

Case Study

Goodwill Organization Increases Profit by 8% While Using Video Mystery Shopping Solutions

Goodwill Industries of Central Texas, a nonprofit serving 15 counties, employs 1,300 workers and has annual revenue of \$65 million, wanted to improve relations with both its donors and customers.

The organization wanted to continue fostering the thousands of enthusiastic members of the Goodwill community. In addition, the Organization wanted to improve the shopping experience for the tens of thousands of customers who come to regional Goodwill outlets in search of discounted goods everyday.

A Consistent Approach to Quality

Goodwill partnered with Reality Based Group (RBG), the nation's premier customer experience provider, to provide its unique video mystery shopping solution, GameFilm for Business®, to help:

- Track the quality of interactions that employees have with customers
- Analyze the customer's experience of the the employees, the store, and the products
- Review the footage and train employees for quality and consistency

Addressing the Customers' Top Concerns

By reviewing the film with employees, store managers identified ways in which workers could perform their tasks more efficiently and safely while delivering better service to donors and shoppers.

Among the common areas for improvement cited were:

- Time customers were kept waiting
- Information employees offered customers seeking help
- The way employees responded to people offering donations
- The methods employees use to move and store heavy objects.

Proven ROI for Stakeholders, Donors, and Customers

The benefits of the GameFilm® strategy were apparent immediately. The organization saw dramatic improvement in customer satisfaction, revenue and employee accidents that it attributed to the training workers had received through GameFilm® analysis.

- Donor satisfaction rose to 93 percent from 54 percent
- Organization profit margin rose between 8 to 10 percent
- Sales per square foot increased by 15 percent
- Significant reduction in worker compensation costs.
- Organization has received worker compensation rebates in three consecutive years.

"For the amount we are spending with RBG, we are probably getting an ROI of about 100 percent. It has given us the opportunity to effect social change."

- Jerry Davis, CEO, Goodwill Industries of Central Texas

For Goodwill, boosting customer satisfaction not only means more revenue, but also an increased ability to improve the community by providing essential products to those in need. The time and money Goodwill has committed to working with RBG is dramatically overshadowed by the increase in sales, customers and savings that Davis attributes to the partnership.

INDUSTRY



Retail

SOLUTIONS RENDERED



RESULTS

+ 39%

Increase in Donor Satisfaction

+ 8 to 10%

Rise in Profit Margin

+ 15%

Increase in Store Sales per Square Foot

“ We see it as a coaching tool. It's very professional and very precise. It ties into our efforts to coach to the highest level they can perform.

We have done so much for customer relationships that people are wanting to donate more, and they are wanting to buy more.”

Jerry Davis,
CEO of Goodwill Industries
Central Texas