Toluna
an **itwp** company

3
Countries

~9,000
Stores

~100,000
Scorecards yearly

Challenge

CVS is a major pharmacy in the United States, Puerto Rico and Brazil with over 9,000 stores. With an expansive footprint, it was imperative to understand the in-store customer experience.

Not only was **CVS looking to gauge in-store customer sentiment, but it needed to understand if all 9,000 plus stores maintained the same corporate guidelines.**

Solution

Toluna tapped CVS's in-store traffic by collecting data from over two million Interactive Voice response (IVR) interviews via a point of sale (POS) generated receipt invitation.

The customer feedback data was gathered, scored and developed into custom reports by Toluna. **Monthly scorecards were developed for each store. Extensive analysis tied data collected to key operational metric;** from sales to inventory levels. Recommendations on implementing findings from the program were made by Toluna to senior management on an ongoing basis.

It should be noted, as incentive, customers were offered a chance at an instant win prize or entry into the monthly $1,000 sweepstakes. Toluna performed all programming, data collection, reporting and incentive management responsibilities. Additionally, Toluna handled the Help Desk support for the client's store and field managers who have questions about the program and reporting tools.

Impact

The program has been successful and is an ongoing initiative. CVS can now track satisfaction levels and look at changes in trends. When any noticeable changes occur (such as a significant decrease/ increase in the scores) Toluna investigates to understand the cause. In addition, customers who recorded verbal comments were reviewed by store and field managers.

The insight into the instore- customer experience has highlighted CVS's strengths and problems that may have gone unnoticed prior to the program launch. The client is able to continually focus their efforts on what matters most to the customer to increase visits and ultimately, revenues