



CLOUDCHERRY



DELIGHT DEEP DIVE

PUMA

How one of the world's leading
retailers leveraged customer
insights to improve store
experiences



ABOUT PUMA

PUMA is one of the **world's leading sports brands** with a legacy that extends over 65 years. The company designs, develops and markets performance as well as lifestyle products such as footwear, apparel, and other accessories.

Headquartered in Germany, PUMA is present in over 120 countries across the world and employs over 10,000 people.



We used to have mystery shoppers visiting our stores evaluating the parameters leading to a good customer experience. **The biggest challenge was to keep Mystery Shopping a mystery** for the store staff. Plus, the feedback would not have been from the actual consumer. We wanted to have a mechanism of getting feedback from actual consumers of our products. Also, we wanted it to be integrated with our customer loyalty program so that we can draw more insight from the feedback



Abhineet Rawat
Manager - New Initiatives, Retail

CHALLENGES

PUMA was using **periodic mystery shopping exercises** as their primary means to track customer experience at their stores. This method, however, had more than a few drawbacks.

- 1) Feedback wasn't from an actual customer but instead from a mystery shopper. So, **the data collected did not completely reflect a customer's journey** from entry to exit point
- 2) Mystery shopping was a **cumbersome process** to manage on a large scale, especially given the sheer volume of stores PUMA operates
- 3) The data collated through mystery shopping could not be integrated with other important business processes. This meant that the brand **could not build a complete view of the customer's journey and experience**
- 4) Moreover, **mystery shopping was a periodic exercise**. It didn't offer the flexibility to continuously assess and track customer experience so that the brand could proactively address customer issues in real time

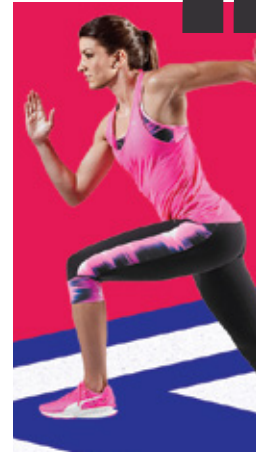
All this meant that **PUMA couldn't precisely understand customer expectations**, or derive accurate insights to improve business processes, thereby leading to gaps in the overall customer experience.

SOLUTION

To overcome the shortcomings of mystery shopping and to understand customers on a deeper level, PUMA started using CloudCherry's Customer Experience Management platform in 2015.

Here's how CloudCherry has been able to power the brand's customer experience and feedback strategy.

- 1) CloudCherry helped PUMA shift **feedback collection from a periodic to a continuous and real-time activity**. The brand now collects feedback from actual customers through a Text Message with a survey link following a purchase. QR codes are also deployed at stores for customers to provide their feedback.
- 2) CloudCherry has enabled PUMA to **track key metrics in real time, like their Net Promoter Score®**, as well as assess several other aspects that impact customer experience, such as store ambience, layout, and staff behavior. They also run a **Sentiment Analysis on open-ended customer comments to derive a more complete understanding** of customer preferences, what they can improve, and what aspects are doing well.
- 3) On CloudCherry's Customer Experience dashboard, PUMA has been able to **assign role-based access across its entire organization**, so that all stakeholders receive important customer information and insights pertinent to them. Also, the platform makes it possible to schedule periodic feedback summary and insights reports for the relevant stakeholders.
- 4) In order to address customer concerns and complaints immediately, **a real-time alert for every negative feedback is sent through CloudCherry's platform** to store managers, operational heads, and the head of retail.
- 5) CloudCherry's CX platform also provides the dynamism and flexibility to **integrate customer feedback data with transactional data**. It works closely with PUMA's CRM solution to help the brand draw deeper insights about its customers, such as the impact of customer experience on future transactions. It allows PUMA to have a holistic view of its customers and create personalized customer experiences.

