CENTRAL

CLOUDCHERRY

Creating memorable shopping experiences at India's leading retail malls

ABOUT CENTRAL

Launched in 2004 in Bangalore, India, Central (part of Future Lifestyle Fashions Limited) is the first-of-its-kind retail mall in India. Central was started with the pioneering concept of giving customers an unobstructed shopping experience, something that was seen in very few other countries at the time. This was especially important as they wanted to ensure that the discerning Indian customer had immediate access to the best brands, under one roof.

Today, Central retails over 500 brands across apparel, footwear, accessories, music and books for the entire family. Additionally, they have since forayed into food courts, coffee shops, super markets, restaurants and pubs.

CHALLENGES

With competition heating up and more brands making their entry into the Indian market rapidly, Central was quick to realize the need to focus on Customer Experience, and that CX can be one of the key differentiators for their continued success.

Central wanted to measure their Customer Satisfaction Index, and was looking to collect feedback from their customers on an ongoing basis. It was also extremely important that they spoke with their customers at multiple touchpoints within the customer's journey with them.

Central was in need of a dynamic, unified platform to manage the initiative, which actually allowed them to use the insights and close the loop with their customers.

CHALLENGES

• The need for a single, unified tool that helps them to measure their Customer Satisfaction Index

SOLUTION

• Deploying tablet devices in all their stores at their Customer Service Desks
• Real-time Feedback loop closure through real-time alerts
• Going beyond the Customer Satisfaction Index by measuring NPS®, Delight Score and more

SUCCESS

• Month-on-month uptick in their Net Promoter Score℠
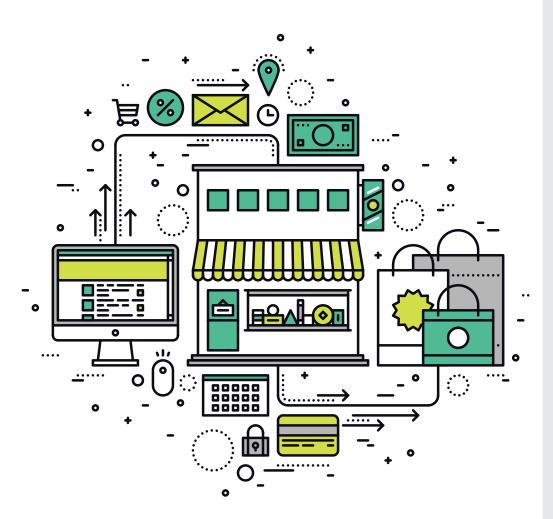• One view of all customer experience data

SOLUTION

Central did not believe that a single platform could address their needs, but were pleased to discover that CloudCherry was the perfect platform for their CX initiative.

Central deployed CloudCherry's platform using tablet devices to collect feedback from their customers in all their stores. These tablets are strategically placed at their Customer Service Desk in each mall. Additionally, they also have a dedicated member of the team who personally interacts with customers and captures in-store experience feedback.

Going beyond the Customer Satisfaction Index, one of the key metrics that Central now tracks using CloudCherry's real-time dashboard is the **Net Promoter Score**^{SM}. The platform also allows them to go one step further by giving insight into what attributes are **driving their NPS**® **up or down**. Central also tracks their **Customer Delight Score** and **Detractor metrics** very effectively right now.

> We have implemented CloudCherry in a manner that whenever a customer's experience has to be enhanced, there is a mechanism to identify and address the agenda. This customer is connected by our core team and their queries are resolved within 24 hours.
>
> There have been instances where we've called customers, and they are thrilled by the fact that a huge brand like Central is taking them very seriously. It has given us the ability to service every customer, with the desired connect that many brands are still not doing today"
>
> **Deepansh Bhargava**
> AVP - Customer Experience & Marketing

Using these parameters, Central now evaluates performance for the brand on the whole, and goes deeper to understand performance by store, perform season-wise comparisons *(for example, NPS® comparison betwen Spring-Summer Vs. Autumn-Winter)* and more.

Central also uses CloudCherry's SOFT TICKETING module, which allows store managers to get notified of a customer's negative feedback the very moment it is given – and is also raised as a Ticket in the platform. This gives managers an opportunity to address the issue with the customer right away, follow-up as necessary and ensure resolution – and closure of the feedback loop.

Management and all key stakeholders now receive automated weekly & monthly reports with detailed insights into customer behaviour & experience ratings. Reports are customized to their areas of responsibility & interest to give them pointed insights that are immediately actionable.

SUCCESS

Central now continually monitors & tracks Customer Experience across all of their stores, are able to close the feedback loop efficiently and immediately, view and understand key metrics, and make strategic & tactical improvements and decisions – all on the 'CX ONE VIEW' offered by CloudCherry's platform.

In fact, this data has also helped in creating a positively competitive environment within the organization, with every store vying to set benchmarks and get the top score through continuous improvement.

Increase in their Net Promoter Score[SM]**, and seeing a monthly uptick**	**Increase in rating towards Range of Merchandise**
Increase in rating towards Staff Courteousness	**Increase in rating towards Product Availability**

About Cloudcherry

CloudCherry is a leading, real-time omni-channel Customer Experience Management (CEM) platform that lets customer-facing brands track, measure & improve Customer Delight - thereby increasing profitability and loyalty.

With CloudCherry, brands get to capture experiential data at every customer touchpoints using **17** channels of interaction (& counting), get real-time alerts and notifications to address issues as they happen, and view all data on a single dashboard - a true CX one view.

Some of the largest brands in the world don't just satisfy, but delight their customers with CloudCherry's CEM platform today.