

Case Study

Sector: Luxury Retail



Audit Scope, Objective & Details



Objective: A leading luxury retail brand wanted to measure customer service levels to ensure repeat customers

Audit Parameters

- Process Adherence
- Product Handling
- Needs Assessment
- Objection Handling
- Employee Standards
- Closing
- Up Selling
- Promotion of Gift Cards
- Ambience & Hygiene
- Billing

Audit Details

- No of outlets audited: 60
- Number of Walk-ins Per Outlet: 2
- Audit Timelines: 14th Apr'12 – 25th Mar'12
- Frequency per outlet: Thrice a month

Shopper Profile

- 25-60 years old
- Mix of males & females
- Household Income > 50L per annum

Quality Control

- Detailed shopper briefing on scenarios and guidelines
- Real time reporting- Shoppers were asked to submit the report within 48 hours of audit
- Mandatory proof of visit submission

Approach



redquanta devised the following to be experienced by the shoppers:

1. Visit the store
2. Interact with the staff & notice the customer service
3. Experience the customer relationship measures (up selling membership cards, discounts on next visits etc.)



redquanta prepared a detailed questionnaire keeping in mind:

- Flow of experience
- Parameters to be measured



redquanta's team then delivered the following:

- Weekly Reports
- Cumulative Result
- Macro and Micro insights
- Management Action Plan



Shoppers performed the audit and filled the online questionnaire within 48 hours of completion of the audits



Shopper selection based on the following:

- Income
- Location
- Gender
- Qualification/Profession
- Age

Management Action & Results



Following emerged as the key areas of concern:

- Assistance** → 78% of time the customers were not offered assistance with shopping pro actively
- Need Analysis** → Staff in 53% outlets did not show interest in understanding the need of the shopper – they were pushing the products on their own
- Up Selling** → Only 42% of the shoppers were informed about the membership and gift cards



Management Action

- A training workshop was conducted to train the staff better on various aspects of customer service
- A mechanism was developed to ensure tracking of front line staff on various customer service parameters

Results

Increase in customer satisfaction – 95% customers said they would like to come back and shop with the brand

A word cloud featuring the phrase "Thank You" in multiple languages. The words are arranged in a roughly horizontal shape, with "THANK YOU" being the largest and most central text. Other languages include Spanish, Arabic, Indonesian, Hindi, Urdu, Persian, and Chinese. The words are in various orientations, some vertical and some horizontal.

THANK YOU

GRACIAS
ARIGATO
SHUKURIA
JUSPAXAR
DANKSCHEEN
TASHAKKUR ATU
YAOHANYELAY
SUKSAMA
EKKHMET
TINGKI
BIYAN
SHUKRIA
GOZAIMASHITA
EPCHARISTO
KOMAPSUNNIDA
MAJKE
GRAZIE
MEHRBANI
PALDIES
BOLZIN
MERCII