

↔ Feedback Management

A winning customer knowledge strategy for a range of products and services aligned with customer expectations

CASE STUDY - NORAUTO

 Skeepers

Norauto



Client



European leader in automotive maintenance and equipment, Norauto has been helping drivers for almost 50 years. The brand's omni-channel development is supported by a network of nearly 656 car centres around the world (9 countries), including 408 in France. Labelled "Top Employer France", Norauto has 6,500 employees in France and nearly 11,200 worldwide.

Through its desire to continuously improve its customer experience, Norauto has called upon Skeepers Feedback Management. Ready to discover the solutions implemented?





WEBSITE

www.norauto.fr



INDUSTRY

Retail



PRODUCTS

Feedback Management



SKEEPERS CLIENT SINCE

2021

Norauto has established itself as a creator of innovative, accessible and connected solutions to facilitate access and delight in smoother, safer and more enthusiastic mobility.

To ensure a good experience for its customers and their satisfaction through innovative solutions, Norauto called on Sleepers CX in 2017.



Challenges



Provide an offer that corresponds to the expectations and needs of customers

- Evaluate product quality after an online or in-store purchase
- Continuous improvement process



Challenges

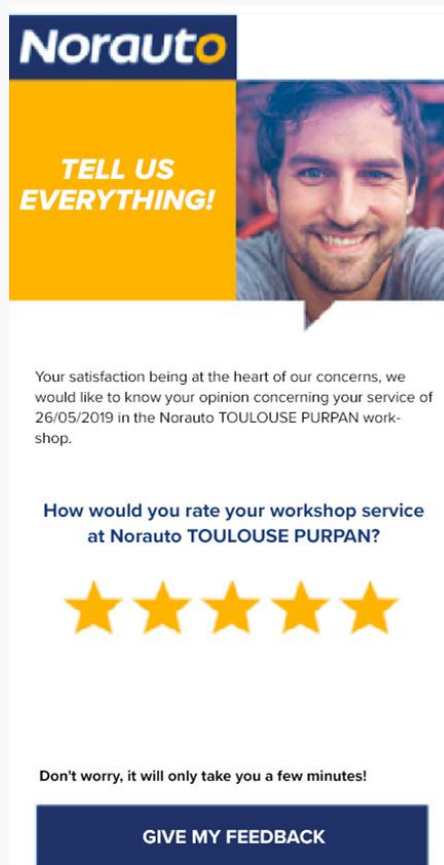


Build client loyalty through local themed events and measure Norauto's reputation

- Create sign-up campaigns for private events
- Measure participant satisfaction after the event



Solution



The image shows a screenshot of a feedback survey email from Norauto. At the top, the Norauto logo is on the left, and a smiling man's face is on the right. Below the logo, a yellow box contains the text "TELL US EVERYTHING!". The main body of the email is white and contains the following text: "Your satisfaction being at the heart of our concerns, we would like to know your opinion concerning your service of 26/05/2019 in the Norauto TOULOUSE PURPAN workshop." Below this is the question "How would you rate your workshop service at Norauto TOULOUSE PURPAN?" followed by five yellow stars. At the bottom, it says "Don't worry, it will only take you a few minutes!" and a blue button with the text "GIVE MY FEEDBACK".

Types of campaigns deployed

In order to keep a close eye on your satisfaction and limit unpleasant surprises, Norauto's teams have decided to set up various campaigns:

Product studies: commissioned by product managers or the marketing department, these one-off surveys are distributed by email after a purchase online or in a car centre.

Customer knowledge surveys: to measure satisfaction and understand purchasing habits (preferred times, etc.) and the link with the brand (value sharing on sustainable development, etc.).

Registration campaigns for private events in Norauto centres ("auto malin" course, opening of new centres...). Satisfaction is measured with questionnaires after these events..



Next steps



The next three steps

to continue to imagine and deploy an effective and efficient system are the following:

1. Dissemination of surveys on the website to reach prospects and understand the reasons for cart abandonment (price, slots available for the prestation).
2. Translation of existing campaigns for international deployment
3. Enrich Adobe Campaign with the responses collected to better segment the database (age groups, persona marketing, etc.) and offer highly personalised customer communications.

3 steps to continuously improve the customer experience

Results

34 000

Customer feedback

34 000 customer feedback collected in early 2020

- The offer is redesigned thanks to customer feedback (packaging, design, use, etc.): surveys have helped identify gaps in product communication, and to better understand purchasing behaviour (selection criteria, product use, etc.).
- The merchandising policy is optimised thanks to surveys on the customer experience in store. This way, Norauto focuses the activity of the staff on essential elements: a consequent saving of time and an increased efficiency of the teams.
- Collaborators are also solicited: Sleepers CX is used to collect the opinions of the 6500 Norauto employees!



THE UGC SOLUTION SUITE

Get real about feedback

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