



## CASE STUDY: Global Retailer

How We Help Global Retailer Glean Insights  
From Over 30,000 Customers Daily



## At a Glance

Dedicated to creating uniquely branded customer experiences, this international retailer surveys over 85,000 patrons throughout the U.S. and Canada every day to get feedback on store visits.

“The system has been super reliable for our survey and the Professional Services team has consistently provided excellent customer service.

I feel strongly we chose the right partner in Enghouse Interactive for our Customer Experience survey”

– Director of  
Global Consumer  
Insights

# Ongoing Partnership Increases CX Insights Value

The Professional Services team initially consulted with multiple departments – IT, procurement, security, marketing, customer experience and business intelligence – to architect an efficient system.

As the project evolves – with new requirements and business goals – Professional Services serve as an extension to the retailer’s CX Insights team, providing project and change management services and customized solutions.

## Successes

- Automate data collection and analysis across 8,000+ stores in the U.S. and Canada.
  - Achieve 35% participation rate.
  - Dynamically add new stores participating in the survey.
  - Regularly make changes to the survey with no downtime.
  - Easily add survey questions to evaluate seasonal campaigns and promotional offers.
  - Seamlessly incorporate new participating countries with multi-lingual requirements.
  - Maintain a standardized feedback process—even as new stores are added—to ensure representative coverage across the entire retail operation.
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# Challenges

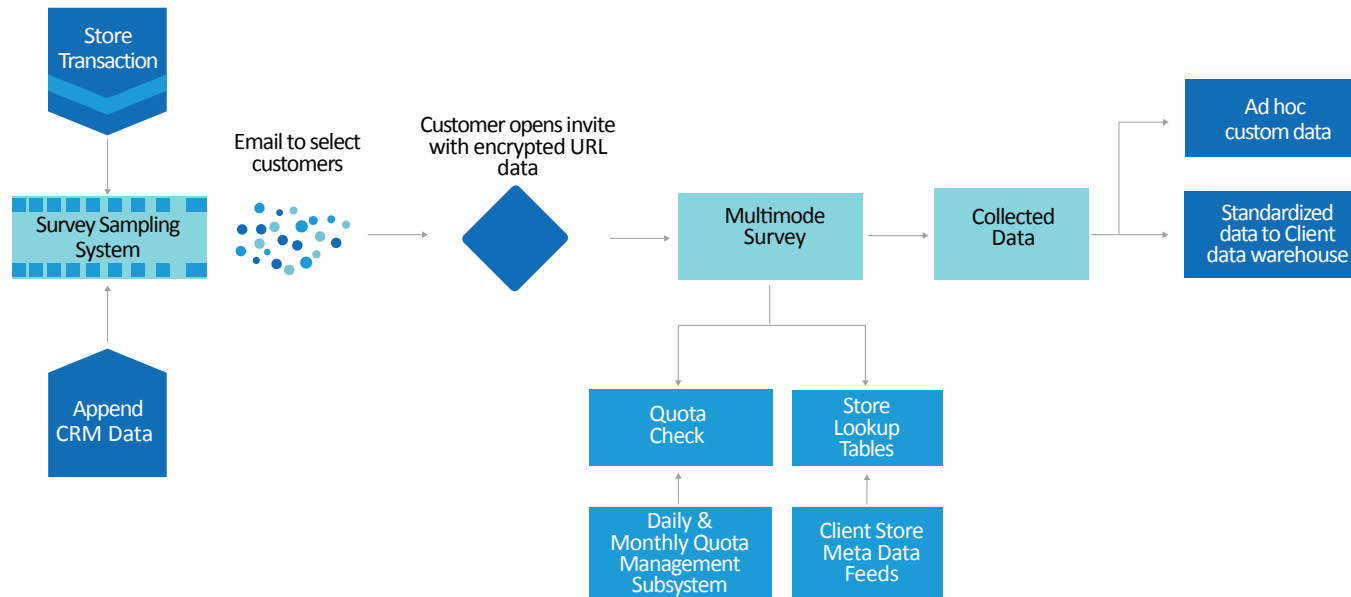
The CX program's success was predicated on survey software that was robust, flexible, and above all, scalable. In addition, the magnitude of the project and logistics to support the effort posed many demands, including:

- Managing maximum quota requirements, updated daily, at the store level.
- Seamlessly integrating reward's program CRM data and customer transaction information into the survey: purchase date, store location, items purchased and related demographics.
- Processing over 30,000 surveys nightly.
- Personalizing each survey while ensuring a branded look and feel.
- Making changes to the survey on the fly without having to take the survey down.
- Adding new stores to the survey on an as-needed basis.
- Incorporating new store information fields as needed.

