

Managing multi-unit or franchised operations using real-time customer feedback

It is common knowledge that business owners need to be in touch with all their business interests. Whatever the industry, this is key to effective management and so future success and revenue. Whilst financial reports speak (often) for themselves as an indicator of positive or negative performance, it is relevant to understand what factors influence these so that good practices can be repeated and enhanced and those factors creating a negative impact can be prevented and addressed.

For a business with one customer interaction point, this task is relatively simple – as focus is clear, and a transparent relationship with management can be maintained. However, in the case where a business has multiple units – whether it is an owned or a franchised operation – management of these both individually and holistically, poses more of a challenge. Useful to know is the performance of each, but increased insight can be gained when they are measured relative to each other – based on the same set of customer experience variables.

Need for organisation-wide visibility

Looking at only one business unit at a time can skew revenue performance perceptions. In the instance of a retail unit; under-performance could be attributed to a drop in consumer-spending, however, if compared to

other (same brand) units, it could reveal that their under-performance is isolated and so the assumption of consumer-spending is incorrect. In this way, the business unit in question can be better analysed and weaknesses addressed in order to match the performance of the others.

Customer Insights is vital

When examining a business unit, it is often difficult to identify specific problems without the “voice of the customer” to guide you. Following that it is seldom easy to effectively track the issue to resolution, and so monitor and assess service recovery. This is vital in the service industry, as without a quick and effective resolution, a disenchanted customer can be lost forever.

Know your strengths and weaknesses

A noticeable element of operational potential is your staff – the face of your business and the people who directly interact with potential and current clients or guests. In a multi-unit business, it is almost impossible for senior management to monitor the standard of the service the different business units deliver, as well as facilitate improvement. If a business owner are able to identify trends in poor service – whether it is location or time specific, necessary changes and training can

be implemented in the affected business unit or across the group as a whole.

Touchwork's Enterprise Feedback Management - EFM Solution is an example of a customer experience measurement system developed specifically to address these multi-unit challenges. It can be configured as a real-time cell phone based feedback, service recovery and mobile marketing solution. It enables customers to provide feedback through simple one minute surveys using their mobile phones. This feedback can then be monitored, measured and assessed – as it happens.

Outdated paper-based processes, where information takes time to gather and can easily be misplaced or misinterpreted. Data and information captured electronically can be sent, reviewed and stored anywhere anytime. This enables the ability to access real-time and historic data as required, and with the additional bonus of saving on paper costs and inconsistencies. From here, issues can be tracked and resolution success gauged. This key critical change can revolutionise your CRM strategy and success.

Performance comparisons can be made across different business units and issue tracking and workflow tools ensure efficient service recovery where any negative feedback was received.

Using the mobile marketing tools you're also able to engage more frequently with your customers, build opted-in rewards programs to encourage repeat visits and add a new mobile element to your marketing campaigns.

The quality and/or nature of service providers can also be monitored. If client or customer feedback indicates dissatisfaction with products or services, it is easier to identify the source of the problem, and how to go about improving what is being offered by your

business relative to customer needs and wishes.

To address challenges in customer feedback, it's key to embrace technologies that will improve business processes. Equally important, is that the technology you choose should be suited to your end users. Mobile technology allows your customers the opportunity to interact with you directly – as it is the device they more often than not have on them at all times, and are familiar with using. This means, an increased feedback rate, one that is immediate and direct, and no additional hardware costs are carried by your business.

The following describes how Touchwork EFM is used to collect valuable feedback:

Your customer is likely to be one of the 5.3 billion cellphone subscribers in the world, and so will be inclined to use this device to give feedback – more so than via their computer, a paper-based questionnaire or verbally. This convenience is furthered in that they can choose the channel in which they want to interact – whether it be text (SMS) based, via twitter or by interacting with a QR (Quick Response) Code.

Their feedback is captured by the system and where necessary, alerts generated and sent - via email or text (SMS) message – to the manager on duty, an operational director, the business owner, or any combination of these.

In this way, feedback is received immediately and appropriate actions can be taken in real-time. Furthermore, this feedback and the resulting actions can be reviewed at any time through the integrated web reporting portal. With a full historical record, analytics and comparisons can be tracked to identify recurring issues and patterns. It is a dynamic and customisable solution, and allows for superior business management.

By appealing to your customers through the technology they use the most, Touchwork EFM encourages honest feedback and together with more frequent interactions, strengthens the relationship they have with your brand and ultimately helps you grow your business.

About Touchwork

Touchwork is a global leader in mobile actionable intelligence solutions that help organisations worldwide capture, analyse, and act on information in real-time – anytime, anywhere. Touchwork’s enterprise solution puts the right information in the right hands at the right time. In doing so, organisations can achieve first class customer experience and field service performance; reduce costs and liability; and generate revenue and gain a competitive advantage.

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