

Case Study: *Outbound Customer Retention*

Large Multi-Location Hair Salon

Objectives

- Outbound call to measure satisfaction of last visit
- Gather data to manage 50 individual locations – Tie results to stylist incentives
- Improve customer loyalty

Solution

- Conduct a 3 question survey within 14 days of last visit
- Design statistical analysis and reporting
- Pinpoint areas for improvement for each operation

Results

- Over 15,000 surveys performed in 13 monthly periods
- 85% completed surveys
- Lifetime value of repeat business is PRICELESS



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