

 Feedback Management

How Maisons du Monde measures and strengthens its customer satisfaction using targeted surveys?

CASE STUDY – MAISONS DU MONDE



MAISONS
DU MONDE



Client



Founded just over twenty years ago, **Maisons du Monde** has **become a reference** within the European decoration and furniture market, and is **a market leader when it comes to original and affordable interior design.**

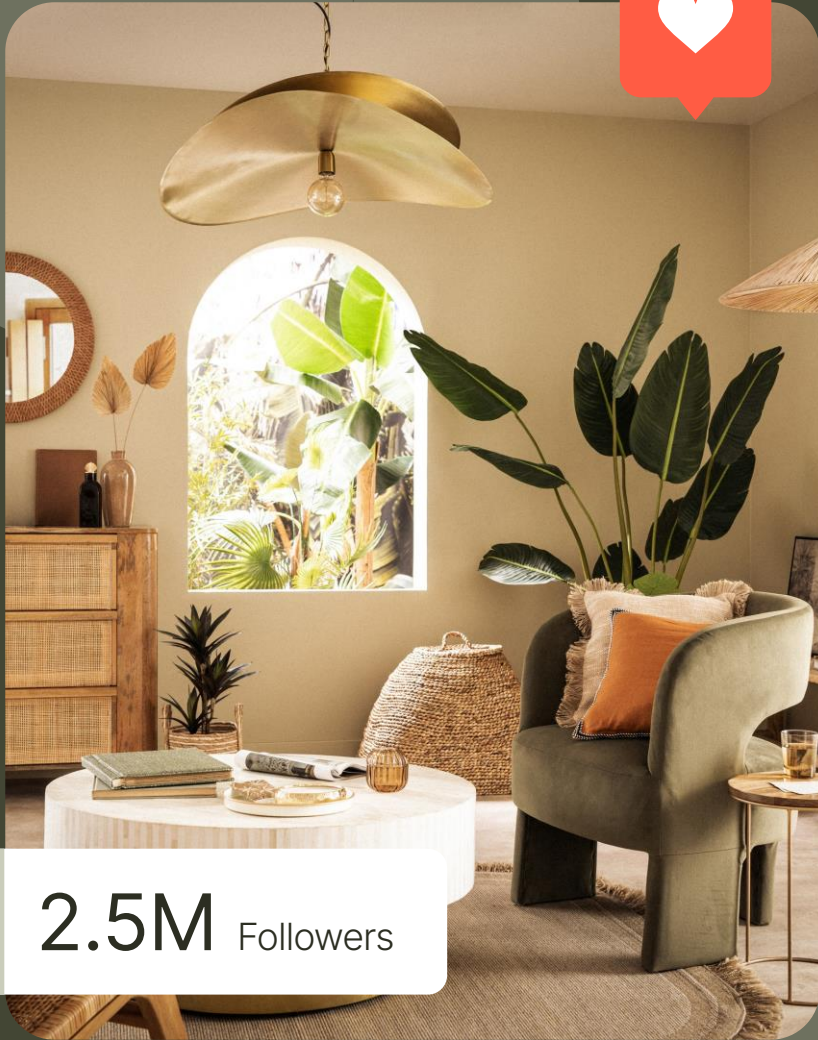
Maisons du Monde brings together decorative items and furniture to suit all lifestyles, all tastes and all budgets.

In 2016, Maisons du Monde recorded a 26.1% growth in sales, totaling €882 Million. Maisons du Monde's e-commerce platform accounted for 19% of the Group's sales in 2016.

Maisons du Monde has made customer satisfaction one of its major challenges through personalization. Ready to discover the solutions we have implemented?

To measure its customers' satisfaction in real time, and at the key moments of their buying journey, **the company decided to implement a dynamic and effective solution with Skeepers, which they named "Voice of customer"** by sending satisfaction surveys by email after each different stage of the customer journey.





2.5M Followers



INDUSTRY
Retail



WEBSITE
www.maisonsdumonde.com



SKEEPERS CLIENT SINCE
2021



PRODUCT
Feedback Management



Challenges



Collect new qualified data in omnichannel and enrich internal tools

- Collect a large volume of qualified data to develop customer knowledge
- Harness the large volume of omnichannel customer data collected



Challenges



Management of the customer experience with decision-making Dashboards

- Implement Inner Loop strategies
- Obtain operational NPS scores



Solutions

Data collection strategy

Maisons du Monde is collecting the maximum possible amount of customer feedback thanks to tailormade surveys. The campaigns contain short, specific questions to enable participants to respond quickly, and an open question to let them express themselves freely – **the quality of the responses is thus vastly improved**. The surveys are deployed at key moments and are accessible on mobile, tablet or PC.



The screenshot shows a survey interface for Maisons du Monde. At the top right is the logo "MAISONS DU MONDE". The main text asks: "Suite à votre récente livraison en magasin, recommanderiez-vous Maisons du Monde à un proche ?". Below this is a horizontal row of 11 buttons labeled 0 through 10. Under the 0 button is the text "Pas du tout" and under the 10 button is "Tout à fait". At the bottom right is a blue button with a right arrow and the text "Suivant".



Solutions

Voice of customer : a cost-effective collection

The group harnesses accurate data and can implement new actions to continuously strengthen its customers' satisfaction. The qualified and contextual data enables it to better manage its service providers – delivery companies, suppliers and other stakeholders.



**MAISONS
DU MONDE**

Suite à votre récente livraison en magasin, recommanderiez-vous Maisons du Monde à un proche ?

0	1	2	3	4	5	6	7	8	9	10
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Pas du tout *Tout à fait*

[...> Suivant](#)



Solutions



Contextual data for each response

The head of customer relationship uses the Skeepers attributes to **attach contextual data to each response that then feeds all the customer relationship management tools.**

Specific attributes from the surveys correspond to each collection channel: the shop visited, the number and value of the purchase for the in-store post-purchase ; or the pick-up date, the order number and the delivery depot for click & collect.

Finally, the name of the delivery company and the delivery date for home delivery.



Solutions



Inner Loop strategies to enrich the customer experience

Each brand team has **real-time access to its own customer experience measurement indicators** – in-store to motivate the shops' operational teams, or for senior management to guide the group's strategy.

Employees thus react at the appropriate level according to what the indicators say, **to deliver an optimal customer experience.**

Maisons du Monde therefore has an additional tool to increase its customers' loyalty.



Results

- High participation rates amongst the customers invited to respond to the survey (response rate).
- Management of the customer experience via decisionmaking Dashboards, based on contextual indicators defined by the Customer Relations team, and used across the board.
- Automatic enrichment of internal tools with new qualified data.
- Growth in the number of promoters following their in-store experience.

40%

Ecommerce sales

+36%

Group growth

+61%

Online order



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