGHTS

Challenge

Improving quality and efficiency of collecting customer feedback data. Increasing response rates to feedback

Solution

CFS customer feedback system operating on portable in-store hardware with automated back-office reporting

Results

- Greater in-depth customer feedback
- Timely Results allowing for quicker response in-store
- Improved levels of customer service
- **Increased numbers of customer feedback**
- **Additional in store management reports**

OVERVIEW:

Specsavers **were** keen to upgrade the manual system the company had in place for collecting customer feedback data to help improve the levels of customer service. The **optical group** wanted to **access** professional service **offered** to its customers and provide store directors with an intuitive solution that would deliver rapid results which could be fed directly into the daily running of their businesses.

SPECSAVERS:

Specsavers is a leading high street optician providing professional eyecare, glasses, contact lenses and **hearing services** throughout the UK, with **630** stores nationwide. The company also has stores in countries including Austria, Norway, Spain, Denmark **and more recently Australia.**

As with any major retailer, collecting customer feedback data is a top priority

for the company. Understanding its **customer's** views helps Specsavers to efficiently manage **spectacle** collections, customer appointments and the general service environment.

OPTING FOR THE RIGHT SOLUTION:

Specsavers has always used a manual system to collect customer feedback data. Each of the stores has traditionally managed this process **individually** in a different way, causing **additional and duplicated work loads across** the business.

As Specsavers stores are joint venture partnerships, where **each store is individually owned and operated by** the partners and store directors. The **group** needed a solution that could be easily implemented and work independently **across all stores.** The day-to-day running of the stores is **the responsibility of** the store directors,

and the decision to invest in new systems also lies with them.

Launching a new system to store directors is undertaken via a working party managed **through the store support centre**. The working party involves a number of stores taking part in a trial. **From this the leading partner forum** can gauge how effective the system may be in terms of marketing it to other stores.

WORKING WITH CFS:

CFS operates and implements end-to-end customer feedback systems that are deployed across retail organisations. The systems create targeted questions that can be tailored to suit a company's requirements.

Customers are requested to complete a service feedback questionnaire whilst in store through a unique, robust and simple touch-pad system. The keypad can be either fixed or portable giving store managers the flexibility to test different locations for the system in-store to optimise feedback response i.e. at the point of sale versus handed directly to the customer.

Specsavers saw the value in installing a more professional system for obtaining customer feedback as its traditional method was both labour intensive and inconsistent. The **group were** keen to track feedback data through the different parts of a customer's journey, for example from eye test to **frame selection and arranging a fitting appointment**. Realising that customers generally visit the store twice, the **group** appreciated that tracking this process was a necessity.

Working closely with Specsavers, CFS created a suite of questions that would provide the relevant customer feedback.

The company opted to install Customer Feedback Systems (CFS), and in April 2007 ran a trial, or working party, across 15 UK stores. The trial was deemed a success and to date over 200 stores in the UK have opted to implement the CFS system.

SYSTEM FEEDBACK:

The CFS system provides Specsavers store directors with in-depth and rapid customer feedback information; the type of data they need to help them **offer increased levels of customer service and satisfaction**.

As Susannah Hart, Communications **Manager** at Specsavers, commented: "The CFS system provides a unique management tool. All of the stores that have – so far – installed it have provided positive feedback. Within 24 hours of trading, store directors are given the results from the previous day, which means they can act immediately. **All stores would have feedback from an annual in-depth customer survey carried out on the telephone with results being available too stores up to 3 months after the customers actual visit, so far to late to act on an immediate improvements. The in-store paper survey, whilst giving immediate feedback, was very labour intensive and did not give the volume or detail of analysis that the CFS unit gives.** "One of the main areas that is considered is the **net promoter score**. This looks at the propensity for customers to return, their loyalty and whether they would recommend Specsavers to friends and family.

"CFS has been hugely supportive, continually looking to improve on the service and offer new ideas on how to get the best results."

Richard Pickering, Operations Director at CFS, added: "With this system the stores are also provided with weekly and monthly updates on their progress. Through CFS, Specsavers is obtaining more feedback than the company is used to. This system has replaced a manual service (which included phone calls) and now customers are given a voice whilst in store and the response has been positive.

"We look forward to continuing to support Specsavers, and helping the company to obtain the customer feedback that is so vital to the ongoing growth of the business."

MOVING FORWARD:

The focus on the second phase of roll out is ensuring all stores that

are currently using the system find the reports relevant and informative, in a drive to increase the number of stores using the

system to increase customer service levels across the group.

For further information, interviews and photography, please contact:

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