



Dorel Juvenile Channels the Voice of the Customer, Drives Tangible ROI

CHALLENGE:

Deliver five-star product experiences

Dorel Juvenile, a segment of Dorel Industries, Inc. and the world's leading juvenile products company, was shifting from a product-oriented organization to a consumer-oriented one and wanted deeper consumer insights to deliver five-star product experiences.

Like other consumer goods companies, Dorel Juvenile leveraged various resources for consumer insights; but, they found that:

- The number of product reviews were increasing rapidly.
- Most of the data did not include competitive information.
- Each brand had different competitors, so segmenting the data they did have was becoming increasingly difficult.
- Benchmarking was dependent solely on industry experience and “best sellers” on retailers' shelves.
- Data was stored in multiple locations, and updating it was labor intensive, inconsistent, and ineffective.

SOLUTION:

Use the Voice of the Customer throughout the company

Among other consumer-centric initiatives, the leadership team invested in technology platforms, including Clarabridge. Dorel Juvenile now captures and analyzes feedback on their products – and their competitors' products – from contact center calls, chats, and emails, online feedback, ratings and reviews, surveys, social media, and ad hoc data – **1 million+ data points and counting** – and insights are stored in a single location, accessible to all stakeholders via dashboards.





CASE STUDY: DOREL JUVENILE

RESULTS:**Resulting insights have driven product innovation, data-driven decisions, improved customer sentiment, and tangible ROI**

Dorel Juvenile is now able to efficiently analyze and act on the voice of their consumers across all touchpoints. The deeper insights have:

Inspired product innovation:

Clarabridge helps identify features that consumers like, that should be retained, and pain points that need to be addressed.

Powered data-driven decision making:

There had been enough new features added to a multi-million-dollar product line with a 12-year legacy to justify a re-naming, but Dorel Juvenile thought sentiment for the product line was too positive to risk a change. However, Clarabridge data showed that consumers rated the product very low. The newly repositioned product line has since broken every sales record at Dorel Juvenile.

Improved consumer sentiment:

Dorel Juvenile has reduced customer complaints, and their NPS scores are consistently high compared to industry benchmarks.

Produced tangible ROI:

- Consumer insights aid selling in new products and influenced a new approach with Amazon.com that resulted in an over 75% year-over-year sales increase.
- Changes implemented to address negative sentiment in one of their categories reduced the return rate 18%.
- Addressing a packaging issue they wouldn't have known about otherwise resulted in a 10% reduction in product damage.

And this is only the beginning. Dorel Industries spans more than 25 brands, so consumers across the board are in for a real treat throughout their kids' life journeys.

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rates, and a >75%
YOY sales
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Amazon.**