

# Gain customer insight through focused customer feedback campaigns

*Hi-Q “Win-Win” campaign to capture customer feedback and measure satisfaction levels.*

In its ongoing quest for growth and service excellence, Hi-Q undertook a customer satisfaction campaign over its peak summer holiday trading season using the Touchwork EFM solution.

The primary objectives of the campaign were to:

- Determine what customers think about Hi-Q and if it is living up to its commitment to service excellence and slogan of “The one you can trust”
- To enhance the Hi-Q brand by offering a unique and innovative promotional incentive to customers over the peak Xmas period.

With the wide spread use of cell phones across all sectors of the South African population, the Hi-Q team realized the potential of the txtandtell system to instantly capture and provide real time customer feedback using its SMS text messaging features as well as the ability to immediately act on negative feedback and address customers concerns.

Hi-Q also wanted to be seen as an innovator in using new technologies to further enhance customer perceptions about the company as being a leader in its space.

Hi-Q undertook, as part of the feedback campaign to provide a tangible cash incentive – a full refund of the total cost of a service was

awarded each day to one customer that responded to the survey. In addition a grand prize of a motor vehicle would be awarded to one lucky customer at the end of the campaign. Based on these rewards, the campaign was branded “WIN WIN” – win your service back, win a car.

## Campaign Response

During the three-month period of the campaign over 10,000 responses were received. The top stores obtained between 8 and 10 responses per day with over 25% of customers responding in certain stores.

Surprisingly over 50% of responses included a text comment with their rating regarding the service they obtained with examples as follows:

- Good service
- Always use this hiq because of reliability and competitive prices
- Service with a smile
- Showroom can be improved
- Service for puncture and advice so good I bought 2 new tyres without even shopping around!
- Please let me win that Chev
- Need improvement in waiting area

In addition nearly 80% of customers responding wanted to receive further information from Hi-Q creating a significant database of over 7,800 names for ongoing marketing initiatives.

**It's a win-win situation:**  
 You could win your money back.  
 Or even a Chevrolet Optra.

Until 4 February 2006, we'll be giving one Hi-Q customer their money back every day. And if that wasn't enough, we're also giving away a gleaming new Chevrolet Optra. For a chance to win-win, see the entry form below.

**SMS and win-win!** SMS your rating to: 083 308 1062 (SMS's charged at standard rates. Free or standard rates can be used.)

Don't worry, it's easier than it looks. First, take your cell phone and get it ready to send a text message. Then read the questions below and enter the numbers that correspond to your answers. You'll end up with a list of numbers after which you can type a comment. If you so wish, to complete the process, just dial your response to 083 308 1062. You'll receive a SMS immediately afterwards confirming your entry. If you're still not sure how to enter, see it done for detailed instructions.

- Please rate the service given by the staff. (1-5 scale)
- Please rate the advice given by the salesperson. (1-5 scale)
- Was the service prompt? (1-5 scale)
- Did we live up to our promise? - "The one you can trust" (1-5 scale)
- Please rate the general appearance of the fitment centres. (1-5 scale)
- Would you revisit Hi-Q? (1-5 scale)
- Would you like to receive communication from Hi-Q? (1-5 scale)
- Please enter the 3 digit store code.
- Please include any comments or suggestions.

**Hi-Q** the one you can trust

## Results

- Quantitative results were obtained as compared with only limited qualitative results from other surveys.
- The campaign results confirmed that Hi-Q is achieving high levels of customer satisfaction and meeting its promise of "The one you can trust".
- Areas for improvement were highlighted.
- Underperforming stores were identified that will enable Hi-Q corporate to take corrective action.

- Store managers were immediately notified of dissatisfied customers and could take appropriate steps to address the issues and prevent recurrences.
- Store managers could compare their performance with that of the national average in an objective manner and identify areas for improvement.
- Store managers and their staff were incentivized to excel based on an objective set of parameters.
- A customer database of over 7,800 people was created enabling further communications and marketing initiatives to be undertaken.
- Hi-Q was seen to be an innovator in a very competitive market thereby further enhancing its brand reputation.

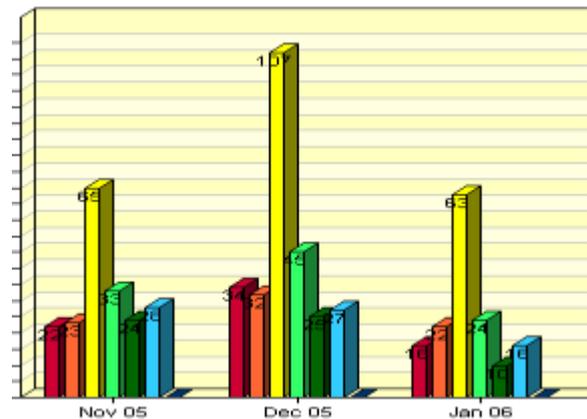


Figure 1: Graph showing negative responses by question

## About Hi-Q

Formed in 1999 by the Goodyear Tyre and Rubber Company, the Hi-Q chain of franchised “Around the Wheel” specialists consists of over 150 owner operated businesses located throughout South Africa. With a strong focus on tyres, wheels and related services, every Hi-Q outlet is equipped and skilled to provide customer satisfaction at every encounter.

Hi-Q’s business strategy is built around its core value proposition – “THE ONE YOU CAN TRUST” - and the commitment of every member of the organization to ensuring that customers are delighted with the treatment they receive each and every time they have contact with the company.

## 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.

For more information, visit [www.touchwork.com](http://www.touchwork.com).

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