

CEWE

CEWE Print uses QuestionPro for holistic and continuous customer feedback as part of Customer Experience Management

The CEWE logo is displayed in white, lowercase, cursive-style font on a solid red rectangular background.The text 'CASE STUDY' is written in white, uppercase, sans-serif font on a solid dark blue rectangular background.

Solution

CX | Survey

The challenge

Capturing customer feedback at the different touchpoints in multi-channel retailing

Central summary and analysis of the data obtained from touchpoint analyses

CEWE - BEST IN PRINT

- Founded in 1961
- More than 4000 employees
- More than 650 million turnover in the 2019 financial year



www.cewe.de

About CEWE

CEWE is Europe's leading provider of photofinishing services and also operates very successfully in the business field of commercial online printing. Here, the Oldenburg-based company offers sustainably produced print products such as flyers, business cards, brochures or posters. In production, CEWE, which has been FSC® certified since 2013, relies on the use of high-quality, environmentally friendly and resource-conserving materials as well as the most modern, best available technologies. For more than half a century, CEWE has been setting trends in the photofinishing segment with convincing products such as photo books, photo prints, wall pictures, calendars and photo gifts.

Holistic and continuous customer feedback

At CEWE, the focus is on the customer with his needs, wishes and justified demands in terms of quality and sustainability. For the company, it is therefore of enormous importance to collect and analyse customer feedback and feedback on customer experiences regarding all products and service in a holistic, continuous and structured manner. CEWE uses the QuestionPro market research and customer experience management platform for this purpose. The QuestionPro market research platform is primarily used in the company's own market research, but also in other areas such as product marketing and the R&D department.



Feedback after the order

In order to record customer feedback, CEWE sends survey invitations to customers by e-mail, exclusively in relation to a previous order and in terms of content exclusively in relation to the ordered product and the corresponding product category. Feedback is provided either directly from the e-mail sent out or by means of an online questionnaire. CEWE deliberately refrains from including advertising elements in the survey invitation. The focus here is clearly on customer feedback; the high response rate to surveys confirms that the company's managers have adopted this approach.

Analysis and reporting

CEWE uses the real-time analysis dashboard integrated in QuestionPro for the initial feedback evaluation; a PowerPoint file is exported from the system to present the results. The company's own data warehouse is also connected via an API interface. This enables those responsible at CEWE to combine and evaluate the feedback data obtained with other company data.

That is why CEWE uses QuestionPro

CEWE opted for QuestionPro primarily because the data is hosted on European servers and therefore complies with European data protection guidelines. Ulrich Steinkamp, Market Research and Customer Experience Manager at CEWE, particularly praises the customer service via live chat as well as the high level of consultation for the introduction of the system. Technologically, QuestionPro met all the requirements of an enterprise feedback management system for holistic and continuous customer feedback.



Overview of QuestionPro's solutions:

- Experience Management Solution
- Worldwide panel (22 million)
- Consulting
- Incentive handling
- Advanced analytics such as cross tabulation, grouping and semantic text analysis
- Conjoint, MaxDiff, A/B testing and much more.

Further uses & outlook

CEWE does not only use QuestionPro to obtain customer feedback in the order process. Classic customer surveys within the framework of customer experience management and employee surveys are also carried out with the system. CEWE also collects and publishes customer opinions using a feedback form created in QuestionPro, which also enables image files to be uploaded. In future, CEWE will also use QuestionPro as part of touchpoint surveys at the CEWE PHOTO STATION.

About QuestionPro

QuestionPro is an enterprise feedback management platform that has been continuously and closely developed for two decades to meet the needs and wishes of our customers in the fields of experience management, market research and scientific research. With more than 5 million customers in over 100 countries, QuestionPro is one of the most widely used and popular survey and analytics solutions in the world. Our main areas of activity are Market Research, Customer Experience and Employee Experience.

