

THE NEW FEEDBACK ERA



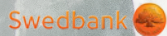
GreatRate

QUALITY FROM SWEDEN

USED BY



SKANSKA



IT'S NOT JUST US...

are increasingly telling us about their customer service experience.

Bad Experiences
Good Experiences

9 People
16 People

24 People

15 People

CUSTOMER SATISFACTION

Customer Satisfaction turns new customers into repeat customers. This is called **Intent to Return**, which is what drives **Financial Performance**.

TOP 3 REASONS

to invest in customer service:

- Increase cross-selling and up-selling
- Improve customer retention
- Improve customer service

A happy customer will tell **between 4 and 6 people** about their positive experience.



If a customer has a **negative experience**, there is an **88% chance**

that they will quit doing business with our company or switch to a competitor.

THE CONSEQUENCES OF POOR CUSTOMER SERVICE

64%

said they would stop doing business with an organisation after a poor customer experience



Of those,

91%

would go on to buy from a competing company

WHAT IS LEFT TO

COMPETE WITH?

CUSTOMER SATISFACTION

68% LEAVE BECAUSE OF THE TREATMENT THEY RECEIVED

14% ARE DISSATISFIED WITH PRODUCTS AND SERVICE

9% BEGIN DOING BUSINESS WITH THE COMPETITION

SEEK ALTERNATIVES

AWAY

97%



65%



MORE LIKELY TO:



Tell their friends

58%

Consumers who would recommend a company that delivers a relevant customer experience



Consider purchasing again

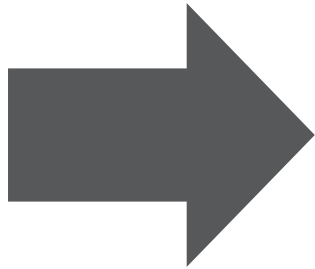
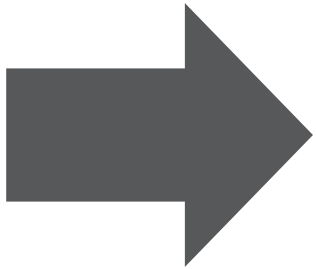
Consumers who would expand their purchases if they had a satisfactory experience



