

CASE STUDY

identifying opportunity through custom research

Customer Satisfaction

The Issue:

A national retailer initiated a strategy of including in-store kiosks in several of their stores that offer healthy drinks and refreshments. The goal of this strategy is to enhance the customer experience, add a lifestyle point of differentiation, and generate incremental sales.

However, patronage at some in-store kiosks started to decline and sales were inconsistent across stores. This client requested research that would help them understand customer satisfaction levels for the in-store kiosks as well as better understand shopper purchase behavior at the kiosks.

The Solution:

Kiosk customers were recruited in-store to participate in this study. Invitations provided a website address and a single-use password for accessing an online survey hosted on MRSI's online interviewing platform.

Survey quotas were established by sales tier to secure sample representation for three different levels of in-store kiosk sales performance.

Business Implications:

The research found that satisfaction levels were quite high for the in-store kiosks, regardless of kiosk sales performance. Therefore, factors other than operational effectiveness were driving lower kiosk sales and the sales differences across stores.

The study further enabled this retailer to better understand "destination" visits to the in-store kiosks as compared to kiosk patronage as part of a shopper's typical store shopping behavior.

A higher percentage of destination visits was identified as a quality of better performing kiosks. Store location, trade area demographics, and convenience were drivers of these destination visits as well as key contributors to overall kiosk success.

This research provided insight into customer satisfaction as it related to in-store kiosk performance. It also pointed to non-operational drivers of sales performance as areas of client marketing focus to generate more destination-type visits and patronage.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

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The Issue:

A major utility provider wanted to gauge customer satisfaction levels among consumers and small to medium-sized businesses regarding its response to power failures during a particularly active storm season. The objective was to determine customer satisfaction with the company's response given the level of devastation by each storm.

The Solution:

Quick timing was essential, both for implementation and research results. Using sample by county provided by the client, MRSI developed phone surveys that could be implemented right after every storm. Questions focused on how long power was off, ease of communication with the utility, and satisfaction with how long it took to get the power back on.

Business Implication:

The client received results within days after each storm. Research determined that a major satisfaction point was visibility. Customers wanted to see trucks working to repair outages immediately after storms. Findings such as these enabled the utility provider to determine improvement areas and how best to communicate with their customers to maintain high satisfaction levels.

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Customer Satisfaction

The Issue:

An outbreak of contaminated pet food products created low levels of consumer confidence in pet foods and associated pet food retailers. A national pet food retailer was interested in conducting customer satisfaction research surrounding the incident. The retailer was specifically interested in assessing customer satisfaction with the company's response to the outbreak and understanding whether they were gaining or losing customers due to the incident.

The Solution:

MRSI was asked to conduct a telephone survey among pet owners about the contaminated pet food outbreak. The survey focused on awareness of the incident, whether the consumer was affected, and any impact the incident had on shopping behavior. A representative mix of current and competitive customers was included in order to fully understand the issue.

Business Implications:

Research indicated that nearly all pet owners were aware of the incident, but very few personally experienced issues with contaminated products. While the incident had direct impact on few in the pet community, shoppers as a whole were concerned with the issue at hand. The pet food and supply company was able to leverage this information to build confidence among their consumers and position themselves as a high quality pet food supplier with the best interest of pets as a key messaging platform.

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CASE STUDY

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Direct Mail Evaluation

The Issue:

The Financial Department of an insurance and financial services company sends newsletters to its customer base with quarterly statements. The company wants to understand customer satisfaction with the newsletter.

The Solution:

MRSI designed research that would help the company to understand awareness, recall, and overall satisfaction with the newsletter. Research was also designed to determine customers' next action once the newsletter was received (did they read it, throw it away, etc.). A survey was mailed to the company's customers with the option to complete and send back via mail or submit information online.

Business Implication:

Research determined that there was high satisfaction with the newsletter's current format, yet some content topics were found to be of more interest than others. The insurance company decided to conduct further qualitative research to understand what articles or topics of interest were most beneficial to its customer base to further improve customer satisfaction and loyalty.

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