

Benchmark Study in a Retail Chain

Presented by: BARE International

The Challenge



A Fortune 500 retailer with over 500 locations in the USA had concerns with their individual store execution of world class Customer Service. The client guaranteed total satisfaction to its customers but based upon customer surveys and reduction in intent to return, they believed that this service promise was unfulfilled.

Primary Areas of Concern



The primary areas of client concern were: service quality, employee knowledge of new product lines, and customer complaint handling. The key objectives were to improve customer satisfaction overall as well as to initiate higher ticket sales to existing customers.

The Benchmark Study



Analysis of the results clearly showed where service standards needed improvement and where sales opportunities existed. Action plans were generated from each visit for coaching to the specific shop results. Stores were given 90 days to correct and a results-based bonus platform put into place.

Proven Results

BARE began a monthly program in order to provide consistent measurement and results feedback through Mystery Customer visits as well as Customer Exit Interviews.

The client established a program that created an atmosphere of positive change. Managers learned to coach to reports and to continue the positive education of their employees. Employee engagement improved, customer loyalty was strengthened and average sale per visit increased. This positive trending has continued over a four-year period and continues to show continued growth year over year.