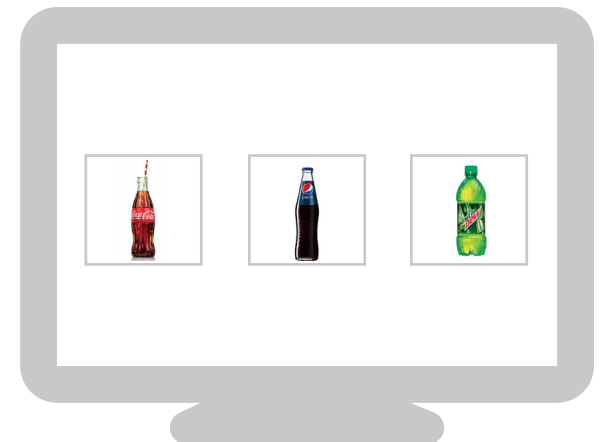
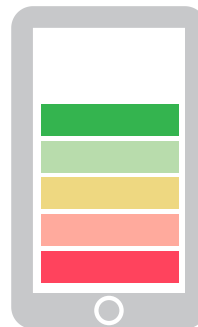
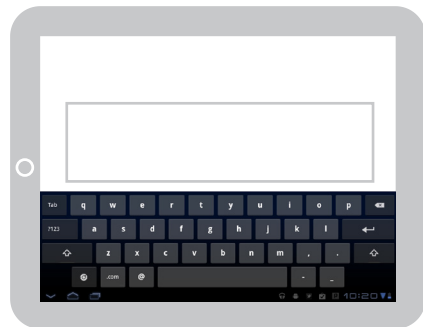
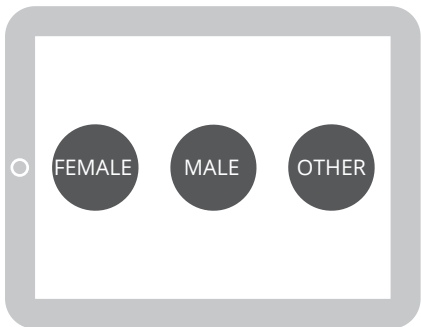
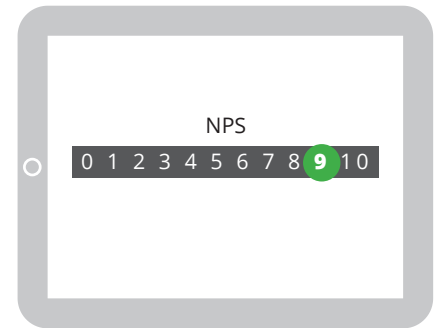
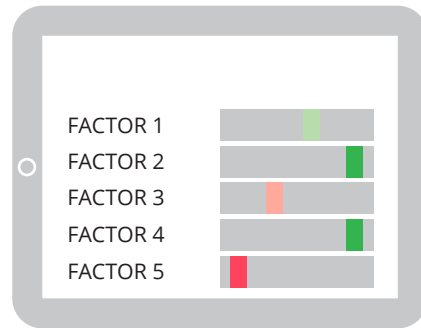
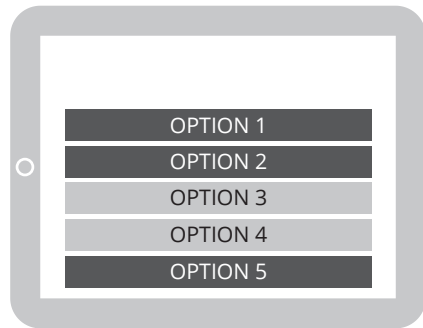
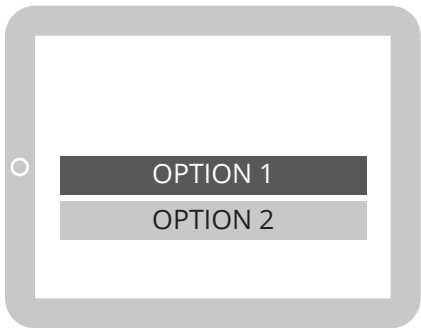
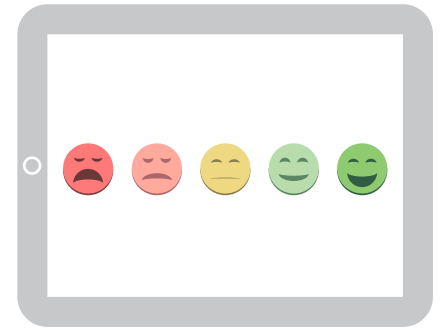
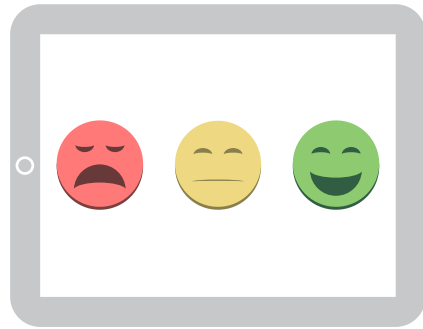
Switch to a competitor

