

# COUNT ON TOLUNA TO... UNDERSTAND THE "IN-STORE" EXPERIENCE



## Case Study: CVS

### The Challenge

Toluna has worked with numerous well-known companies in conducting customer experience research. An excellent example of a program that we currently conduct is the chainwide program for CVS.

This major pharmacy chain of 7000+ stores looked to gauge the customer experience. Their objective was to ensure that shoppers had a positive in-store experience, and that all stores maintained the same corporate guidelines.

### The Toluna Difference

Toluna began collecting over 2 million IVR interviews annually via a POS generated receipt invitation in all (now 7,000+) stores. These interviews gauge the customer experience pertaining to their most recent visit to the store.

The survey invitation is printed at set intervals at the bottom of the customer's receipt including the information to participate in the survey and chance at an instant win prize or entry into the monthly \$1,000 sweepstakes. The invitation includes the toll-free phone number and a Receipt ID number that the customer must enter to complete the survey. The Receipt ID is encrypted containing store number and various transactional information.

The customer is instructed on the receipt to call the toll-free number and complete the 4-5 minute survey on the Toluna IVR system. Customers were also able to record verbal comments which could then be reviewed by store and field managers. At the end of the survey, the customer is given the opportunity to leave their name and phone number for entry into the \$1,000 sweepstakes, or must leave their name, phone number

**"Toluna has been a critical partner to CVS/Caremark in helping us define and measure what we seek to deliver as an in-store customer experience."**

Mark Kolligian  
Vice President, Customer Experience  
CVS/Caremark

**Toluna**  
Customer Experience  
Measurement

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and mailing address if they were a winner of an instant cash prize. All prizes are fulfilled by Toluna.

Toluna performs all programming, data collection, reporting and incentive management responsibilities required to run this program. Toluna also handles the Help Desk support for the client's store and field managers who have questions about the program and reporting tools.

## The Results

Customer feedback data is gathered, scored and developed into custom reports by Toluna. Monthly scorecards are developed for each store and hierarchy roll-up and placed on a Toluna website but are retrieved through their internal intranet site that passes their login credentials to our server so the corresponding scorecard is provided. Additionally, extensive analysis is performed that ties the data collected from the study to every operational metric, from sales to inventory levels. Segmentation and modeling analysis is also conducted using customer information from demographics to actual transaction level data. Recommendations on implementing findings from the program are made by Toluna to senior management on an ongoing basis.

Monthly analysis is done at the total chain and the area/region/district level on how satisfaction scores compare to previous months and the same time a year-ago. When any noticeable changes occur, such as a significant decrease/ increase in the scores on any metric or on the sample sizes, we study those particular metrics to see if the change is happening throughout the area of interest, at any specific time periods, or if there is some other factor causing these significant changes. We then discuss these findings with the client and try to identify the cause of the significant score shifts, i.e., because of

a specific initiative being offered in that area. This helps bring attention to things that are working well for the chain or those that might be causing problems and need to be re-evaluated right away.

For any specific initiative that the chain takes in some particular area, Toluna performs a pre/post analysis to gauge the effect of the initiative by studying the directional change of the scores on the metrics measured in the program. Since this pharmacy chain is performing some kind of initiative frequently, such analysis is done on a regular basis.

Armed with the information gathered by the surveys, the client is able to continually focus their efforts on what matters most to the customer to increase visits and ultimately, revenues.