

Customer Satisfaction in Home & Electronics Retail



Benefits of Measuring Satisfaction

Continuous feedback enables the ability to test, measure and validate initiatives, and correlate the value of customer satisfaction to such Retail KPIs as:



Customer experience

(employee motivation and performance)

Referral and conversion rates

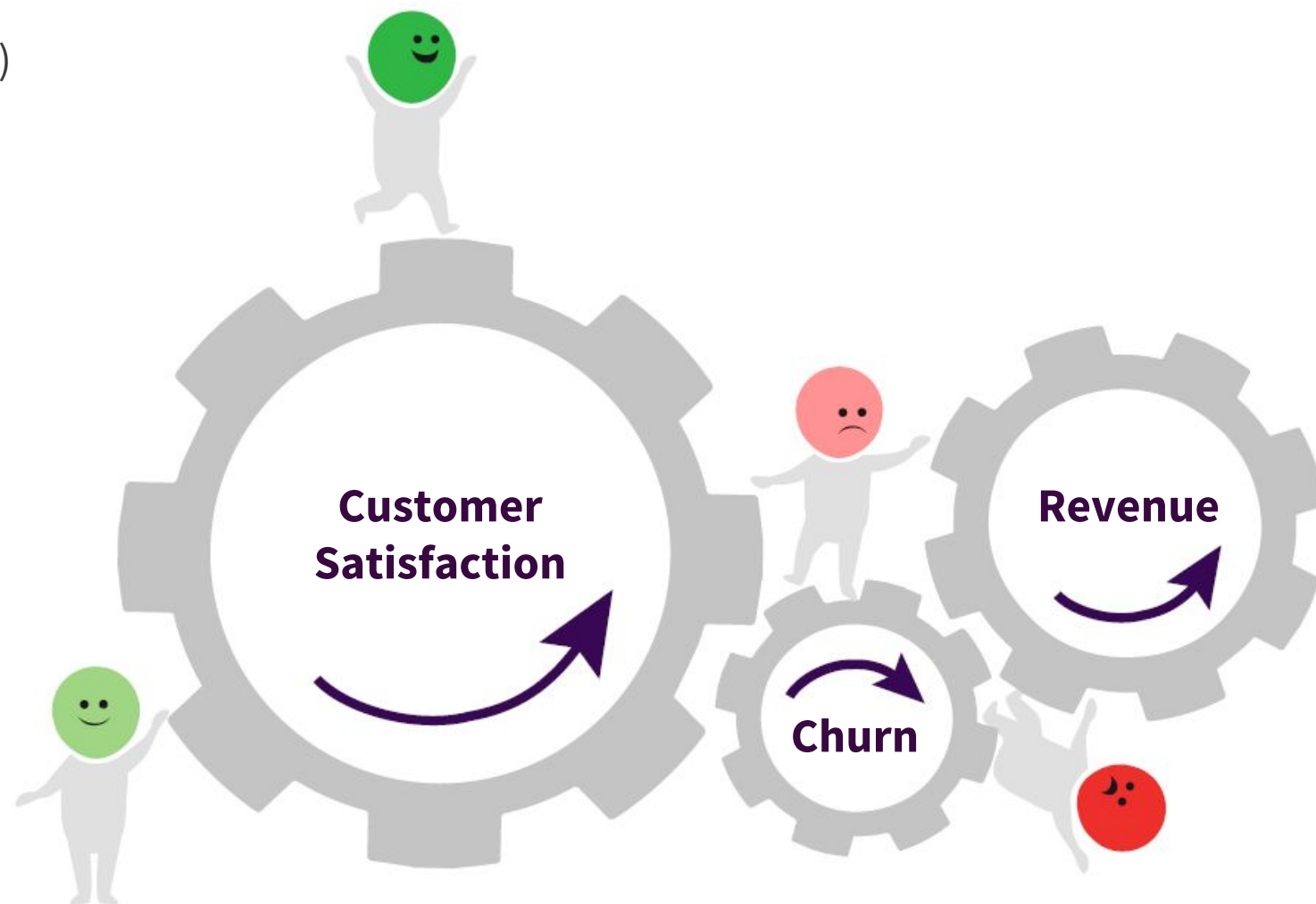
(brand image and recommendations)