Consumers who stopped doing business with a company

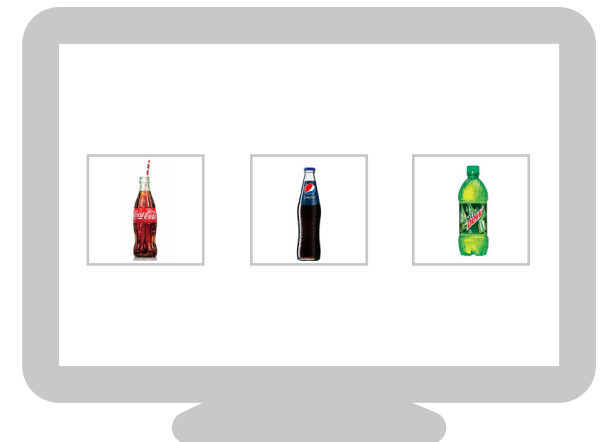
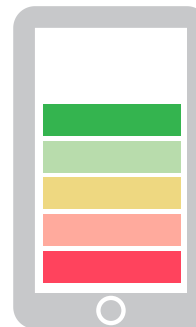
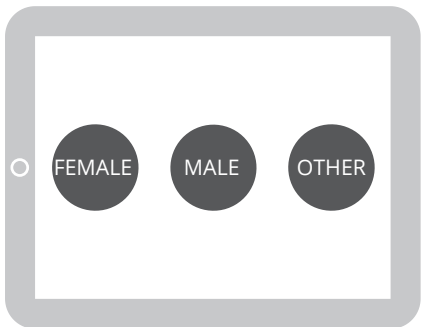
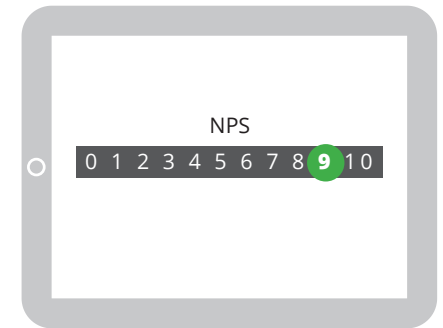
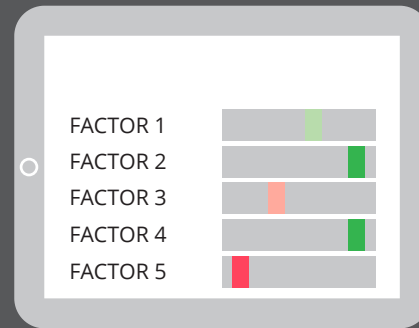
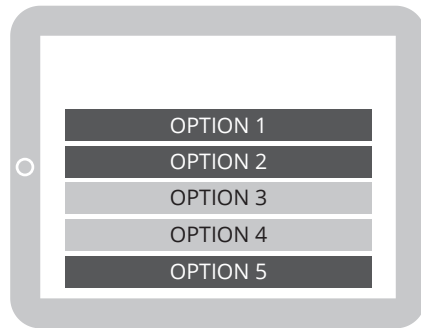
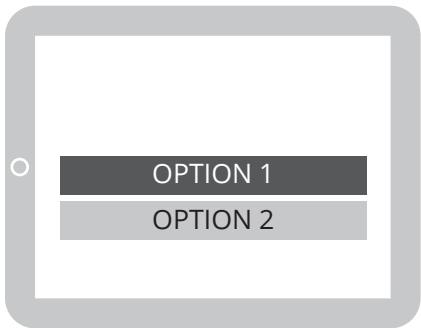
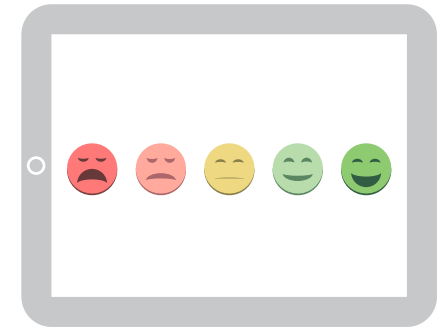
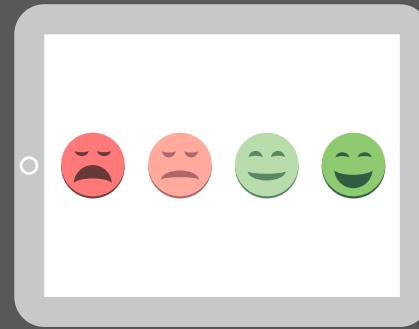
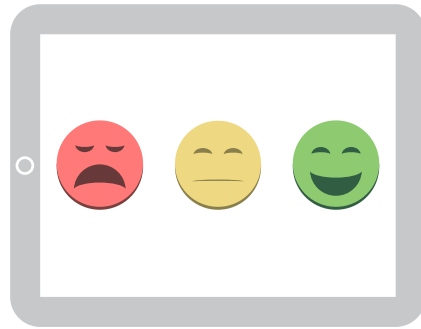
FROM TRADITIONAL TO DIGITAL...



...TO?



