

Impact of TellUsFirst™ for Henderson Retail



Background

Henderson Retail owns and operates 104 SPAR and EUROSPAR stores in Northern Ireland. They are one of the largest convenience grocery retailers in the UK market and Northern Ireland's largest independent fuel site operator.

The Challenges

Henderson Retail wanted to **bridge the gap** between their customers and business to allow them to:

- Measure their Net Promoter Score (NPS).
- Access genuine real customer feedback.
- Give management the power and opportunity to rectify any potential issues or complaints.
- Reward and recognise staff performance.

All of the above needed to be easily accessible through a **user-friendly** portal, which is compatible on a range of devices. Customers needed a channel to instantly leave feedback on their experience in-store.

Henderson Retail's goal was to become **proactive**, as opposed to reactive in how they engaged with their customers. They wanted to remain ahead of their competition.

77,000+

Customers have used the feedback system

63,000

Customers left written detailed feedback for stores

84.88

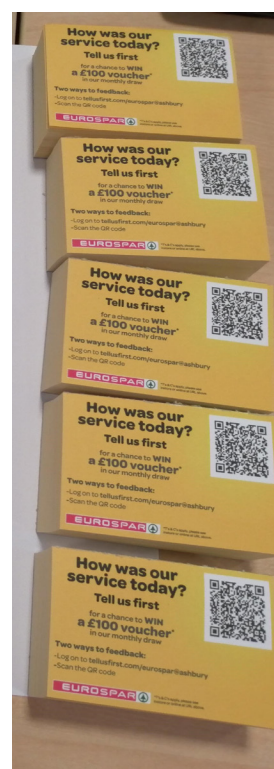
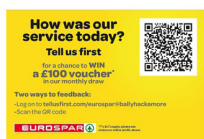
NPS Score increased an impressive 14 points in a 24 month period

RECOGNITION

Stores now have the tools to reward staff members

SATISFIED CUSTOMERS

Store Managers have a chance to now help customers with any issues they may have



The Solution

Henderson Retail recognised the need to become proactive and not reactive, they needed to introduce an Instant Customer Feedback Solution. TellUsFirst™ turned out to be a crucial part of their business, particularly during a worldwide pandemic as it is a contactless system. TellUsFirst™ provides **instant** customer feedback from **real and genuine customers**. Henderson Retail used the powerful and insightful feedback to increase their NPS. They also improved their customer experience and the overall performance of their stores.

An important factor for Henderson Retail in using TellUsFirst™ is that it delivers the **Voice of the Customer**. To get a real understanding of the Customer Experience, they needed to hear directly from their customer and have the ability to respond. Henderson Retail were able to introduce TellUsFirst™ to all their stores immediately as it can be set up instantly and has **no hardware costs**.

