

INDUSTRY BRIEF

RETAIL



Customer Experience initiatives make a

\$572 million

impact on retailers annually in reduced churn and additional revenue.*

Is your CX making the grade?
Clarabridge can help.

* http://resources.moxiesoft.com/rs/moxiesoft/images/Business_Impact_Of_CX_2014.pdf

Key Moments of Truth

Retail customers expect a high-quality customer experience whether they are shopping in stores or online.



Product offering. Do your customers like your products? How do they feel about the quality, quantity, price, and availability of the things you sell?



Store operations. Are your retail locations clean, welcoming, and well-organized? Are your employees helpful and respectful?



Online shopping. Is your website easy to use? Do online shoppers feel secure using your site? Is it easy to track shipments and review purchase history?



Brand awareness. How do your customers feel about your brand? Do your advertisements, sponsorships, and social media activities reflect your brand in a consistent, positive way?



CLARABRIDGE FOR RETAIL

Clarabridge understands that retail customers provide feedback in many ways. That's why we provide omni-source analysis that captures what people are saying in emails, through your call center, on social media, and in online reviews. We pair that data with customer survey results, product reviews, and other internal data sources to provide a full view of exactly what customers like, dislike, want, and need from your brand.

Clarabridge enables retailers to:

- Give corporate headquarters an overview of what is happening at your stores, while also providing individual store and department managers with specific feedback to act upon.
- Measure customer reaction to the user interface and the fulfillment process to make online shopping a seamless experience.
- Identify self-service opportunities (like FAQs) to avoid customer service and support calls.
- Track the effectiveness of campaigns, promotions, and discounts.
- Engage with customers through social media in near real-time in order to resolve issues and build loyal, vibrant communities.
- Build and implement point-of-sale and after-sale satisfaction surveys to collect specific feedback.

Case Study: Selling Retailers on CX

An international home improvement retailer used Clarabridge to expand its Customer Experience Management initiative. Initially, the program wasn't embraced by store employees, who didn't believe that customer feedback would be acted upon.

Using Clarabridge, they now analyze surveys to understand the in-store experience across five regions. Clarabridge allows them to understand what improves store performance, and to use these insights as best practices across all stores. Employees engage more meaningfully with customers, and ensure that feedback is acted on.

- New surveys are shorter, more relevant, and open-ended to encourage responses.
- Customer surveys are uploaded into Clarabridge every 20 minutes for near real-time feedback.
- Over 350 stores receive feedback alerts so store managers can fix problems immediately.
- The whole organization now relies on customer experience insights.

Case Study: Speeding Up Social

U.S.-based appliance retailer hhgregg was using an external agency to manage the brand's social. As social conversations grew, the process became inefficient and caused negative customer experience.

Using Clarabridge for social customer care has revolutionized hhgregg's online customer service.

- The social customer care team has improved internal processes.
- With Clarabridge, they now track, flag, route, and respond to customer comments, which has improved customer loyalty.
- Having a central social hub supporting revamped processes has improved hhgregg's average response time by 250%.

Clarabridge's customer experience management solution helps hundreds of the world's leading brands put customer feedback to work. Our SaaS solution is the most comprehensive offering for omni-source listening, accurate customer and text analytics, and real-time, guided action. The result: better customer experiences. For more information, visit www.clarabridge.com.



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