

THE COMPANY

National Vision, Inc. is the fourth largest optical retailer in the United States, operating over 500 retail locations in 44 states through the U.S. The company employs over 4,400 employees and its retail divisions include America's Best Contacts & Eyeglasses, Vision Centers inside select Wal-Marts, Optical Shoppes inside Fred Meyer and Optical Centers on select military bases. National Vision has plans to open over 40 America's Best and Military locations annually.

THE CHALLENGE

As a nationwide retail and service organization, National Vision has made it a priority to ensure every customer at every location receives a high level of care. To help analyze and better understand each location's performance, National Vision implemented the Net Promoter Scorecard (NPS) measurement tool.

NPS makes extensive use of customer feedback to help create a customer satisfaction score for each National Vision location. As part of its customer satisfaction collection process, National Vision sought to create a system that would make daily customer outreach, data collection and analysis, and reporting within NPS as simple and accurate as possible.

THE SOLUTION

After deciding that a system of live agents conducting outbound calls would be too costly and require a lengthy set-up, National Vision implemented Angel.com's SurveyByFone outbound survey solution to gather immediate feedback from customers on their service experience.

"We determined that our ideal solution would be easy and fast to implement, offer plenty of flexibility for changing survey content and increasing call volume," said Louann Seguin, Customer Satisfaction Manager. "After researching several IVR providers, we found that Angel.com offered all of those features and at a price point that met our needs."

SurveyByFone also allows National Vision to capture customer feedback as part of outbound surveys. Within a few days of their visit, each National Vision customer receives a survey call from the IVR system and prompts them to key in responses via touch-tone. Additionally, open-ended questions allow customers to speak about their National Vision experience. The recorded feedback is then automatically transcribed and appended to survey results in the company's CRM database for easy analysis with Net Promoter Scorecard.



AT A GLANCE



Headquarters
Atlanta, GA

Industry
Retail

The Challenge

- Analyze customer service performance at more than 500 retail locations
- Perform daily outreach to all customers
- Report on and analyze data within company CRM system
- Provide an anonymous outlet for customer responses

The Solution

Angel.com SurveyByFone

The Results

- Increased outbound surveys to nearly 13,000 per week through automation
- Achieve regular completion rate of 14%
- Substantially reduced costs

“The transcribed customer feedback is fantastic; it's probably our favorite feature of the Angel.com IVR system,” said Seguin. “We routinely distribute it to every store manager and district manager so they can see first-hand how their location is performing. We've found it to be an incredibly valuable tool.”

THE RESULTS

National Vision has steadily increased its number of outbound surveys to nearly 13,000 a week. With a completion rate of 14%, the company is capturing about 1,100 customer comments each week – large enough sample sizes to draw meaningful conclusions from the Net Promoter Scorecard.

“We potentially could have achieved higher response rates with a call center as opposed to an IVR solution,” said Seguin. “However, we believe we're getting more honest responses, especially in the customer feedback recordings, than we would with live agents. And the cost advantage of the Angel.com solution is substantial. We are very pleased with our experience so far with Angel.com and the SurveyByFone application.”

ABOUT ANGEL.COM

Angel.com is a leading provider of on-demand call center and Interactive Voice Response (IVR) solutions. The Angel.com solution delivers value to organizations of all sizes to more productively and efficiently address business problems through the power of voice technology. As a fully hosted solution, no investment in hardware, software, or human resources is required, delivering immediate ROI and easing and simplifying deployment of voice applications that meet unique business needs. Angel.com is the only provider to offer a web-based toolkit, Site Builder, that facilitates voice menu design through a simple Internet connection and our innovative technology enables complete integration with databases or CRM tools, enhanced scalability and flexible applications. For more information, visit <http://www.angel.com>

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~ Louann Seguin
Customer Satisfaction Manager
National Vision