How CarrefourSA Pinpoints Customer Expectations Easily and Takes Rapid Action in This Direction

About CarrefourSA

CarrefourSA is a joint venture between leading global retailer Carrefour and Sabancı Holding- one of the Turkey's biggest groups. With a workforce of nearly 11.000 employees, CarrefourSA delivers quality and reliable products to 500 thousand customers a day who shop at 872 Hyper, Super, Gourmet and Mini markets, and carrefoursa.com online shop.

Carrefour SA

Summary

CarrefourSA was seeking a Voice of Customer and CX measurement solution to accommodate its business needs. The Alterna CX automation solution was implemented as a listening engine for transaction-specific feedback and for measuring satisfaction across the customer frontline business units and all stores.

- Crystal clear roadmap to become more customer-centric
- Combined data from 5 Voice of Customer channels into unified intelligence
- Utilizing predictive analytics to simulate future NPS results in store management with 80% accuracy
- Maintained great engagement with their CX program, with over 4,000,000 customer signals monthly
- Decreased complaints by 20% and increased NPS by 24pts

The Challenge

The need for a perfect customer experience, which arises from the rapid shift in consumer behavior, accelerates digital transformation projects in the retail sector. To transform and personalize the in-store experience for everyone from sneakerhead to browser to impulse buyer, CarrefourSA needed an AI-powered CX management system.

The Solution

CarrefourSA commissioned a digital transformation project from Alterna CX, which produces artificial intelligence-based solutions to monitor, measure, manage and improve customer experiences. Now, CarrefourSA can analyze 4 million customer signals every month, and has used that information to create a new shopping experience. The company is enabling real-time data analytics and predictive ability in the brand and customer experience, as well as implementing data-driven decision-making. "We have strengthened our customer-oriented company culture in store management," affirmed Gökhan Çakmak, CarrefourSA Customer Management Group Manager. Manager Çakmak also stated that their customer-based approach is the basic principle of company culture:

"Thanks to our cooperation with Alterna CX, we have taken great steps towards establishing a data-based customer experience system both in the entire company and in our stores. The first of these is to convey the customer's expectations, suggestions and complaints to both the store and the management teams at first hand. Thanks to the Alterna CX experience analytics solution, we can listen to the areas where we have made progress through the evaluation surveys we send to our customers at certain periods after store shopping. With the role-based reporting modules of Alterna CX, we have developed panels where all our units can follow customer feedback in their area of responsibility. With this method, we ensured that our customers' voices were heard by all units."

Gökhan Çakmak,
Customer Management Group Manager
CarrefourSA

Utilizing predictive analytics to simulate future NPS results in store management with 80% accuracy

Manager Çakmak went on to add that they have changed the customer experience and working models by making use of technologies such as big data, artificial intelligence, and text analytics. As he explains, "The importance of transforming many open-ended comments from our customers into numerical values becomes critical day by day. Through our deal with Alterna CX, at this point we can determine the effects of the comments received from our customers in various fields by scoring with the NPS Simulation module. If scoring is improved in a specific area, we strengthen our competencies in rapidly improving the customer experience by estimating the level of the total Net Promoter Score specific to stores and brands, then taking action in these areas. With the 'NPS Simulation' module of Alterna CX's predictive analytics model, we can predict the future with 80% accuracy of our customer satisfaction scores." CarrefourSA increased their customer satisfaction score by 19 points and announced that they turned the integration and competencies offered by the panel into an advantage through their cooperation with Alterna. Furthermore, the company drew attention to the fact that these competencies enabled them to create different survey structures for as many segments as desired. Underlining the importance of receiving feedback specific to segments in order to identify areas of improvement, the company carried out simultaneous, detailed discussions about the satisfaction level and trend of the segments they defined. CarrefourSA pinpoints customer expectations with the solutions it has developed and continues to take rapid action in this direction. CarrrefourSA, in addition to underlining that they reduced customer complaints by 20% at the point they arrived, likewise emphasized that they increased their NPS by 24 points.