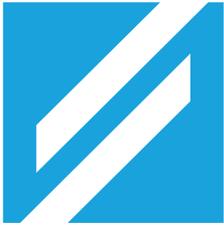




Mini case study

ABC Fine Wine & Spirits

Customer satisfaction and mystery shopping programs drives NPS, loyalty program participation, and compliance with brand standards



COMPANY HIGHLIGHTS

ABC Fine Wine & Spirits is a privately held American alcohol retailer that sells a wide selection of wines, spirits, beers, and gourmet foods. The brand operates approximately 150 locations throughout Florida and is the country's largest privately owned wine and spirits retailer.

ABC Fine Wine & Spirits continuously evaluates its services in order to be flexible, innovative, and constantly keep up with its customers.

Key touchpoints in their buyer journey include online, social media, retail (in-store), and product interactions and reviews.

LOCATIONS: 140+

EMPLOYEES: 1,500+

ANNUAL REVENUE: \$500M+

IMPACT

- Overall NPS increased by 3.5% (including 7.3% increase in one district)
- Increased participation in loyalty program
- Higher basket sales
- Better compliance with brand operating standards

CHALLENGE

As a family owned company, ABC Fine Wine & Spirits was challenged with demonstrating the value of some of their brand standards to operators and ensuring that those standards were enforced across their nearly 150 locations.

The company also wanted to collect customer feedback that would help them continuously improve the path to purchase and overall guest experience in order to stay ahead in the competitive retail market.

Additionally, they wanted an easy way to compare customer feedback with third party feedback in order to balance out opinion-oriented data with unbiased data, and a reporting platform that would allow them to view real-time results, whenever and wherever they wanted.

SOLUTION

Listen - Mystery shopping

Using Intouch Insight mystery shopping programs, ABC Fine Wine & Spirits measures compliance with their operational and customer experience standards. Mystery shopping allows them to collect accurate, third party feedback about the delivery of their standards because of the covert nature of the program.

The company shops their stores one to two three times a quarter, depending on the size of the store. They measure things like immediate greeting, name tags, up-selling, rewards program, and the checkout interaction.

Listen - Customer satisfaction surveys

In addition to their mystery shopping program, ABC Fine Wine & Spirits uses Intouch customer satisfaction surveys. They collect feedback from in-store customers by including a link to complete a post-transactional survey at the bottom of the customer's receipt. Their surveys measure things such as the customer's satisfaction with the staff's assistance, if they were asked whether they were a rewards member, and the customer's likelihood to recommend (Net Promoter Score).

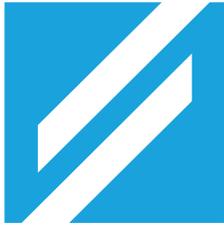
To improve response rates, the company provides incentives for customers to participate in the survey by doing a draw for a \$250 gift card once a month.

Interpret

Using Intouch custom dashboards, ABC Fine Wine & Spirits can easily consolidate and compare their survey and mystery shop data in one place. Results are displayed in real-time which helps them keep a pulse on performance at every location, and they can view dashboards on their mobile devices.

The company has been able to identify how compliance with brand standards directly impacts their ability to meet business KPIs. Locations that immediately greet customers, offer additional items, ask if a customer is a rewards member and thank them at the end of the purchase also benefit from larger basket size, higher engagement in the loyalty program and higher NPS and customer satisfaction scores.

They also analyze customer comments on open-ended survey questions to identify how they can improve the guest's path to purchase and overall experience.



Act

ABC Fine Wine & Spirits uses the numbers, comments and trends collected through their customer satisfaction survey and mystery shopping programs to create plans of action for driving improvements. Actions sometimes include providing extra training for their teams, making a change in leadership, or scheduling more staff for understaffed locations.

The company also use Intouch triggers to automatically alert the right team members when there is a low survey score or there is a guest who needs to be rescued based on negative survey feedback. They can follow the progress of the ticket within the Intouch portal, and close the ticket when it has been resolved.



RESULTS

Being able to make the correlation between compliance with brand standards and business metrics such as higher basket size, improved NPS and increased participation in loyalty programs has helped ABC Fine Wine & Spirits prove the value of their standards and procedures to their operators.

The company is now armed with access to real-time reports that allows them to easily identify areas in need of focus and decide what actions to take to drive better business results. Communication of staff expectations and the need for training has also improved, because teams understand how their roles impact the business' bottom line.

To learn more:
www.intouchinsight.com
intouch-sales@intouchinsight.com
1-800-263-2980

ABC Fine Wine & Spirits continuously collects feedback and measures store performance so that they can continue to raise the bar on their standards and achieve new levels of business success.

