

Touchpoint Analysen

# SUCCESS STORY



Gather customer feedback using touchpoint analysis as part of customer experience management in multi-channel retailing



## Gather customer feedback using touchpoint analysis as part of customer experience management in multi-channel retailing

### Challenges

- Collection of customer feedback at the different touchpoints in multi-channel retailing as well as central consolidation and analysis of the data

### Solutions

- Introduction of QuestionPro as a central feedback platform
- Establishment of online questionnaires to collect feedback after ordering processes
- Collection of customer feedback via feedback terminals in the shops

### Result

- Quick and easy creation of questionnaires to gather customer feedback
- Possibility of "in-time adjustment" of the check-out process through real-time feedback
- Central evaluation of all touchpoints via analysis dashboard



Reuter, one of the largest online retailers for the bathroom, lighting and living sectors, was founded in 1986 as a one-man company under the name "Bernd Reuter Heizung und Sanitär". The company grew quickly and transformed into a GmbH (limited liability company) in 1994. In the same year, the first bathroom showroom for sanitary products opened in Niederkrüchten, NRW. Since then, the company has gradually transformed from a craftsman's business to one of the largest specialist and online retailers and pioneers in the sanitary industry. In 2012, the name was changed to Reuter. One year later, the Reuter Profishop went online. In 2015, 2016 and 2017, Focus Money named Reuter Germany's best bathroom outfitter. The new claim "One name. Ein Wort." at the end of the year presents the message that Reuter stands by its promises and is always there for its customers.



## Challenges

As a true multi-channel retailer, Reuter customers from the bathroom, lighting and living sectors buy both via the online shop and in its own store in Düsseldorf or directly over the phone. Service quality is a high priority for the company, and customer satisfaction is also firmly anchored in the company's philosophy. For this reason, Reuter regularly asks customers at different points of contact about their experiences during the purchasing process. In this way, the company always takes an up-to-date look at customer satisfaction and the quality of service. Any weak points can thus be improved immediately.

## Solution

After the company initially used self-programmed questionnaires to collect feedback from customers, especially after the ordering process on the website, the feedback collection was expanded along the customer journey at the various touchpoints. Since all data from different touchpoints had to be collected and evaluated centrally, the decision was made to procure the QuestionPro feedback platform. The original questionnaires were replaced by new developments that can be created and adapted quickly and easily using the questionnaire editor. In order to gain a picture of customer satisfaction and customer experience in the stores, Reuter also plans to provide so-called feedback terminals. All data from the various touchpoints will now flow together at a central point. This data is then evaluated and compared with each other in real time with a view into the QuestionPro dashboard.

## Why QuestionPro

Reuter chose the QuestionPro feedback platform primarily because of its excellent price-performance ratio. The first-class support also played a major role in the decision for QuestionPro.



## Conclusion

By using the flexible feedback solution QuestionPro, Reuter has succeeded in easily and centrally collecting valuable data on customer satisfaction and customer experience at the various touchpoints and evaluating it in real time, thus optimising important processes at the interfaces to the customers in real time as well.

## About QuestionPro

QuestionPro is one of the world's leading developers and providers in the field of web-based survey solutions and data visualisation. More than 3 million users in over 100 countries use the technologically high-quality tools for the creation, distribution and analysis of online surveys, which are modularly integrated on one platform. Due to the high system scalability and the fair licensing model, both top 100 companies and medium-sized businesses, universities, research institutions as well as small businesses and freelancers rely on survey solutions from QuestionPro. [www.questionpro.com](http://www.questionpro.com)