THE ULTIMATE FEEDBACK SOLUTION

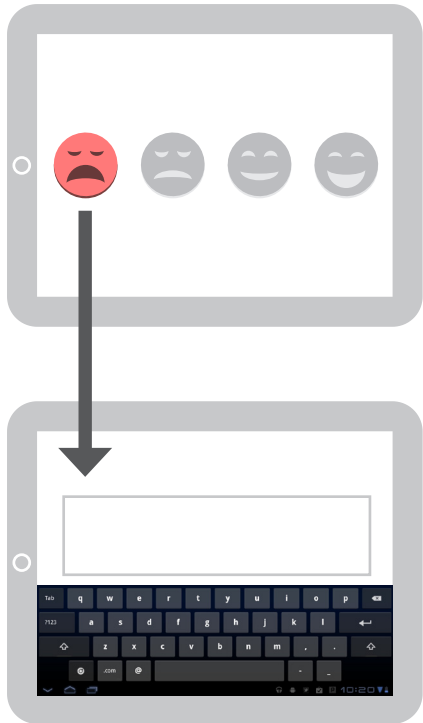




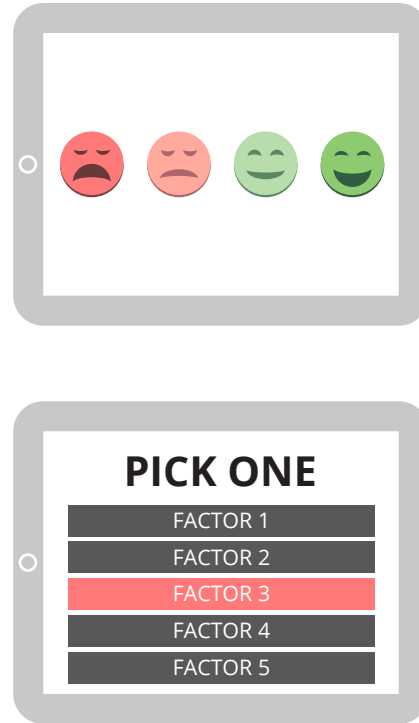
SATISFIED OR NOT

BUT WHY?

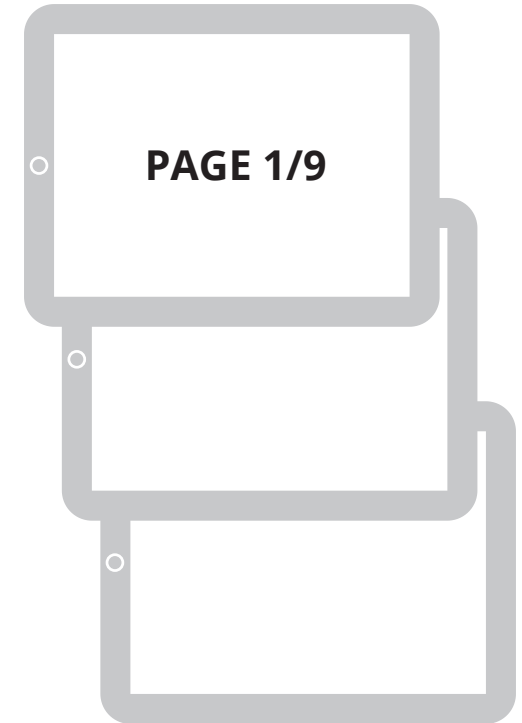
BETTER THAN



**JUST TAKING
FEEDBACK FROM
THE DISSATISFIED**



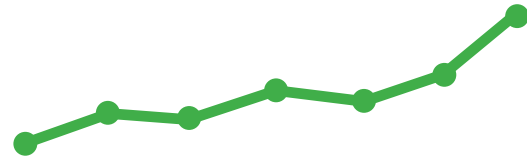
**JUST TAKING
FEEDBACK REGARDING
ONE FACTOR AT A TIME**



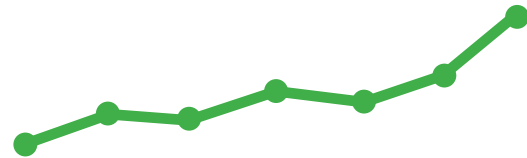
**DEMANDING
TOO MUCH**

DON'T MISS ANYTHING

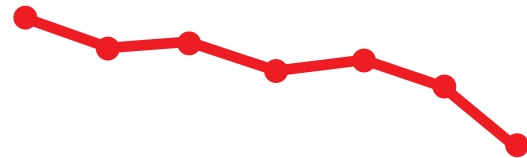
OVERALL SATISFACTION



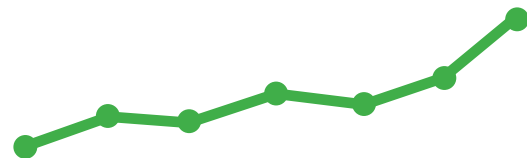
SERVICE



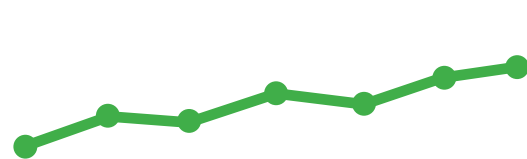
AVAILABILITY



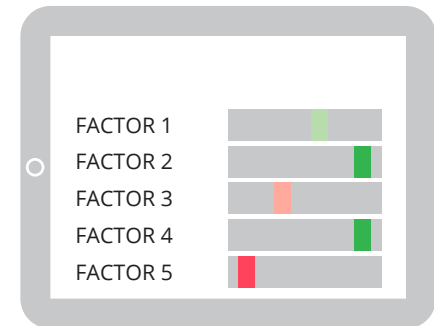
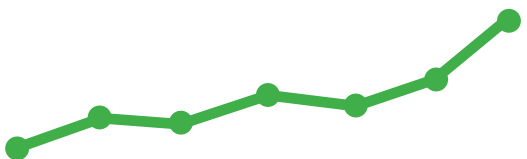
ORDERLINESS



