



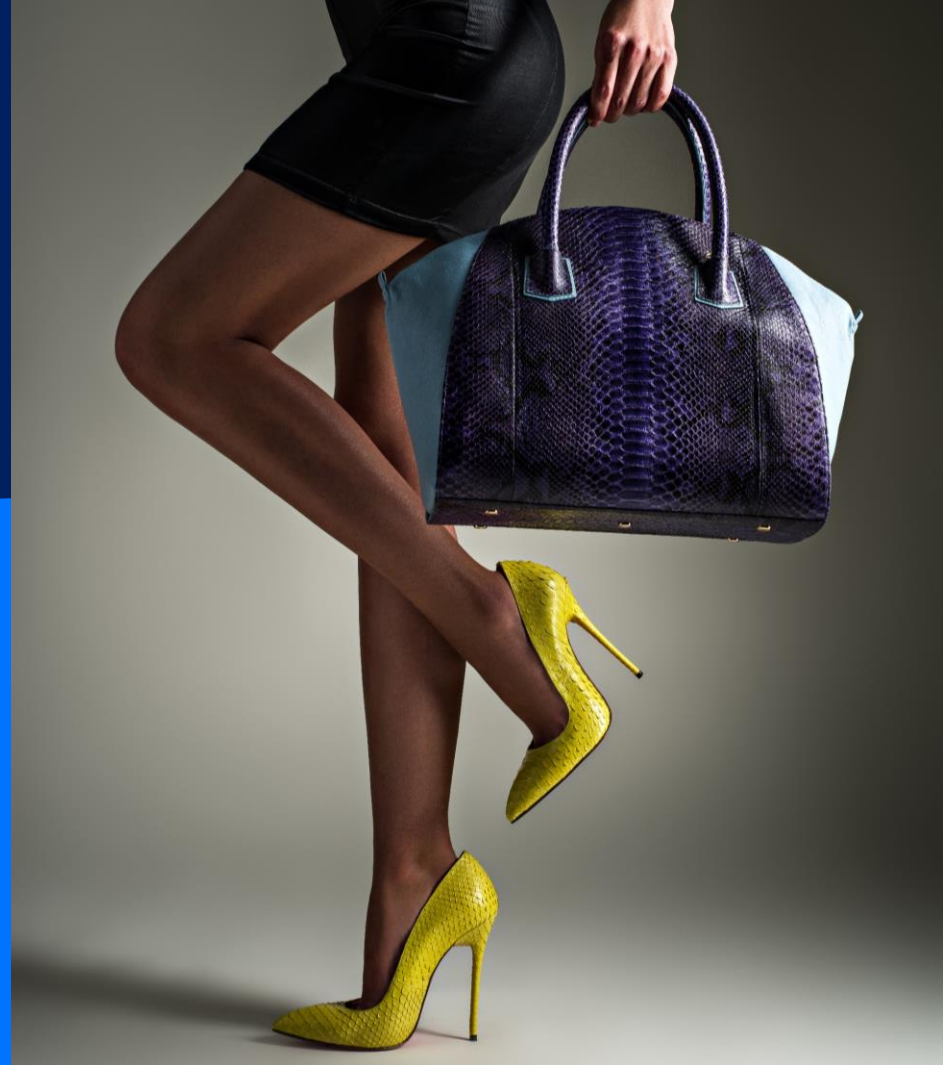
Feedback Management

How to involve more than 1,000 shops in the Customer Experience ?

