Increasing Customer Response rates with SMS Surveys – Carrefour Supermarkets (2016)

Case Study – Mobile Teleshoppe

Client - Carrefour Supermarkets

*Survey distribution and collection, Using surveys for customer satisfaction*

**Carrefour** is the world’s largest supermarket chain offering a wide range of well-designed, functional home products at affordable prices. They use **Mobile Teleshoppe**’s advanced survey software to engage with consumers in order to get instant feedback that they can act on to improve long-term customer satisfaction.

# The Challenges They Faced

**Carrefour** carries out several thousand deliveries a day and survey their shop-online customers regularly. Customers fall into three main categories and their challenge is to gather feedback from relevant segments:

* Happy Customers – who had a great experience and will become repeat customers
* Unhappy Customers – who did not have good experience due damaged or missing items
* Middle Group – customers who did not quite have a great experience

# *“We tend not to hear from the middle group and can lose them as a customer. Our business strategy is to go after these consumers, understand what the issue was and then identify a way to resolve it”*, commented the head of customer service

# In 2016, Carrefour used Mobile Teleshoppe to gather feedback from customers in order to specifically monitor individual’s experiences. The results allow them to strengthen their offer to customers by improving company processes. By constantly appraising customer feedback, Carrefour can reach potential detractors, re-engage them and keep them as customers.

# Engaging with Customers

# Mobile Teleshoppe allows Carrefour to export survey results into weekly spreadsheets for further analysis. The results are distributed to;

# Transport partners

# Other Carrefour stores

# Additional Stakeholders

# The reports mean they can take action immediately, offering the best experience possible for customers. They are able to use the data to identify parts of the customer journey that require attention or change.

# Benefits of Mobile Surveys

# Carrefour has utilised the SMS feature that Mobile Teleshoppe offers, allowing them to deliver survey invitations via text message. This mobile-friendly strategy has resulted in three main benefits;

# Increased open and response rates

# Enhanced personal contact with customers

# Allowed strategy to evolve along with consumer buying habits

# “We are experiencing a much higher open and response rate by using text messaging. The response rate for SMS surveys range from 10% to 15%, whereas the response rate for email is less, ranging from 7% to 9%”.

# Due to the success of sending surveys by SMS, plans are in place to further develop the mobile survey programme by reaching out to shop-online customers. The company fully expects response rates to jump up significantly.

# To increase awareness of their SMS survey strategy, Carrefour is using leaflets in-store to explain the process, as they find that when people are made aware of marketing initiatives they are more likely to respond.

# *“We have experienced really good results with sending surveys via text messaging and want to continue to build personal relationships with customers via this channel. In addition, Mobile Teleshoppe software allows us to build trust and increase engagement with branded templates and domain links”.*

# Communicating via mobile responsive surveys allows Carrefour to take a personal approach, which in turn, increases retention rates. The Customer Care department can follow up on feedback and react quickly to recover customers who may not have had the best experience.

# Today’s fast-paced technological environment means people have their mobile phones with them all the time. Shopping habits have changed and online purchasing via mobile phones is increasing so it is essential for Carrefour to stay ahead of the trend when engaging with consumers.

# The Results of using SMS Surveys

# Carrefour is currently experiencing huge growth and feedback from customers is very positive, telling them that they feel informed and engaged. As a result, their Net Promoter Score is 26% higher, which has more than doubled since the beginning of the year.

# *“Thanks to Mobile Teleshoppe, our communication strategy is making us stand out from the crowd. By sending surveys via SMS, asking the right questions and acting on results, reinforces the message to our customers that Carrefour is one step ahead of the competition”.*

# *“The support team at Mobile Teleshoppe has repeatedly provided great service, helping us deal with any issues we have experienced. Every query has been dealt with really quickly and efficiently”.*

# Due to the success of using Mobile Teleshoppe software, Carrefour is looking to increase usage and roll out the customer engagement programme into other regions and territories where it operates.