



Improving people to create a better customer experience.

An international retailer with over 2000 locations internationally had a goal of developing a measurable increase in their overall customer service and further developing their personnel, but they were unsure as to what metrics to evaluate on an enterprise-wide scale.

Knowing that they needed a third party to evaluate their performance, they brought in Reality Based Group™ (RBG) and their suite of training tools and platforms that help companies evaluate customer service metrics and then implement management training to increase the overall performance.

Implementing a Process

RBG knew that they had to develop a process that was going to establish a baseline metric to determine where the opportunities for improvement were. To accomplish this goal, they developed a mystery shopper survey and sent hundreds of operatives around the world to visit the stores, buy something with a reimbursed per diem, and grade their experience on a predetermined scorecard.

RBG developed the survey in conjunction with the retailer so that every question was designed to promote actionable and trainable data points. The retailer also had the option of weighting certain sections heavier based on specific metric values.

And the Survey Says...

After an initial six-month evaluation of all the stores, the survey results uncovered multiple issues such as:

- The employees weren't greeting the customers within 30 seconds 58% of the time.
- Cashiers weren't explaining the warranty 61% of the time; of particular importance to the retailer.
- Cashiers weren't checking ID for credit card purchases 49% of the time.

The Management Action Plan

Six months after implementing the uniform training tools provided by RBG the customer reported a marked increase in their overall customer service, with application of measured behaviors increasing 50% and a baseline increase from 60 to a top grade of 90. That wasn't the only win for the retailer. They noticed an immediate financial return on investment because the mystery shoppers on average spent 50 percent more than their reimbursed amounts in the stores, providing an instant increase to the bottom line. The client also reported higher revenue and according to their CEO RBG is 'putting money in our bank'.

SAFETY INSPECTIONS

As a side program, RBG was able to save the retailer even more money by taking over their safety inspections across all locations. Not only did this give them a discount on insurance, but servicing those safety audits locations requires a substantial investment in resources that the company would no longer have to spend. In addition, because RBG provides a third-party audit, they can aggregate the data across locations to look at trends that the retailer wouldn't be able to spot with their own resources, i.e. if all the first aid kits are missing components, it could be a problem with the vendor and corrective action may be necessary.



8701 N. Mopac Expressway
Suite 310, Austin, TX. 78759
877.990.3456
realitybasedgroup.com