

How Éram relies on customer feedback to improve customer experience



Customer relations: Éram dives into conversation mode with Goodays

Since the beginning of its partnership with Goodays, Éram - the French leader in shoe retail across major metropolitan and shopping centres - **has been busy gathering customer feedback**. They've been doing this via emails sent to customers after each purchase completed either online or in-store at its **208 locations** connected through the Goodays platform.

Thanks to the simplicity of Goodays' survey interface, Éram can analyse the nature of comments left by its customers: 80% are complimentary, 9% identify problems, 10% offer suggestions and 1% consist of questions. This breakdown makes it possible to analyse and prioritize conversations with the goal of better engaging with customers.



By reinforcing its customer-centric approach with help from Goodays, Éram has improved its Net Promoter Score (**NPS**), its primary performance indicator, by **2+ points**.



65% of dissatisfied customers can be won back when the company resolves problems upon the very first interaction.

“We can consequently identify disappointed or dissatisfied customers from their purchase experience. We assign special importance to our detractors, replying to their feedback in a highly personalised manner. This is an opportunity to save a customer, or even to convert a detractor into an ambassador!”



Tiphaine Chateigner, Customer Experience Manager at Éram



Share the voice of the customer with the whole company

Since the Goodays platform makes it possible to **centralize customer feedback**, Éram can now easily share 'the voice of the customer' with every department throughout the company.

For two years, this 'customer-centric' approach has gradually been integrated into its day-to-day operations.

- Weekly data analyses with the objective of **prioritizing which actions to take**;
- Review **Voice of the Customer Analysis** each Monday in joint management meetings;
- **Real-time insights** into customer satisfaction thanks to the Goodays back office accessible to store managers;
- **Internal presentation of a semi-annual statement** of projects initiated through customer feedback.

Thanks to Goodays



30% of Éram's customers are surveyed via email after each online or in-store purchase.



Customer feedback is captured according to **3 purchase scenarios**: in store, online with in-store pick-up, and online with delivery.



Éram gathers more than **1,200 responses per quarter**.



Its teams **process 100% of these surveys** with an average response time of just over eight hours.

“Customer feedback does not need to rest solely in the realm of customer service or research. Customers often have their own ideas and they can feed or fortify our considerations surrounding possibilities for improvement. Thanks to the internal energy created by Goodays, all our teams understand the importance of listening to their customers and are united around this project”

Tiphaine Chateigner, Customer Experience Manager at Éram



Éram launches corrective actions based on customer feedbacks

By relying upon the feedback gathered and analysed via Goodays for Business, the brand launches targeted projects each quarter to improve its services and the quality of its products.

- For instance, after identifying a delivery problem, they reviewed their package control process. The outcome: a significant decline in the number of comments related to this issue.
- Éram now allows its customers, as a result of general demand, to be able to order a product that is no longer available in stores.