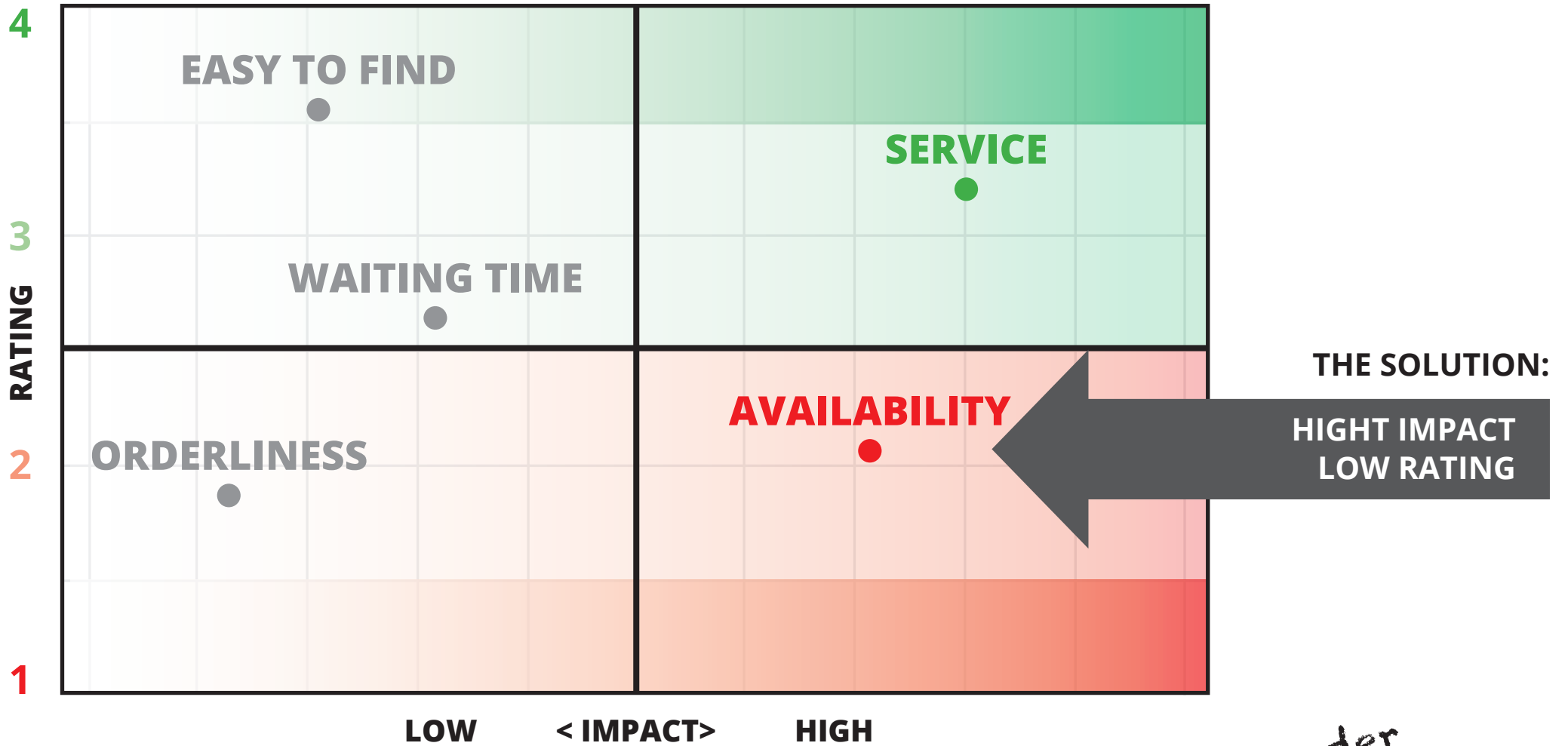
WAITING TIME



EASY TO FIND



Remember, it only takes 8 seconds!

