

Walmart is a giant of global retail, operating a chain of hypermarkets, discount department and grocery stores across 27 countries. It has been ranked the world's largest company by revenue and serves over 265 million customers every week in over 11,000 stores.

With such a large customer base, Walmart understands the importance of delivering great experiences, and developing deep customer loyalty in a very price competitive segment.

## How can Walmart China integrate the voice of the customer into everyday operations?

### Issues



No customer loyalty program



Multi-language support



Cultural barriers to feedback



## The Resonate methodology

### Listen:

Capture feedback from an anonymous customer

### Act:

Frontline staff was not responding to customers. Enabling quick and systematic actions from front line staff including store managers

### Discover:

Opportunities for investment to gain market share

### Improve:

Develop customer centric culture that drives sustainable revenue growth

"Resonate has successfully rolled out and refined a transactional NPS platform across a 400 plus store network in China over the past three years. The program has been instrumental in establishing customer focus at a store level, and systematically increasing NPS across the network. The innovation, adaptability and resilience of the Resonate team has been greatly appreciated."

- **Jim Thompson**

Chief Operating Officer, Walmart China

## The process



Without a customer loyalty program or database, Resonate needed to come up with an effective solution to drive survey responses in order to capture meaningful data.

Through trial-and-error it became clear that incentivising feedback was key especially in a market where feedback was not part of the culture and each responder was rewarded by going into a draw to win a store voucher.

Resonate ensured the program was highly visible, using large pull-up banners within stores, leaflets, survey links

included in catalogues and on home delivery order slips, and a live link within WeChat.

All responses were submitted via the Resonate Pulse Platform, which provided a role-specific interface for frontline staff to listen and act quickly on customer feedback.

The platform captures survey data then displays the responses in a dashboard so that frontline staff can view and action customer feedback in real-time.

## The results



Improved  
NPS



Ongoing operational  
improvements



Better understanding of  
customer needs at the  
frontline and head office

After the successful completion of the 3-month pilot program, it was rolled out to a group of 80 stores, rotating every 6 weeks for 2 years collecting thousands of pieces of feedback daily.

Throughout the lifespan of the program, Walmart saw a steady uplift in their net promoter score (NPS). The business enjoyed a much better understanding of their customers pain points and acted accordingly, making changes to delivery and cleaning times, stock choices and rotation policy.

Store managers engaged deeply with the customer feedback and incorporated it into their daily operating rhythms, as part of addressing key issues identified in customer feedback.

Resonate has a strong commitment to working in partnership to continually improve their offering and develop ways in which they can further improve their customer experience through the insights provided by the closed loop feedback system.

Through technology, our solutions help organisations to break down siloes and barriers in order to deliver exceptional customer experiences. Resonate Solutions is experienced in end-to-end solutions management for customer experience and voice of customer programs.

## Experienced in Customer Experience Management Programs



**End-To-End Solutions Management**  
Experienced in rolling out and managing customer experience programs to leading global and local brands.



**Deep Customer Advocacy Experience**  
As Globally Accredited NPS consultants, we pride ourselves in delivering expert advice and sharing our experience with your business.



**Continual Growth And Innovation**  
The customer advocacy landscape is always evolving, and we are too. Our team is constantly adding leading edge functionality, growing with you and enabling you to better understand your customers.



**Australian Based**  
We partner with businesses to deliver innovative customer experience management both locally and internationally.



**On-Going Support**  
Our experienced team will work with you throughout the life of the project to manage and support you.



**Fast And Agile**  
We will partner with you and work with you to deliver results fast, and in an agile manner.

Resonate Solutions

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