Creation of a VOC & NPS Process

**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**

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**PICTURES BEFORE**

- Stores with NPS measurement
- Customers that gave positive feedback on the CTT as a brand

**PICTURES AFTER**

- Stores with NPS measurement
- Customers that gave positive feedback on the CTT as a brand

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**Pilot Stores NPS Evolution**

<table>
<thead>
<tr>
<th>Baseline</th>
<th>Average Value</th>
<th>Maximum Value</th>
<th>∆ Average Value</th>
<th>∆ Maximum Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>NPS (by analysed period)</td>
<td>74%</td>
<td>77%</td>
<td>82%</td>
<td>+ 3 p.p.</td>
</tr>
<tr>
<td>Revenue (by analysed period)</td>
<td>£617,028</td>
<td>£749,794</td>
<td>£901,191</td>
<td>+ 21%</td>
</tr>
<tr>
<td>No. Customers Served</td>
<td>1,659</td>
<td>1,571</td>
<td>1,488</td>
<td>- 5%</td>
</tr>
</tbody>
</table>

**NPS Evolution Ratio → Revenue**

**Cabo Ruivo**

- NPS (by analysed period) + 4 p.p.
- Revenue (by analysed period) + 19% + 92% Revenue (by analysed period) + 19% + 92% Revenue (by analysed period) + 19% + 92% No. Customers Served - 32% - 22%