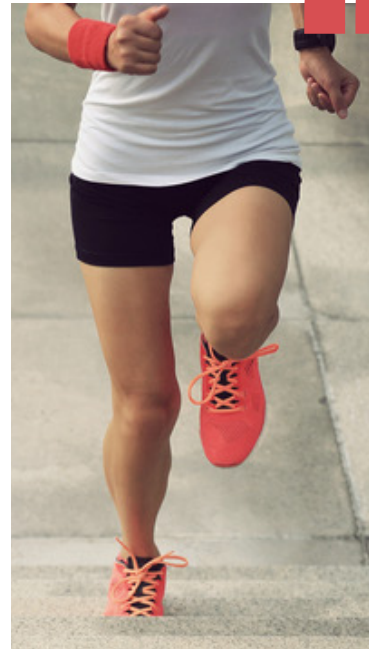
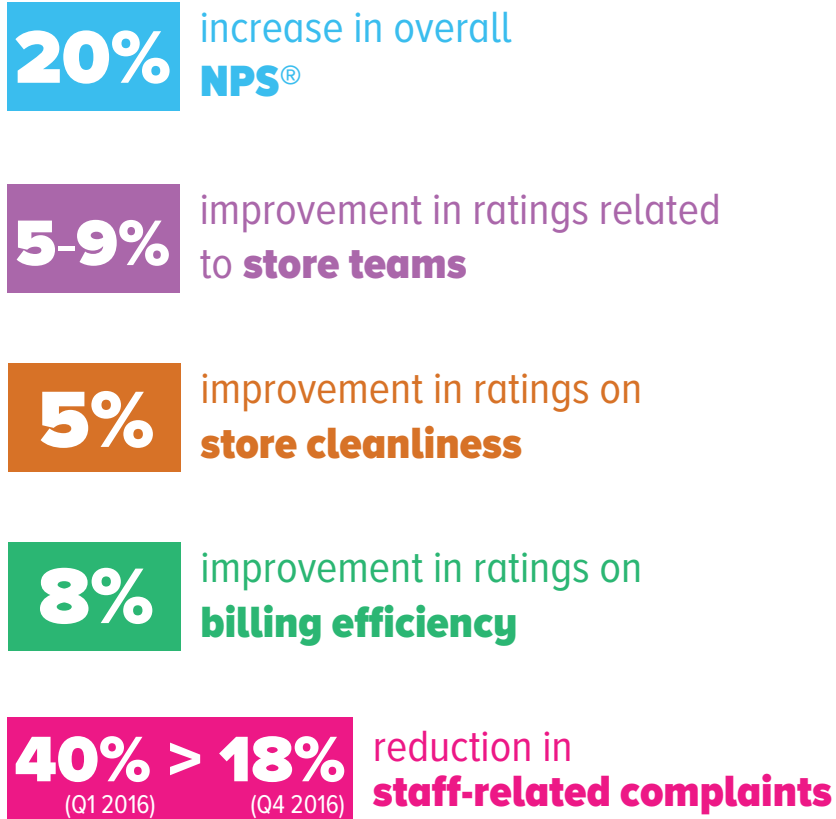


As more and more brands enter into the market, the concept of differentiated product offering would become blurred and **the only way to differentiate would be through superior customer experience**. This is very true for a brand like PUMA and for the sports and performance sector.

Abhineet Rawat
Manager - New Initiatives, Retail

THE RESULTS

Improvement in all major CX metrics from January 2016 to February 2017



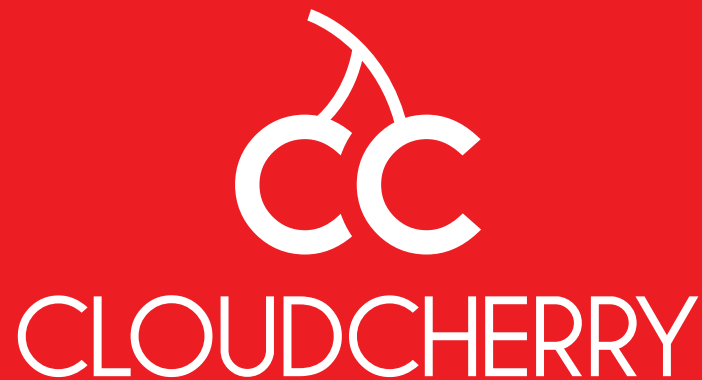
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We consider **CX to be an integral piece of the puzzle to be Forever Faster**. PUMA has always been focused on giving a great shopping experience to its customer. The feedback that we are getting from consumers will be integrated into our business decisions like product line planning and staff training going forward.

Another main focus now is to **give the same customer experience to a PUMA customer irrespective of where they have shopped from, be it our own stores or multi-brand outlets or online.**

Abhineet Rawat
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TALK TO US

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

With CloudCherry, brands get to capture experiential feedback at every customer touchpoint using 17+ channels of interaction, 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 for the entire organisation.

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