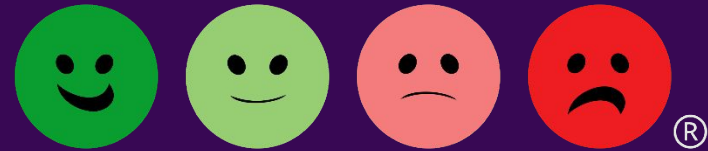
Loyalty and churn

(increased visit frequency)

Basket size and revenue

(increased spend per visit)





Home & Electronics

data insights



Key HappyOrNot Facts:

151,000,000

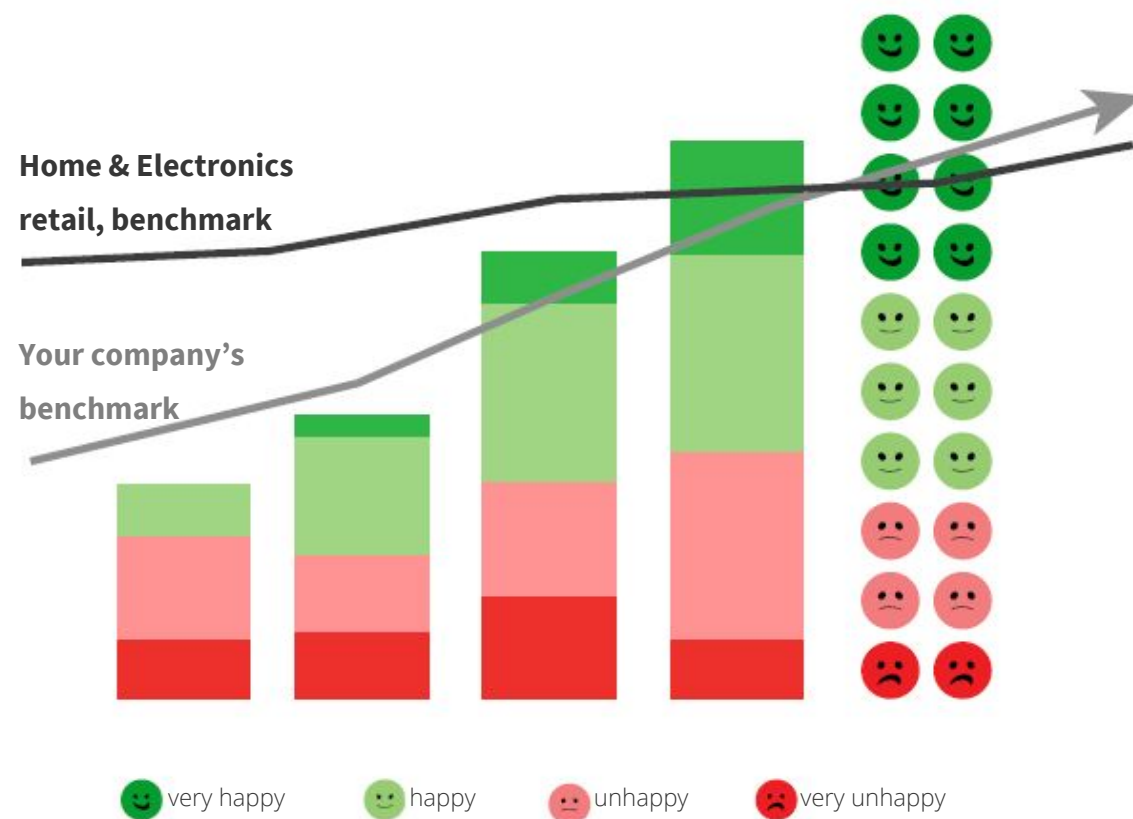
feedbacks collected to date

300,000

feedbacks per day

Global Data Insights

HappyOrNot's **worldwide industry insights** and benchmarking data provide retail companies with information to help set targets, improve performance, and surpass the industry's customer satisfaction benchmark level.