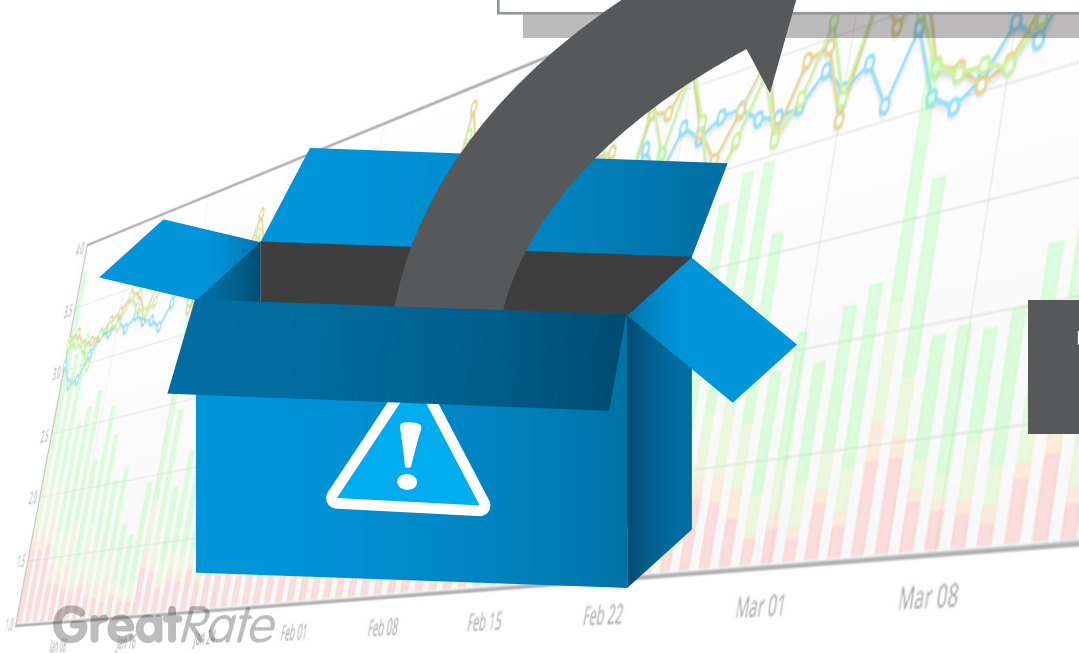


A look under the hood!

MAKE REAL IMPACT

FIND THE SOLUTION

It really can't get any easier



**FROM ANALYSIS
TO ACTION PLANS
AUTOMATICALLY**

ACTION PLAN

GreatRate



3.28

Change from last week
+0.11

INDEX 1 506 resp.



1. Staff availability
2. Staff service

PRIORITIZE 2 330 resp.



Tuesday 2015-11-17	3.48
Sunday 2015-11-22	3.19

DAY WITH HIGHEST/LOWEST RATING

TOTAL AVERAGE FOR THE ENTIRE SURVEY (2015-11-05 - 2015-11-22)




FOLLOW THESE STEPS [PRINT PAGE](#)

3.21

out of 4 3 676 resp.

1. Staff availability
2. Staff service
3. Orderliness

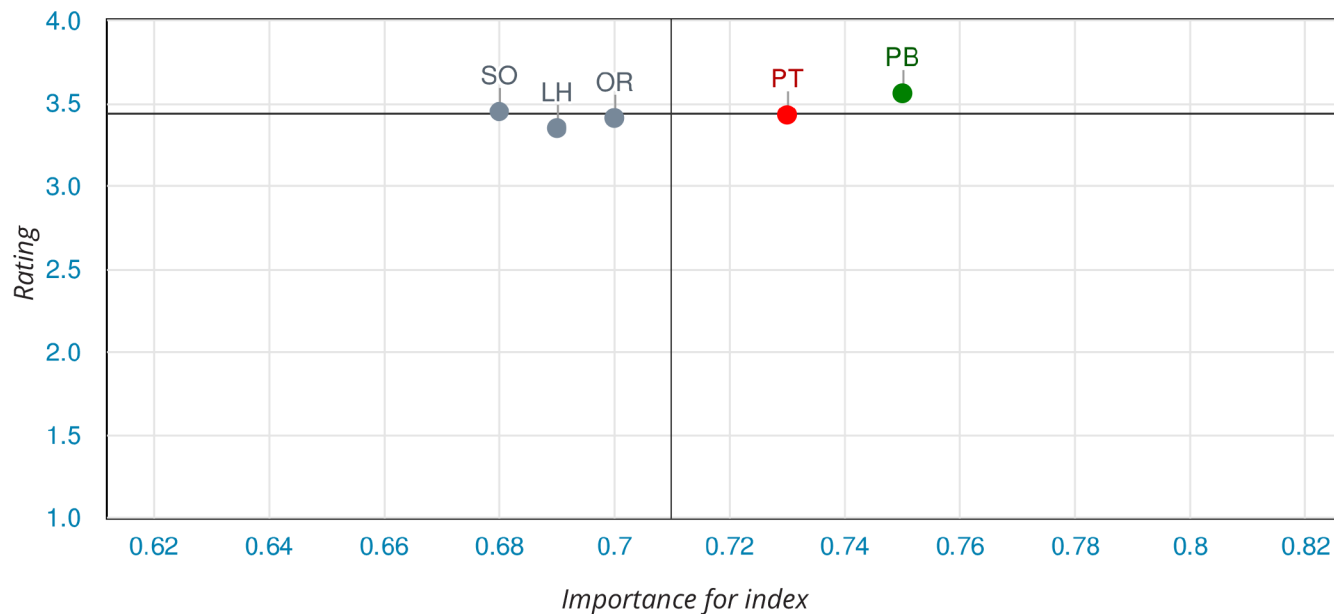
6 153 resp.

