

Bensons for Beds

Retail Success Story

As Great Britain's largest retailer of beds, mattresses and bedroom furniture operating across 170 locations, Bensons for Beds sought a solution to manage customer feedback and improve the brand's online reputation.



Need

- A customer-focused survey programme to help improve their service offering and drive repeat custom into their stores and online
- Drive an increase in the volume of customer feedback and grow each sites review rating
- Gather and understand the feedback being left on third-party sites; including Google, Facebook and Trustpilot

Decision

- Designed and deployed a full customer-focused survey programme around each customer touch-point
- The ability to link surveys to the 'Review Booster' technology in order to drive up review volumes and increase online visibility
- Engage key stakeholders responsible for each customer touch point to improve visibility and reporting capabilities

Results

By implementing Reputation to drive their customer-focused strategy and validate their brand promise, Bensons for Beds achieved remarkable results.

- 93% of all inbound feedback is positive
- 297% more reviews annually requested from their customers
- Business Listings have generated over 26m views over a two-year period
- 30pt increase in NPS Score

Reputation Score

Bensons for Beds adopted Reputation's proprietary Reputation Score to monitor, understand and improve its overall brand health. Now, the brand's Reputation Score sits 109% above the industry average for the retail sector.

Ensuring Brand Promise Delivery

Presenting at Reputation's Transform24 Europe conference, Gavin Chappell, Chief Operations Officer at Bensons for Beds, emphasised Reputation's role in gathering and disseminating customer feedback to enhance operations and deliver on its brand commitment:

"...through the way we were doing it with Reputation, we're able to give very consistent feedback directly to the colleagues. It's non-emotional. It's what the customers told us."

Learn more, contact us at reputation.com

