



CASE STUDY SPEC SAVERS

OVERVIEW

Voted optician of the year for the past eight years in the Reader's Digest Most Trusted Brands, Specsavers is showing no let-up in its dedication to customer care.

Specsavers' business model is based on setting up joint venture partnerships with local opticians who are responsible for the day-to-day running of individual stores. For several years, the company used an external market research company to conduct telephone interviews with a selection of customers from each store. The two biggest drawbacks of this survey method were the time delays and the inability to gain feedback from 'lost' customers. It decided to review its survey processes.


CHALLENGE

Specsavers wanted to capture customer feedback at the point of experience in its retail stores. The survey needed to be automatic, engage with a representative sample of both customers and shop browsers, and deliver incisive analyses and rapid reports.

SOLUTION

Specsavers have capitalised on innovative developments from IBM and Customer Research Technology Ltd (CRT), to obtain a powerful insight into the thoughts and feelings of customers and those simply browsing through its stores. The solution has enabled Specsavers to install self-service touch screen systems to capture immediate and incisive feedback from within its 620 stores across the UK, ROI and the Channel Islands.

CRT created survey screens that cover all aspects of Specsavers products and services: frames, contact lenses, eye tests and the newer hearing services. CRT's ViewPoint technology also enables Specsavers



to change surveys easily as requirements develop over time. Survey data collected in the stores is fed over the Internet to CRT headquarters where it is analysed. Weekly reports are sent back to the individual stores, where store owners are able to monitor how customers perceive their in-store experiences. Individual responses are time stamped, making it easy for store managers to praise good performance and take corrective action should customers report service falling below the highest standards at certain times of the day.

BENEFITS

Feedback from the point of experience.

55,000 shoppers surveyed.

Net Promoter yardstick of customer satisfaction.

Fully managed service.

According to one store owner: "The combination of IBM touch screens and CRT's survey solutions is like having a dozen mystery shoppers reporting their in-store experiences every day."

Importantly Specsavers are now easily able to capture feedback from their over 60's market. The older generation is less likely to have access to the Internet at home and would be excluded from providing feedback through online surveys used by some retailers.

"The teaming of IBM AnyPlace Kiosks with CRT ViewPoint software and services has given us an efficient and accurate means of capturing customer feedback at the point of experience.

We are encouraged to know that we are achieving a performance level well above the industry norm. The excellent reports provided by CRT are enabling us to highlight areas for continued improvement, and cascade the practices of our best performing stores across the entire Specsavers' network."

Susannah Hart, Communications Manager