

# Case Study

# SFR



## Overview

SFR is one of France's largest telecommunications companies serving over 20 million customers with 10,000 staff. We worked alongside SFR to help improve customer satisfaction within the company's stores so they could keep customer retention levels high in a very competitive industry.



"This is a great way to quickly understand our customer experience."



"The speed of the launch was really impressive. This tool gives store managers the opportunity to monitor client satisfaction on a daily basis. Moreover the help-desk and support team were always happy to help our stores and regional managers."

Michel Richard, Quality Manager



## The Brief

SFR was looking to develop a strategy to increase customer satisfaction across all of its stores by collecting insightful feedback data. It was important that every store was included in the process of collecting manageable information that could be used to improve working practices and overall customer experience. On top of this, the solution needed to be clear and simple enough for all stores to be fully aware of its importance and how it worked to allow them to make the most of it.

## Input

In order to collect feedback data at all of its 500 stores we equipped SFR with 1,000 Buzz Boxes to give every customer who entered one of its outlets the chance to rate their experience. Asking five simple closed questions means customers can have their say in under 20 seconds allowing the devices to collect a large volume of responses that produce data that is quick and easy to analyse.



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## Output

Following the roll out in November 2010, mystery shopper results improved significantly and were part of a wider increase in satisfaction with a typical store showing a 67 per cent drop in the number of dissatisfied customers.

In addition to this, stores which had the highest number of responses from customers on Buzz Boxes consistently recorded the highest mystery shop scores in the company. SFR's dedicated account manager worked closely with the company on a day-to-day basis to understand the business. This supportive approach was vital in ensuring that all of SFR's employees understood the importance of engaging with, and encouraging customers to use the Buzz Boxes to collect feedback and how the results could be used to help them provide a better service.

