

How Monoprix engage the entire company, shop-floor to boardroom, with customer interactions and CX



The approach

Monoprix switched from a survey-less system for customer listening to one that promotes a locally-based and multi-channel approach. Goodays facilitates brand communication with their customers, whether they made their purchase in a store or online.

Main objectives for Monoprix

- Identify the causes of customer dissatisfaction and put improvement projects into action.
- Anchor customer listening in the day-to-day lives of all the company's departments.
- Possess a managerial tool that makes it possible to guide the business using indicators other than purely economic ones.
- Interact with the customers to earn their loyalty and learn how to increase their satisfaction.



Monoprix stores are connected to the Goodays interaction management platform



stores in the Monop' format are connected to the Goodays platform

“The feedback collection paths are adapted to our customers: each channel targets different customers. The survey is structured in a way that lets them evaluate their experience in relation to different subjects: the in-store greeting, the quality of the products, and the checkout process. We attach equal importance to the customers who purchase our products from our websites. And the customers are invited to give their feedback differently depending on what they bought: whether it was an item of clothing, or food.”



Brune de Bodman, Digital Transformation Manager at Monoprix

Encourage customers to share feedback about their in-store experience

Goodays has enabled Monoprix to gauge the satisfaction of its in-store customers as well as those who make their purchases online.



E-mail & text message invitations to provide feedback

A new in-store signage system is currently being tested to reinforce customer listening for those who have not signed up to the loyalty programme.



In-store system: posters show customers how they can share their feedback



The customers can leave their feedback spontaneously on Google My Business and on the store's local web page.

“It is crucial to convince the whole management team that a tool like Goodays’ offers more than just the results of a satisfaction survey. It is a real managerial tool for day-to-day use that puts the customer at the heart of the company’s concerns. If the management gets the whole company to adopt that conviction, we need only organise the teams so they are listening to our customers, analysing their ratings and feedback, and the success of this approach and customer satisfaction gains will be there to see.”



Brune de Bodman, Digital Transformation Manager at Monoprix



Supply every department with customer feedback

Monoprix has made Goodays its day-to-day management tool: all the company's teams are provided with the results collected through the platform. The e-commerce department, logistics or purchasing managers rely on the analysis of customer feedback to set about improvement projects.

- **At headquarters**, the company has set up an NPS team dedicated to implementing and developing the customer listening strategy: identification of collection channels, roll-out, and testing;
- **On the operational side**, each store manager uses the Goodays platform to analyse the feedback from their customers, engage in a discussion with them, and adapt their store to the customers' needs.



“The store managers have been very enthusiastic in their adoption of Goodays For Business, because it lets them better understand their customer satisfaction scores and take practical steps to improve them. Sharing customer feedback promotes positive management: By showcasing the aspects that work really well and identifying areas for improvement, it makes the teams want to do better every day. What could be more rewarding than seeing your satisfaction scores on the rise and causes of dissatisfaction disappear thanks to everyone's involvement?”



Brune de Bodman, Digital Transformation Manager at Monoprix

Give store managers a day-to-day ally

The issues raised by customers vary from one store to another. With Gooddays, Monoprix has made customer satisfaction a local issue. Each store manager handles customer feedback to identify causes of dissatisfaction and take practical steps to improve. Only subjects concerning online services or those common to all the stores—such as topics related to purchasing—are dealt with by headquarters and handled by a working group.

Customer service replies to feedback from online customers and forwards all the information to the appropriate department to optimise the e-commerce experience.



Each store receives 5 to 10 customer reviews per week*.



The customer reviews are handled on a daily basis by three people in the store.



Monoprix stores reply to all the customer feedback they receive, whether positive or negative.

* Stats from 2019

The store managers share the customer reviews, the causes of dissatisfaction, and the satisfaction ratings with all the teams to get them involved and enable everyone to identify areas for improvement.



“Gooddays enabled us to change the customer relationship, since we are now able to track and analyse customer feedback on the spot. Customer feedback is shared every morning with the management team, posted on the staff bulletin board, and published in a monthly newsletter. The newsletter is internal to the store and enclosed with the pay slip.”

Cyril Boucherat, Manager of the Monoprix store at Porte de Châtillon



In-store actions

For the stores in general, the system centred on sales promotions was identified as a cause of customer dissatisfaction. By listening to its customers, the brand has completely redesigned the promotional signage in its stores, revised its promotions for the benefit of urban areas, and bolstered its IT processes to eliminate problems at checkout. For the stores in general, the system centred on sales promotions was identified as a cause of customer dissatisfaction.

At the local level, waiting at the checkout was identified as one of the most common causes of dissatisfaction reported by customers at Monoprix La Fourche. Since then, we have reorganised our checkout process to make it run more smoothly. On this issue, we have made gains in customer satisfaction.

“We give a personalised response to each customer. In the case of negative feedback, I personally call the customer to better understand the difficulties that marred his or her experience. I share the compliments with the teams. The employees find it very rewarding and heartening to see the customers praise their efforts in greeting them or assisting them in little ways.”



Cyril Boucherat, Manager of the Monoprix store at Porte de Châtillon

Witness the benefit of a customer listening approach

Goodays enables Monoprix to have focus meetings and track trends in customer feedback on specific topics: The rate of missing items in stores, the delivery service, and so on.

The brand has already seen some improvement in customer satisfaction and relationship scores locally, as well as in its NPS. Above all, it has gained in agility.



“Goodays has enabled us to take action more quickly on two levels: identifying the problems reported by our customers, and finding solutions to them. Our customer relationship has become more personalised and rooted in everyday life. Goodays has given us a more conversational interaction with our customers. That time factor strikes us as the key point for the success of our project, which has resulted in an improved NPS.”



Brune de Bodman, Digital Transformation Manager at Monoprix