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Customers at a Glance

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- **The Total Number of Customers Surveyed in March:** The total amount of customer surveys collected in March 2015 was 293/907.
- **Survey Collection Rate:** In March 2015, we experienced a collection rate of 32% which is an increase from the prior month's collection rate of 31%.

Initiative: In April 2015, we will be doing A/B testing on our survey email subject line. We predict that this will increase our email collection rate by 5-10%

Top Three Survey Reasons in March 2015:

After collecting feedback, our Customer Advisory Board (CAB) team determined that the top three common feedback responses were:

1. **Friendly frontline employees:** Our customers continuously highlighted that they were loyal to our company because of our frontline employees.

Action item: Our CAB team will be delivering this information to our Human Resources department and Training & Quality team as their efforts are directly related to the positive feedback we are receiving. Furthermore, we are going to create a system to "tag" each positive response and determine which employees interacted with these customers directly.

2. **Product Packaging:** This month, we identified that dozens of customers voiced their displeasure of our packaging for our newest product.

Action item: Our CAB team have gathered all comments regarding packaging and forward them to our Product Innovation team.

3. **Store Cleanliness:** We identified a spike in unhappy customers because of our stores cleanliness in our West region.

Action item: Our CAB team has directed these comments to our Regional Vice President. Upon receiving this feedback, she has scheduled a conference call with all Regional Managers to create a strategic plan to immediately reduce this negative commentary.

Month	Total Surveys Received	Total Surveys Sent	Collection %
January	195	769	25%
February	251	820	31%
March	293	907	32%