-  1. Examine the previous improvement had the desired effect. Correct if necessary.
-  2. Improve a prioritized factor.
-  3. Make conclusions about when and why Highest/Lowest day arose. Embrace/Correct.

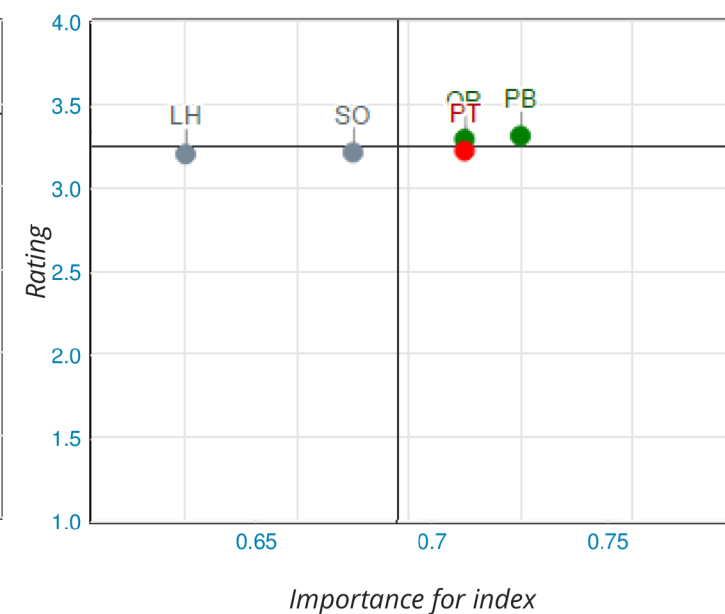
ACTION PLAN

GreatRate

LAST WEEK



TOTAL AVERAGE



Factors:

PB:	Staff service (Personalens bemötande)	3.56	+0.27
PT:	Staff availability (Personalens tillgänglighet)	3.43	+0.19
SO:	Assortment (Sortimentet)	3.45	+0.21
OR:	Orderliness (Ordning & reda i varuhuset)	3.41	+0.20
LH:	Easy to find (Lätt att hitta det du söker)	3.35	-0.15

Rating:

Staff service	3.42
Staff availability	3.33
Assortment	3.33
Orderliness	3.42
Easy to find	3.29