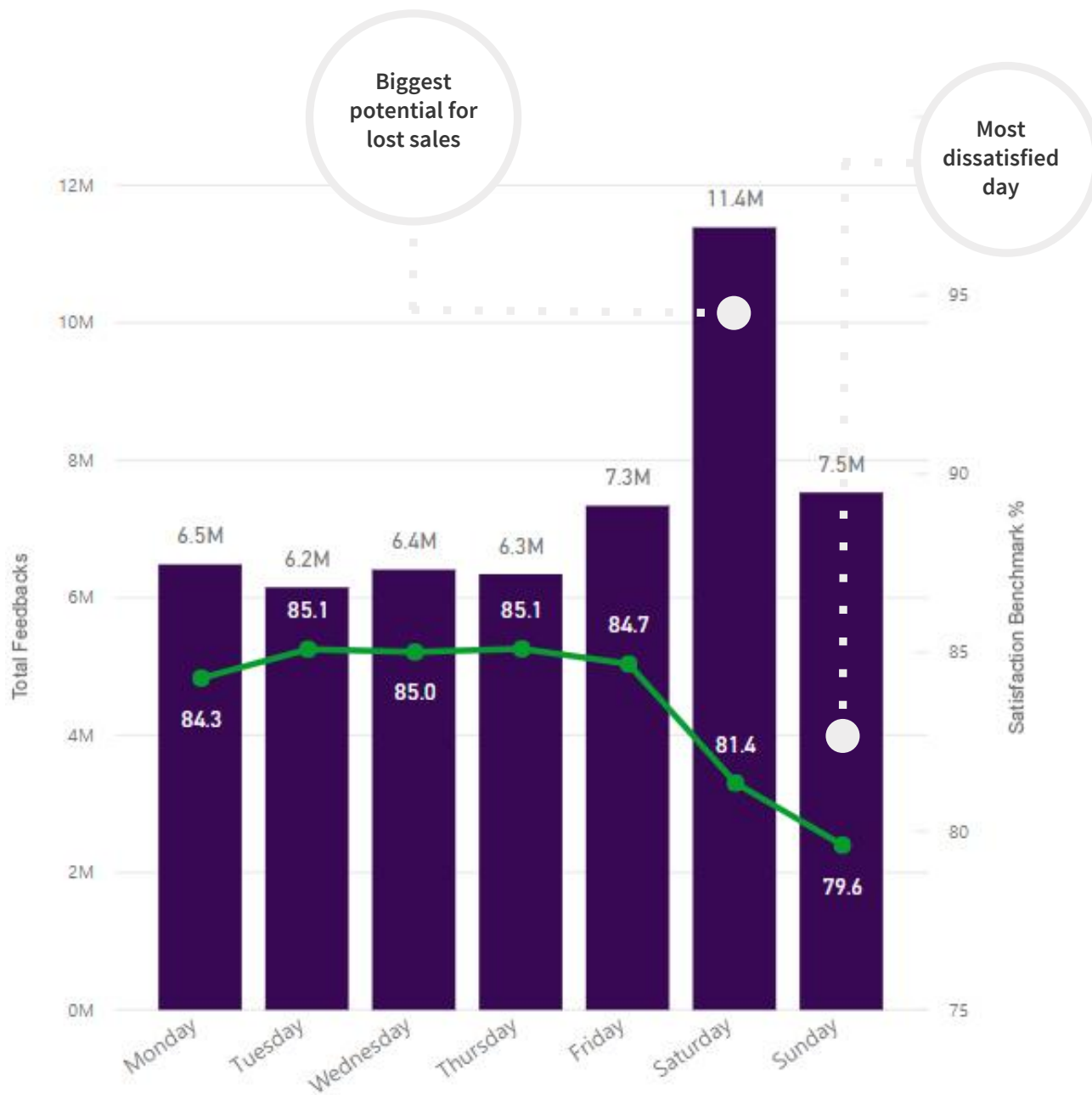
HappyOrNot Industry Data Fact:

