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## **FMCGe News Article**

**In The Time It Takes To  
Read This Headline, a  
Disgruntled Shopper  
Could *Tweet* Their Poor  
Customer Service  
Experience**

**Wednesday 27<sup>th</sup> May 2009**

## **In The Time It Takes To Read This Headline, a Disgruntled Shopper Could Tweet Their Poor Customer Service Experience**

We're more likely to let off steam about bad customer service to friends and family, than to talk about good customer service; and the rise of social networking sites and forums present an opportunity to tell the world and his dog about queues, out-of-stocks and unhelpful staff encountered anywhere and everywhere.

It is obviously important to meet shoppers' basic expectations for customer service levels, and to resolve issues quickly; but how do you evaluate which elements of customer service are highest on your shoppers' wish lists? Should you concentrate on distribution and replenishment or making sure your staff know your product ranges inside out? Is a logical store layout more important than keen prices?

Shoppers can report and rate their shopping experience in response to a satisfaction questionnaire, but they will often playback what your marketing tells them, "I shop here because the prices are the lowest on the high street". A little applied analysis of the data from customer satisfaction surveys can reveal those aspects that are truly driving satisfaction; allowing you to use your survey data not only to track and evaluate past performance, but also to look forward and consider which causal facets will improve customer satisfaction (and thereby hopefully loyalty and spend).

Correlation analysis will identify those aspects of the shopping experience that are driving overall satisfaction. The Oxford Research Agency uses linear regression and full conjoint analysis to help establish key drivers of satisfaction that translate into Key Performance Indicators. You can then assess KPIs for sectors of your customer profile... Does your target audience think you have enough on-trend items for the season? Do first-time customers rate your store as 'easily navigable' as your die-hard loyalists? Target benchmarks can be set and budget allocated.

Benchmark data can be used to galvanise staff (and highlight areas of staff training that need attention). A further benefit of establishing KPIs is in tracking regional performance; area managers' progress can be easily reviewed and rewarded.

We know customer satisfaction is a crucial element of success, the difficulty is in eliminating issues for your detractors to grumble about (or at least be seen to address their complaints) and ideally 'go the extra mile' to delight and give your promoters something to shout about! Here's another Twitter update from *yesterday* "*Marvelling at the great customer service of Cameratiks in Morningside. Camera needed screws. Can I get some? Bosh, fixed, two quid. Lovely*".

If you would like to find out more about how The Oxford Research Agency can evaluate what your customers think about your brand or store (and find out what really drives their satisfaction), please speak to our retail and shopper insight team (contact Steve King, [steve.king@tora.co.uk](mailto:steve.king@tora.co.uk) or Noreen Kinsey, [noreen.kinsey@tora.co.uk](mailto:noreen.kinsey@tora.co.uk) or call 01865 728272).