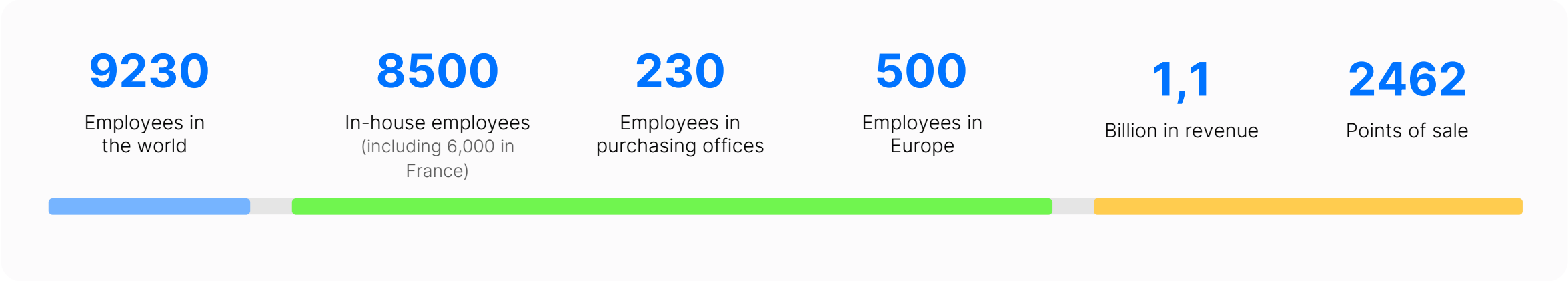
CASE STUDY – GROUPE BEAUMANOIR



GROUPE
BEAUMANOIR



Key figures



Briac LE DUR
Data & CRM Manager
Groupe Beaumanoir

Business activities

CACHE CACHE.

BRÉAL

BONOBOS

MORGAN
MORGANDETOT.COM

Vib's LA HALLE
Chaussures et Vêtements



Specialist in multi-
customer and cross -
channel order processing

Omnichannel business operator

DATA and Customer Relationship
Management (CRM) division

IT Engineering division (DSI)

Creative Factory

1 Distribution

2 Logistics

3 Korben

A customer - centric approach

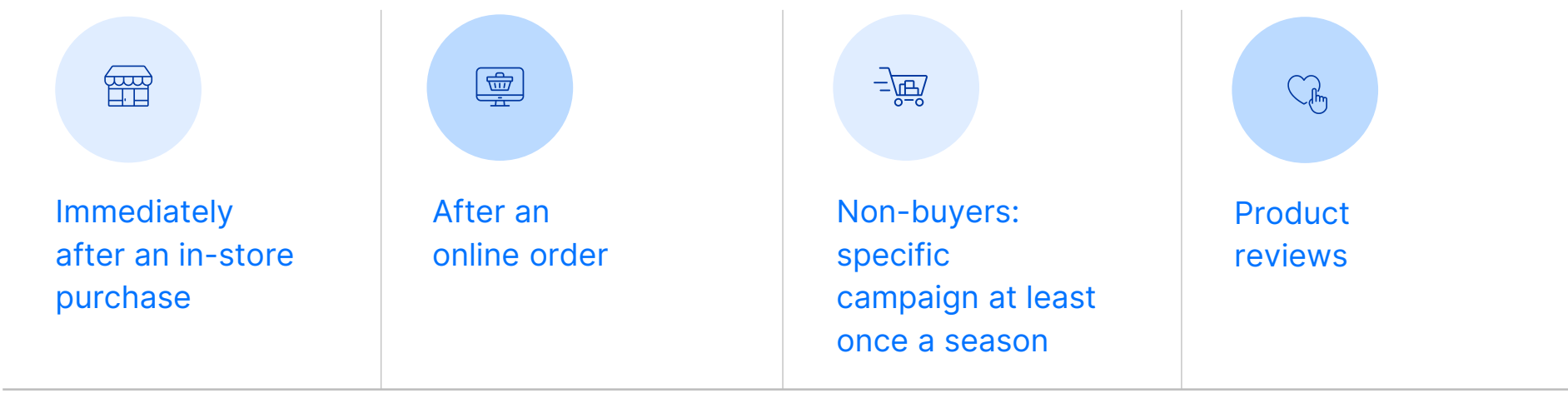


In 2012, we implemented our "Happy Customer" programme. It is currently deployed in France, Spain, Portugal, Switzerland, Belgium and Luxembourg.

“ It is essential to shift the focus back to the customer and to carefully monitor customer satisfaction indicators and customer verbatims at a local level. “



The customer journeys to monitor



Each brand has its own specificities. For example, there is a higher response rate for senior brands. Beyond age, brand engagement and involved customers also impacts the response rate.