Home & Electronics Retail Customer Satisfaction Benchmark 2017

(based on all Happy feedbacks)



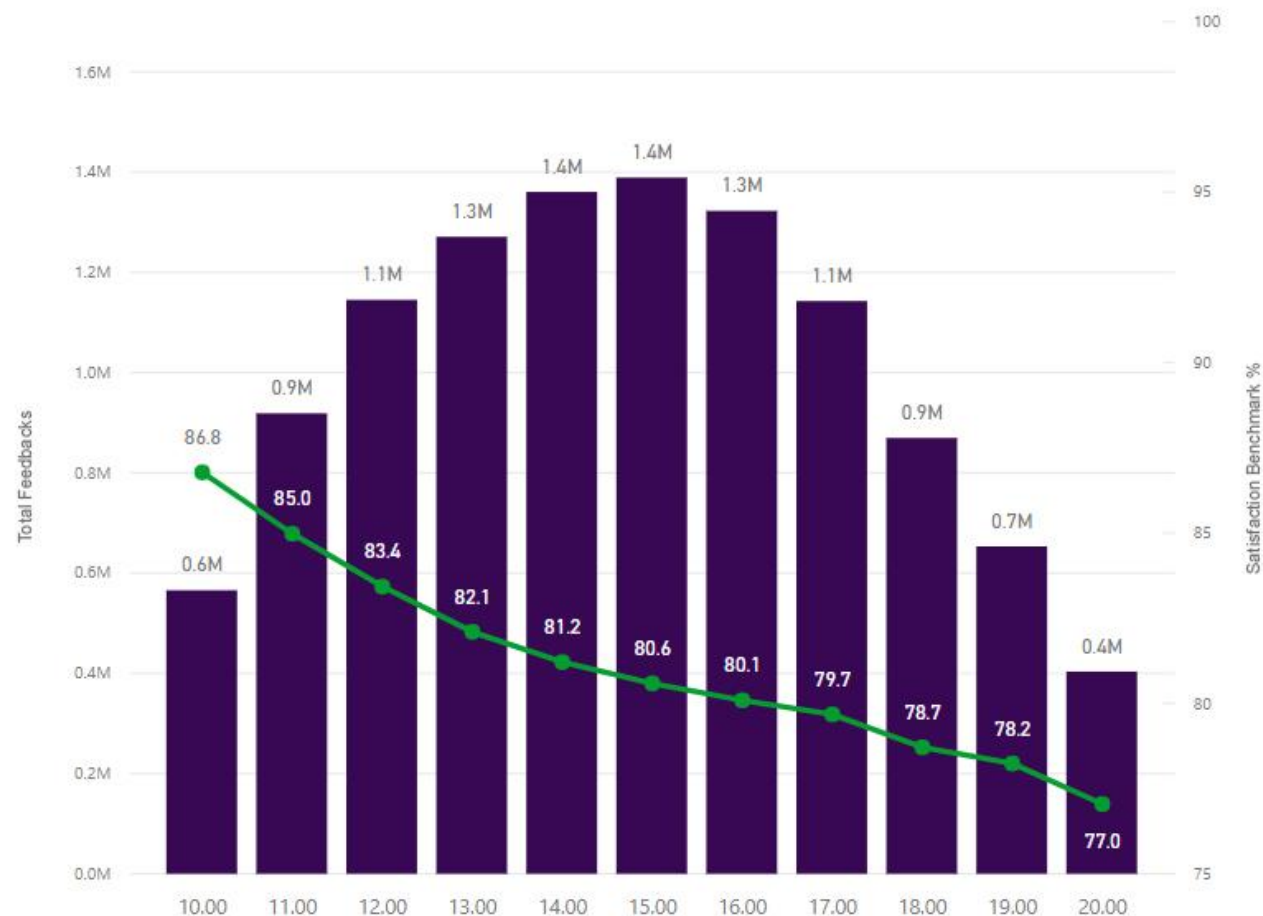
83.3%



Data Insights: Home & Electronics

Take away:

Friday, Saturday and Sunday have the most shopper visits, with Saturday being the busiest. However, customer satisfaction significantly drops after Friday, to 5% points less by Sunday.