# Solutions

Set up a series of data and business management rules to optimize efficiency and eliminate manual errors by automating:

- Respondent quota management: Each store was monitored for a quota of 100 respondents per store per month.
- Integration of CRM data and customer transactions information to enrich and personalize the survey.
- Secure processing of thousands of nightly feeds containing encrypted data.
- Standardizing the CX feedback for trend analysis while allowing for seasonal and event-based research to be conducted.



**Discover how  
we can do  
the same  
for you!**

Request a quote today!



# About Us

Enghouse Interactive (EI), a subsidiary of Enghouse Systems Limited (TSX: ENGH), is a leading global provider of contact center software, services, and video solutions, serving thousands of customers for over 35 years. Enghouse Interactive solutions enable customers to deliver winning customer experiences by transforming the contact center from a cost center into a powerful growth engine.

Enghouse Interactive's core values – Reliability and Choice – are key differentiators in the global marketplace. Reliability speaks to Enghouse Interactive's reputation for consistently honoring its commitments to its customers, staff, partners, and investors. Choice is reflected in the unparalleled breadth of its CX portfolio, which enables customers to choose from a wide array of solutions, whether deployed on-premise, in the cloud, or on a hybrid platform. By leveraging a broad range of technologies and capabilities based on open standards, Enghouse Interactive simplifies the advanced integrations customers require.

Respecting local regulatory requirements, and supporting any telephony technology, Enghouse Interactive ensures that its customers can be reached by their customers – anytime, anywhere, and via any channel.

## Contact us to Learn More

With over 35 years of deep contact center expertise, our team of experts are ready to optimize a solution that's right for your contact center, today and tomorrow.

Visit us at:

[www.Enghouseinteractive.com](http://www.Enghouseinteractive.com)

or contact us at:

[MRC@Enghouse.com](mailto:MRC@Enghouse.com)

### Corporate Office

Enghouse Systems Limited  
80 Tiverton Court, Suite 800  
Markham, Ontario L3R 0G4 Canada

Tel: +1 905 946 3200  
Email: [info@enghouse.com](mailto:info@enghouse.com)

### North America

Enghouse Interactive  
16605 North 28th Ave, Suite 101  
Phoenix, AZ 85053 USA

Tel: +1 833 ENG INTV  
or +1 833 364 4688  
Email: [Hello@Enghouse.com](mailto>Hello@Enghouse.com)

### APAC & ANZ

Enghouse Interactive ANZ  
Suite 703, 80 Mount St.  
North Sydney, NSW 2060 Australia

Tel: +61 3 0093 2266  
Email: [APACMarketing@enghouse.com](mailto:APACMarketing@enghouse.com)

### DACH & BENELUX

Enghouse AG  
Neumarkt 29-33  
04109 Leipzig Deutschland

Tel: +49 (0)341/41584-0  
Email: [info.cee@enghouse.com](mailto:info.cee@enghouse.com)

### EMEA

Enghouse Interactive UK, Ireland & SEMEA  
Imperium, Imperial Way  
Reading, RG2 0TD UK

Tel: +44 (0) 20 3357 3040  
Email: [marketingemea@enghouse.com](mailto:marketingemea@enghouse.com)

### Spain, Africa & CALA

Enghouse Interactive Spain - Madrid  
Orense 68, 4º  
28020, Madrid – Spain

Tel: (+34) 93 10 10 300  
Email: [presence.info@enghouse.com](mailto:presence.info@enghouse.com)

Enghouse Interactive AB  
Torggatan 15  
SE-171 54 SOLNA Sweden

Box 1078  
SE-171 22 SOLNA Sweden

Tel: +46 (0) 8 457 30 00  
Email: [infosweden@enghouse.com](mailto:infosweden@enghouse.com)



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