“ Our current response rate ranges between 5-6% and 15-20%, and we are very satisfied. ”



Customer satisfaction as a business management tool



Olivier Detouche

Operations Manager, Vib's stores

" We have enough data on a store-by-store and global basis, to be able to draw up major action plans."



CASE STUDY – GROUPE BEAUMANOIR

Customer satisfaction as a business management tool



To read Olivier Detouche's testimonial, Operations Manager of Vib's stores, [click here](#)

[Watch the video](#)



Employee satisfaction



- Measuring shop and employee satisfaction with the Group's strategy
- Internal surveys to engage employees
- Survey following a plenary session : employee satisfaction + issues they would like to see addressed

« Customer satisfaction is essential, but employee satisfaction is just as important for a successful group strategy. We found the solution so useful for analysing verbatim reports, that we use it for internal employee events too! »



Verbatim & data



« The Mediatech-cx platform allows us to analyse weak signals, by combining verbatims with business data. For example, you can zoom on customer verbatims with the keyword "skirt", but who didn't buy a skirt... What were these customers looking for and why didn't they find it in-store?

We can **generate reports independently, based on scores, shops or regions.** »

Unique feature : for which shops do customers mention a "warm welcome"? For our locally targeted action plans, we can determine exactly which shop customers are referring to.



Harnessing data in CRM



“The solution is open, all NPS shop scores are fed into our data environment. This allows us to cross-reference this data with purchases, tickets, and other digital browsing behaviour.”

The Beaumanoir Group has created predictive models to predict each customer’s buying behaviour over a 2 or 3 month period, and to score their likeliness to buy from each of the Group’s brands.

This data also enables us to **exclude customers** who report a very negative experience from campaigns, and to **identify negative NPS**, so as to use a different method to **encourage customers** to return to the shop (in particular by asking customer services to contact customers directly).



Generating in-store traffic with Google reviews



There were 100 million searches for the Group's Google listings over a 12 month period.

We have implemented a system to improve our Google reviews via satisfaction surveys :

1. Customer satisfaction survey is sent
2. The customer gives a good score
3. The customer is encouraged to share this score on the Google page



Making data accessible for the whole company



Data is used at all levels of the company : product, marketing (database management), sales and development (in-store journeys), etc.

« But also by management! Satisfaction indicators provide crucial information: how good are my fundamentals ? »

With the Skeepers platform, you can make **custom dashboards available 24/7**, for shops, regional managers and head office.

Automatic reports, that present scores and a few verbatim at a glance, are automatically sent by email to employees, to keep track of customer satisfactions at all times, at a frequency that can be defined.



Solution

E-letters

Each manager can access their network indicators and customer indicators on their phone, thanks to BI tools: a comprehensive dashboard with sales and customer performance.

The provides a granularity that enables regional managers to compare their shops and scores with other regions. Each shop can also see where they stand within a region / network.



Solution

« But data is not just about dealing with irritants! It's important to acknowledge when employees do a great job! When a customer gives a score of 9 or 10, we send that score and verbatim to the employees by email to congratulate them. »



Results : Lessons learned, r.O.I.

“ Our brands are achieving NPS scores between 60 and 70: we’ve implemented an approach that works ! ”

We first applied this approach to shops, but today it spans across all departments (marketing, products, etc.)

Our results continue to rise each year

During the health crisis, we focused on our web NPS as e-commerce revenues accelerated, by working on irritants



Examples of actions plans



The last 12 months have taught us to further optimise our e-commerce customer experience and to **promote omnichannel journeys**.

But in order to achieve this, it's important to break silos: customer data reveals **any issues** at all company levels.

This is key: you can implement any strategy, but if your fundamentals aren't solid, if customers are not satisfied, your new experiences won't work.



Examples of actions plans



On products :

By analysing customer verbatims, we noticed that our collections were missing certain products that our customers wanted.

On processes :

Improved order tracking and identification of online logistics problems: anticipating issues at every stage to readjust is increasingly strategic.



The benefits of the Sleepers approach

- A platform that adapts to changes in the network
- A tool that allows to measure and ensure basic business activities
- An easily accessible solution, mastered by employees, adopted by head office and in the field
- A simple tool that provides support and expertise



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