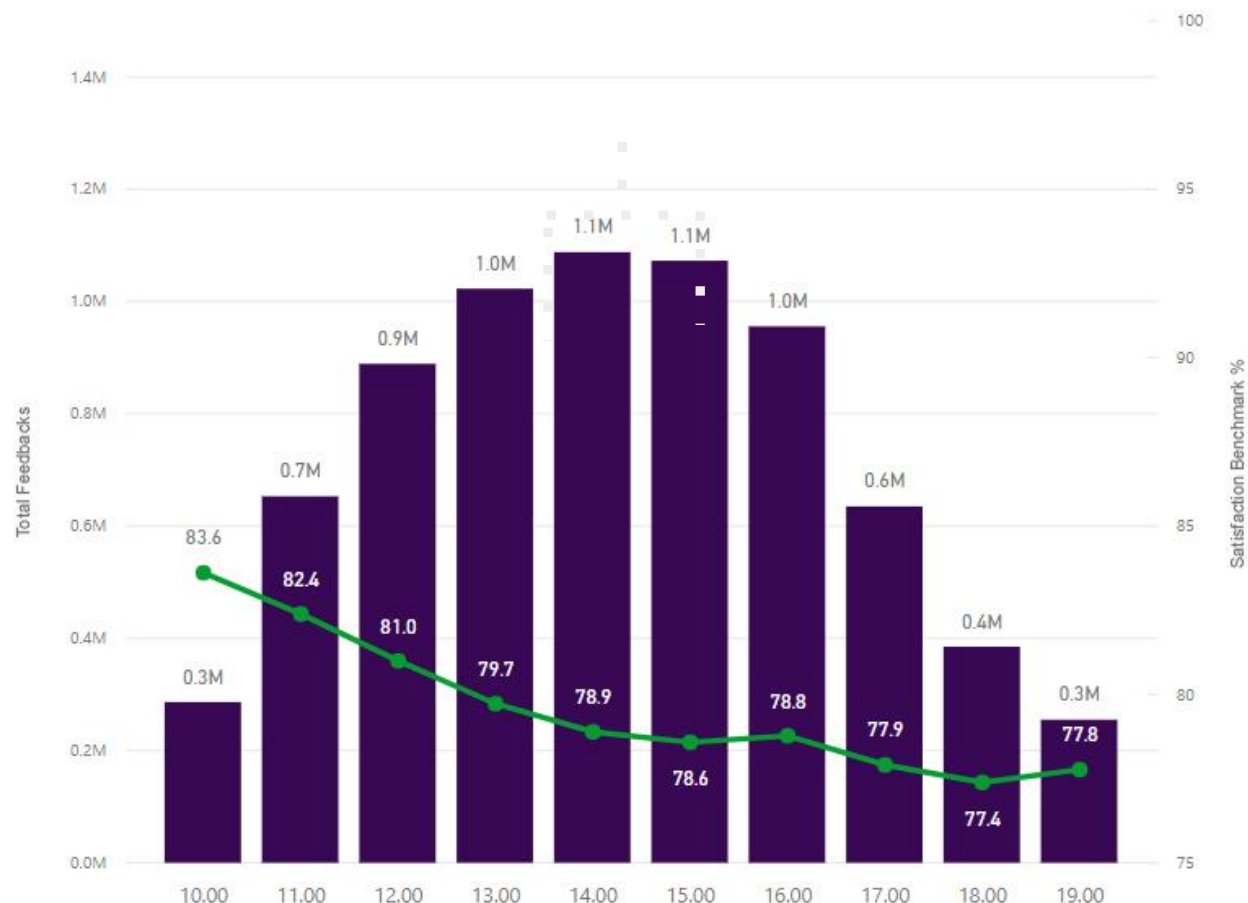
Data Insights:

Home & Electronics

Saturdays

Every open hour on the busiest day of the week is in constant decline in shopper satisfaction, which translates to the biggest loss in sales opportunities.