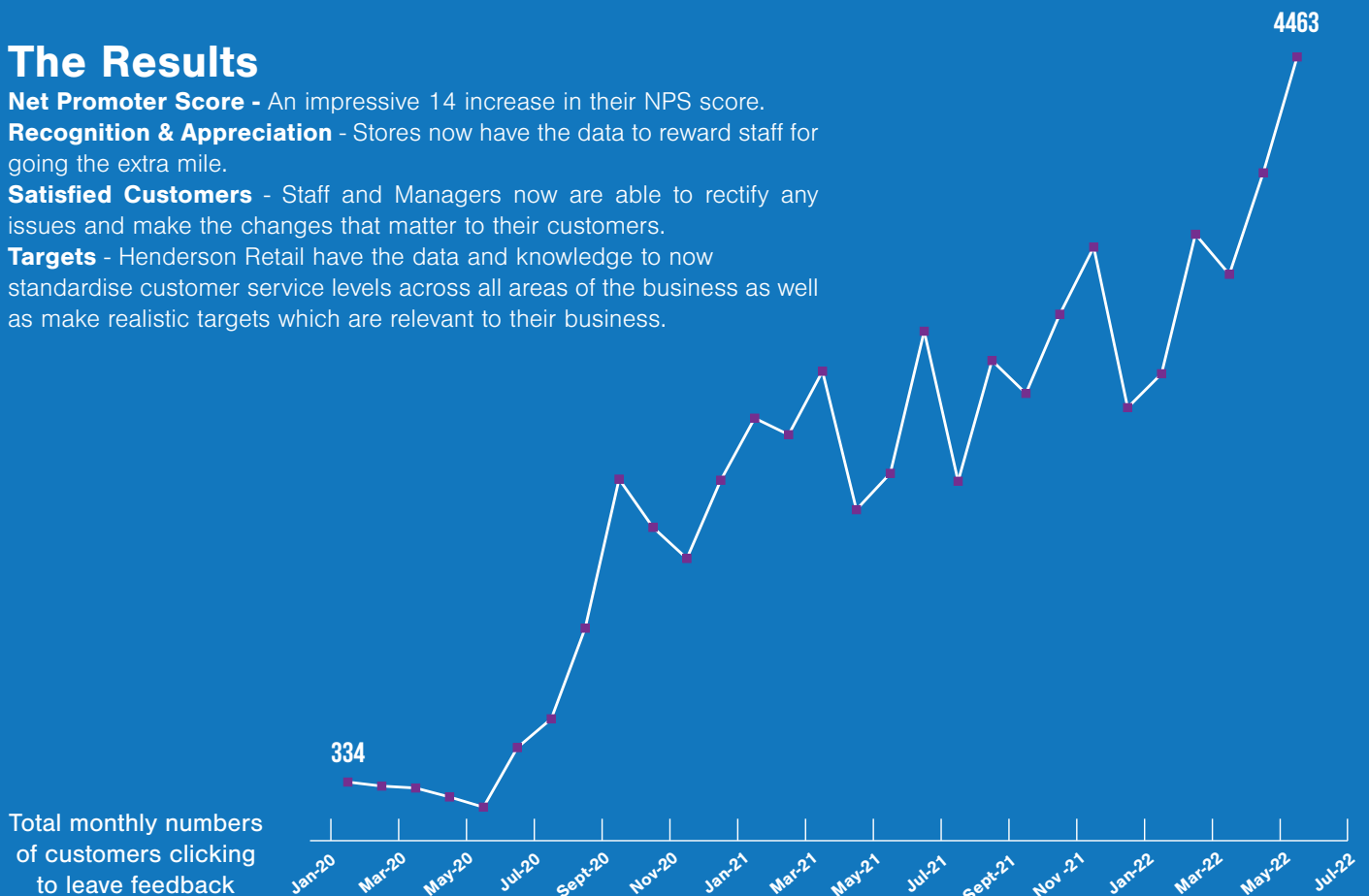
The Results

Net Promoter Score - An impressive 14 increase in their NPS score.

Recognition & Appreciation - Stores now have the data to reward staff for going the extra mile.

Satisfied Customers - Staff and Managers now are able to rectify any issues and make the changes that matter to their customers.

Targets - Henderson Retail have the data and knowledge to now standardise customer service levels across all areas of the business as well as make realistic targets which are relevant to their business.



Ask the Client!

Why would you recommend TellUsFirst™?

By utilizing the online tools available by TellUsFirst™, we can review the statistics such as our net promoter score and the number of respondents within a certain time frame. We are also able to identify any training needs and incorporate them into training sessions. This helps us to focus on particular areas which enables us to drive improvement within the business going forward.

What is your favourite TellUsFirst™ feature?

It's the automatic generation of store specific URL and QR codes. We can have a new store location up and running on TellUsFirst™ within a matter of minutes. All we have to do is add the URL to the header or footer of one of our receipts and we are ready to go. When setting up a new user, an automatic URL will be generated as well as a QR code that we can then download onto our system, from that we can apply it to point of sale that might be shelf cards, over-bags or even just posters within the stores. In terms of putting it on the receipt, it's simply just a copy and paste exercise.

MICHELLE DONNELLY

AMBIENT COMMERCIAL ANALYST EUROSPAR - NI