Change (right) compares to the week before

ACTION PLAN

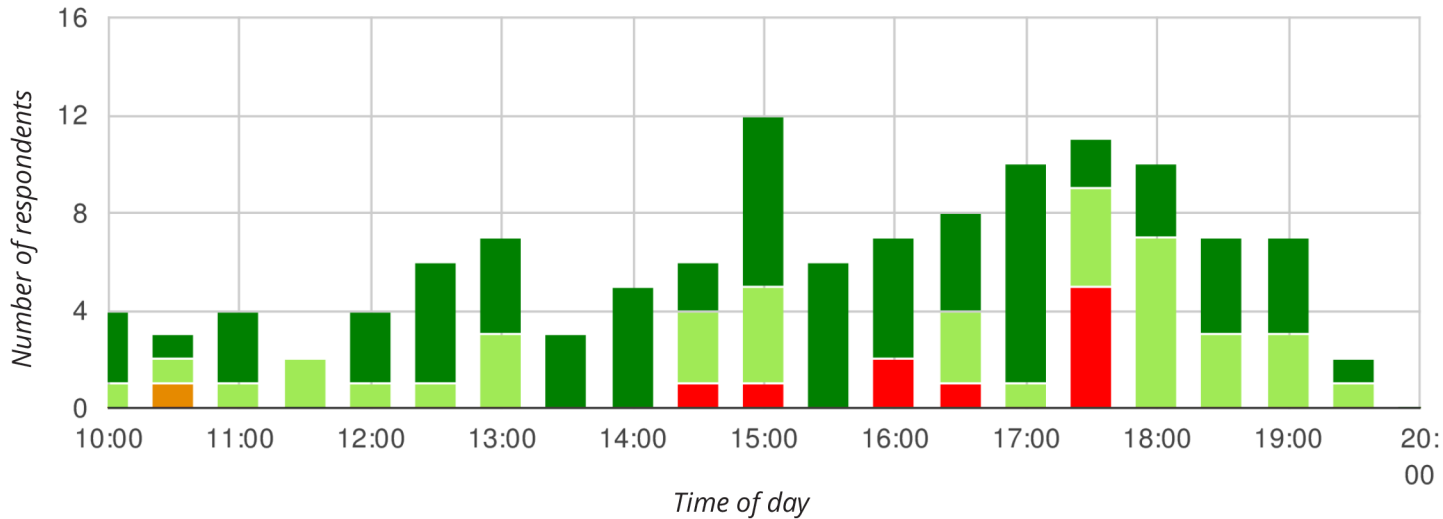
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Tuesday 2015-11-17

3.48

Factors:

Rating:



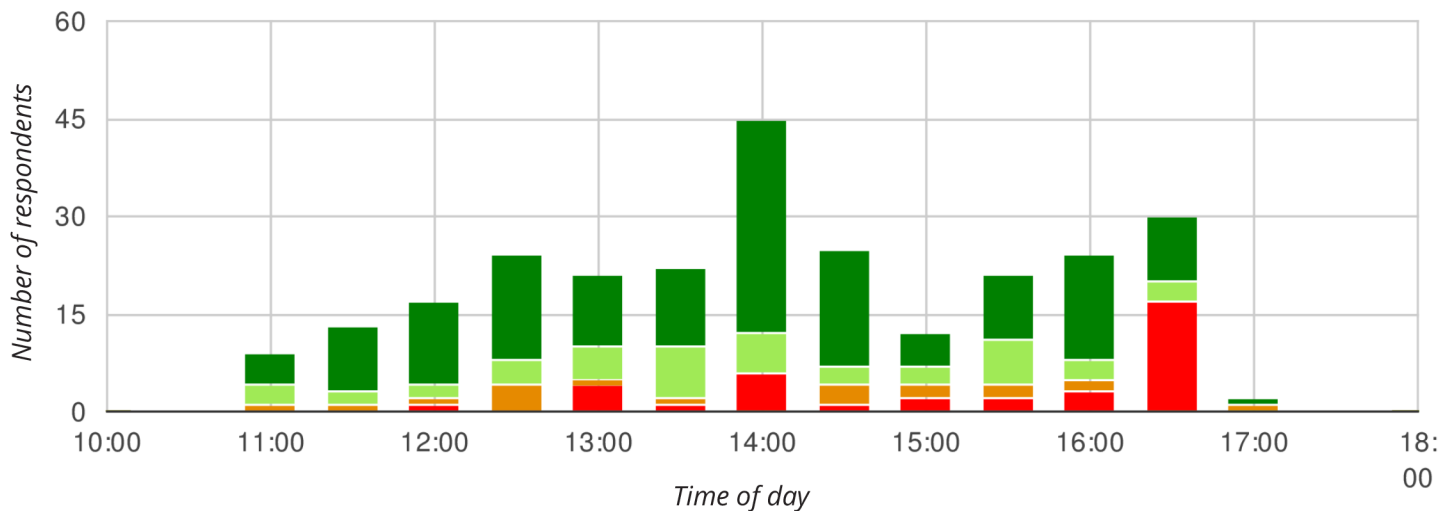
Staff service	3.71
Staff availability	3.52
Assortment	3.48
Orderliness	3.41
Easy to find	3.46

Sunday 2015-11-22

3.19

Factors:

Rating:



Staff service	3.37
Staff availability	3.05
Assortment	3.17
Orderliness	3.13
Easy to find	3.02



NOW YOU



YOU CAN OFFER

MULTI PLATFORM

FLEXIBLE

TOP OF THE LINE

EASILY MANAGED

DEEPLY ANALYZING



AND

AFFORDABLE HARDWARE

ABOUT 100% MARK UP

SECURE DATA



THANK YOU!



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