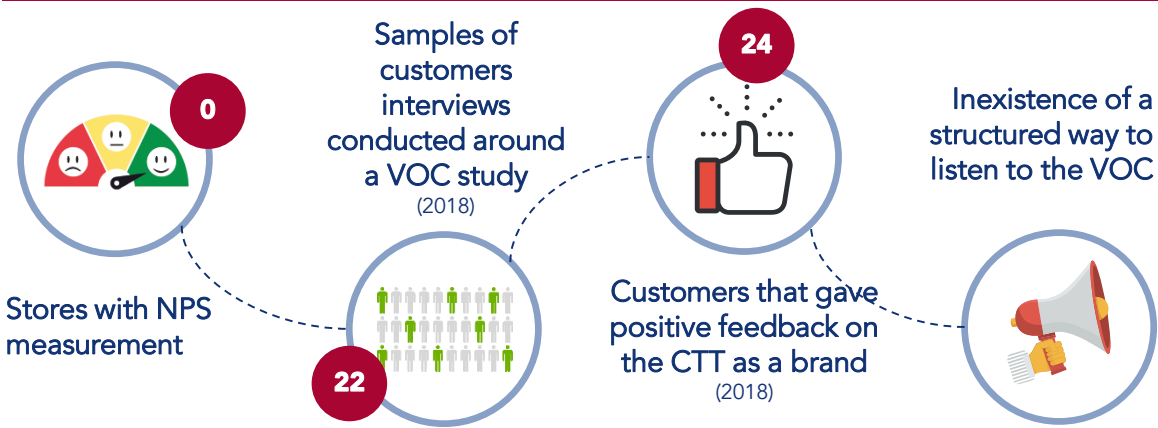
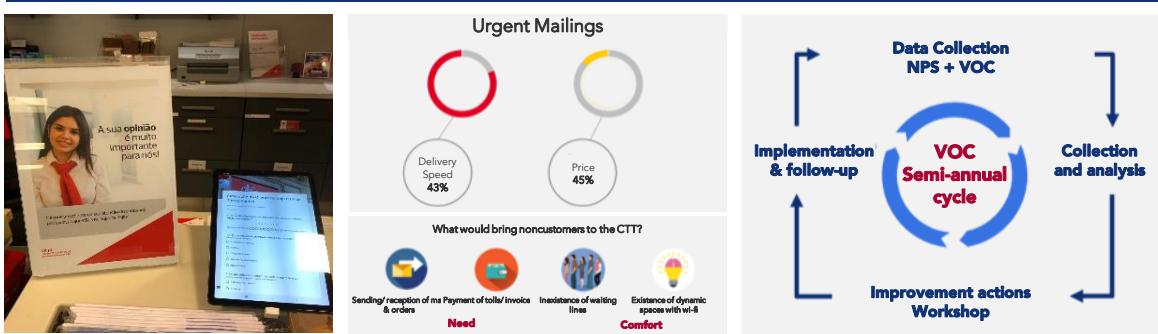


Creation of a VOC & NPS Process

PICTURES BEFORE



PICTURES AFTER



Problem

- Absence of a robust, structured and regular customer listening process (VOC)
- Realisation of ad-hoc external surveys
- Absence of a metric for customer satisfaction regarding the service quality
- Questions not oriented to improvement

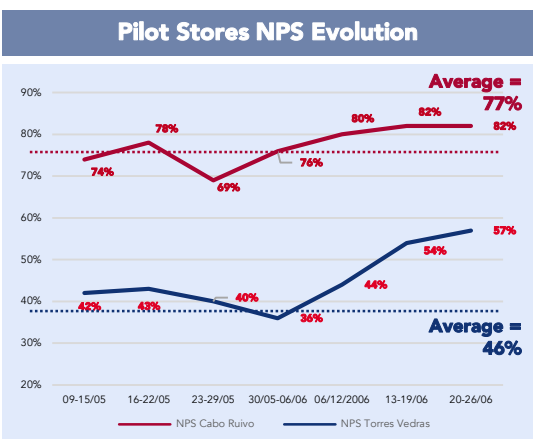
Root causes

- Stores with no NPS measurement
- Inexistence of a structured way to listen to the VOC
- Customers interviews conducted around a VOC study
- Customers thinks about company as a brand

Solution approach

- Introduction of a transactional NPS measurement system in the Stores and inclusion of this indicator in the Daily KAIZEN™ routine of the teams
- VOC survey designed and tested in a real environment with 119 respondents
- Creation of a cyclical process for the improvements to be implemented as a result of the VOC

Benefits



		NPS Evolution Ratio → Revenue				
Cabo Ruivo		Baseline	Average Value	Maximum Value	Δ Average Value	Δ Maximum Value
	NPS (by analysed period)	74%	77%	82% (20-26/06)	+ 3 p.p.	+ 8 p.p.
	Revenue (by analysed period)	617 028 £	749 794 £	901 191 £	+ 21 %	+ 46%
	No. Customers Served	1659	1571	1488	- 5%	- 10%
Torres Vedras		Baseline	Average Value	Maximum Value	Δ Average Value	Δ Maximum Value
	NPS (by analysed period)	42%	46%	57% (20-26/06)	+ 4 p.p.	+ 15 p.p.
	Revenue (by analysed period)	213 726 £	253 814 £	410 018 £ (20-26/06)	+ 19%	+ 92%
	No. Customers Served	1820	1236	1421	- 32%	- 22%