

Increasing App Store Ratings By Turning Happy Customers Into Evangelists With Fresh Direct



The Challenge

Fresh Direct, one of the original online grocers, has been focused on improving their app experience. After they had made many enhancements, they still weren't seeing the lift in App Store rating they expected. With the growing market of online grocers, Fresh Direct knew they needed to stand out in the crowded App Store. With an App Store rating that didn't reflect their recent improvements and customer satisfaction, they set out to get new reviews.

The Strategy

To start driving new App Store reviews, Fresh Direct designed an NPS campaign using in-app messages to get feedback from users. Using Upland Localytics, they found that users who ordered 4 times in the last 30 days and were on the most recent app versions were their happiest customers—and those most likely to rate their app experience positively. They sent an in-app message to those users, prompting them to rate the app. For users who responded positively to the in-app NPS survey, they were then encouraged to submit a review to the App Store.

“At FreshDirect, we’re deeply focused on the customer experience. Working with Upland Localytics to improve our App Store rating has provided us with a unique new way of engaging with both our loyal and newer customers.”

—Evan Frank, Director of Marketing Operations

FreshDirect is a food tech company and the Northeast's leading online fresh food grocer, delivering directly to customers throughout seven states, including the New York City and Philadelphia metropolitan areas, and the greater D.C. metropolitan area. FreshDirect is committed to sourcing the freshest and best-tasting meat, fish, produce, and specialty items through direct relationships with suppliers, growers, and farmers. In 2016, FreshDirect expanded its portfolio in NYC with the launch of FoodKick, an on-demand business that caters to the needs of urban dwellers with a curated selection of fresh food, alcohol, and essentials—all delivered within an hour. Launched in 2002, FreshDirect is a privately held company headquartered in the Bronx, NY. For more information, visit www.freshdirect.com or www.foodkick.com



The Results

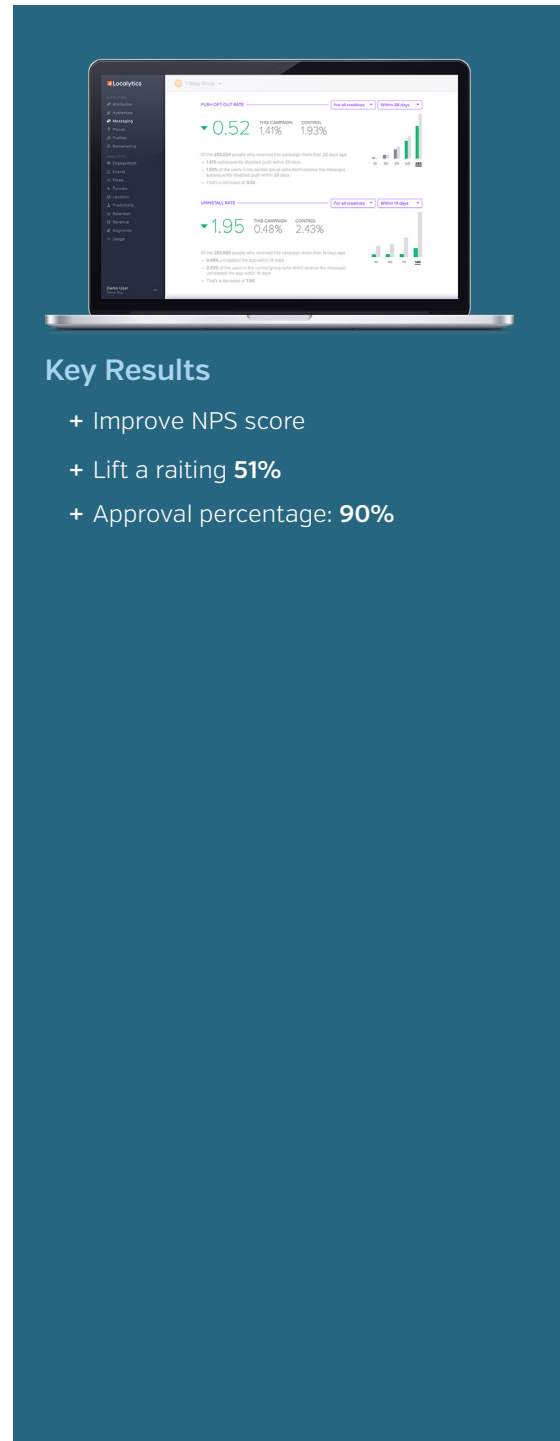
As a result, 51% of recipients left an App Store review which boosted their rating from 3.1 to 4.5. The improved rating helps the Fresh Direct app stand out in the crowded marketplace and entices new users to check it out!

The Summary

Word of mouth has always been one of the most important referral sources. Prospective customers rely on online reviews for all types of buying decisions. It's critical for companies to manage their reputation and make it seamless for their happy customers to spread the word about them. Fresh Direct has been around long enough to have a user base of ardent fans, they just needed to rally them. With Upland Localytics connecting their mobile database with their CRM, it was easy to focus their efforts on the people who would be receptive to the request, in return boosting their App Store rating and brand awareness.

For more information, please visit:

<https://uplandsoftware.com/localytics/>



Key Results

- + Improve NPS score
- + Lift a rating **51%**
- + Approval percentage: **90%**



About Upland

Upland Software (NASDAQ: UPLD) is a leading provider of cloud-based Enterprise Work Management software. Our family of applications enables users to manage their projects, professional workforce and IT investments; automate document-intensive business processes; and effectively engage with their customers, prospects and community via the web and mobile technologies. With more than 2,500 customers and over 250,000 users around the world, Upland Software solutions help customers run their operations smoothly, adapt to change quickly, and achieve better results every day.