



CUSTOMER
RESEARCH
INTERNATIONAL

RETAIL REPORT CARD

This method of customer communication is important to have in place to assure that customers *know* there is a feedback channel open to them. Offering an online version also gives customers a more convenient and less threatening channel. This is especially important in identifying disgruntled customers—negative feedback is forwarded to you immediately for remedial action.



Negative Word of Mouth Studies have shown that those who have a bad service experience are likely to tell an average of 8-10 others. Twenty percent of these people will tell as many as 20 others!¹

The Cost of Customer Loss As we've heard time and again, it can cost 10 times more to attract a new customer than to retain a current customer. Losing a Customer due to poor service or other complaint is an expensive proposition.

The Value of Letting Your Customers Know You Care Having a feedback mechanism in place shows that you *do* care, assuring their loyalty when faced with competitors' attempts to lure them away. It is not only a feedback method, it is a *thank you message*.

What's Your ROI?

Increase the Bottom Line No one can do the math better than you. When you have a dissatisfied customer who *spreads the word* about their poor experience, you lose dollars to the bottom line and you have to spend more dollars to replace one or more lost customers. A successful Report Card program can help can increase loyalty and referrals.

Process Improvement As a practical matter, knowing how your Customers perceive your service and related processes helps in refining *how you do business* from the top down.

Increase Staff Productivity and Performance It is human nature—when we know we're being measured, we perform better. This effect is even greater when measurements are linked to incentives, monetary or otherwise.

¹Barlow, Janelle and Moller, Claus. *A Complaint is a Gift: Using Customer Feedback as a Strategic Tool*. San Francisco: Berrett-Koehler, 1996.

THE CRI REPORT CARD PROGRAM

CRI provides a *proactive* program to assure satisfaction and turn negative experiences into win/win situations for your customers *and* you. The key mechanisms include—

The Report Card is designed to readily assess customer satisfaction, uncover any dissatisfaction, and encourage the customer to allow remedial action when called for. We let you know within 24 hours of any *situations* that need your immediate

Available Sales Associates	A	B	C	D	F
Helpful Sales Associates	A	B	C	D	F
Store Condition	A	B	C	D	F

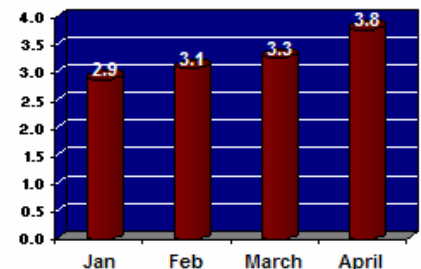
attention. It also provides an opportunity to feedback a positive customer experience. The report card can be deployed in several ways at one time—

An in-store Report Card that can be filled out on site or mailed in. Monthly drawings for products or gift certificates can provide an incentive for cooperation.

A schedule of follow-up phone calls is appropriate for those retailers who capture customers' names and phone numbers.

An online Report Card option to assure a convenient and more comfortable avenue for feedback. CRI hosts this survey for you to assure your Customers' comfort and sense of anonymity with a convenient link to CRI's www.OurReportCard.com/CompanyName.

Monthly tracking reports provide snapshots by month, location, sales associate, and more in order to identify bright spots, problem areas, opportunities, and trends. These reports can also serve in administering bonus and incentive programs, employee of the month programs, and other internal initiatives.



The CRI Retail Report Card is *the* way to measure satisfaction, increase loyalty, increase referrals, assure continual improvement, motivate employees, and discover any hot spots in need of immediate attention.

Contact Dave Roberts, PhD

866.512.5990 x224 | Dave@CRI-Research.com | www.CRI-Research.com