Owners should ensure adequate staffing is in place and that the shelves are stocked with the most popular purchased products.



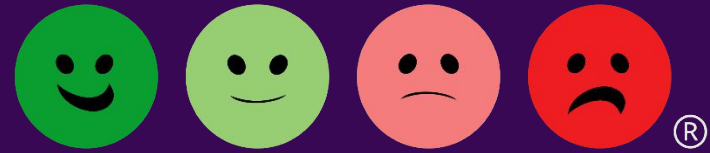
Data Insights:

Home & Electronics

Sundays

Though Sundays have shorter open hours, and less customers, satisfaction is lowest, and is a near steady decline from opening.

Owners should ensure adequate staffing are in place for the busiest hours on Sundays.



Customer case

Satisfaction

+ 3%
in 1 year

Currys PC World

Home and Electronics

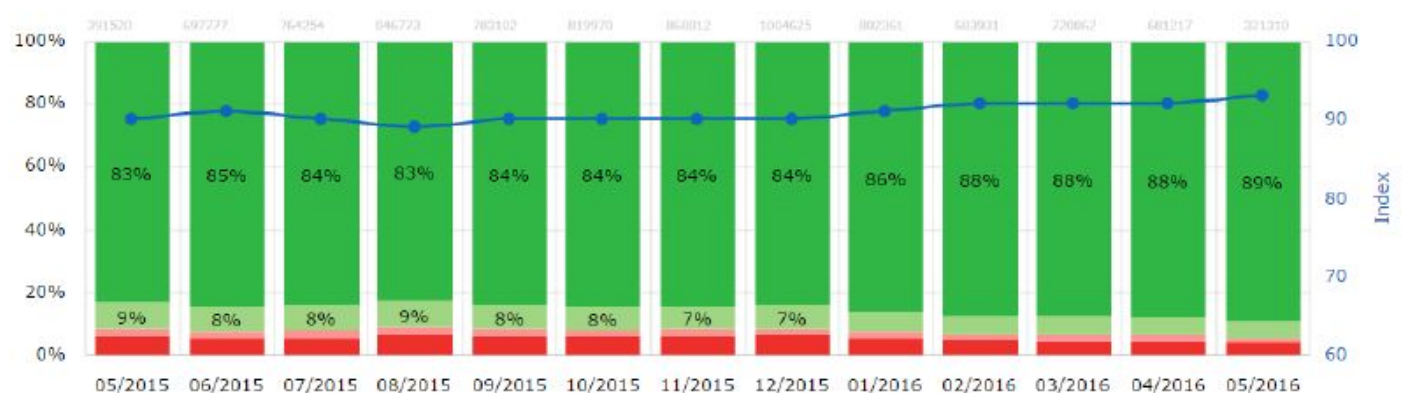
Using HappyOrNot since 2013
for customer and employee
satisfaction measurement

500 terminals
over 600K feedbacks / month



Raising Standards Even Higher

Currys PC World, a division of Dixons Carphone, wanted immediate customer feedback on shopping experience to identify best practices and share amongst locations. With HappyOrNot, employees are more motivated, customer experience and service standards are improving, and sales are increasing.



Already impressive index (90%) was still improved! Overall happiness index increased to 93% over the year. Total Very Happy feedback improved 6%, and total Unhappy feedback decreased 2%

HAPPYORNOT®

www.happy-or-not.com