

# upland

## Rant & Rave

### Upland Rant & Rave For Retail

#### Our customers have...



Measured CSat increases of **6.5%**



Achieved response rates of over **30%**



Retained up to **93%** of Ranters by taking action



Recorded savings of **20%** on feedback budgets



Reduced the cost of complaints by over **30%**

## Shop right now, thank you very much...

We don't need to tell you that retail is a fast changing landscape and that winning a place in your customers' hearts is harder than ever. What we can do is suggest some ways in which you can tackle your biggest challenges, and more importantly, see the back of them.

### Walk this way

To say the rise of online has made physical stores less important is simply untrue. Customers still want the experience of in-store shopping, but their expectations have changed. Creating a seamless and consistent omnichannel experience is crucial for ensuring you keep that footfall.

### Let's stay together

Customer retention is a huge issue for every business at the moment – in fact only 1 out of 26 unhappy customers complain, the rest churn. With customers switching their loyalties at the drop of a hat, the research is clear – customers are won and lost not by your product or price but by your customer service – how you make them feel.

### Goodbye, but why?

One of the biggest challenges retailers face is getting feedback from those who chose not to make a purchase. Imagine being able to ask every single person who didn't make a purchase 'why?'. By using 'Listening Posts' throughout your store or website you can capture this otherwise untapped insight.

### A whole new world

Disruption in the market is fundamentally changing retail. Brands are constantly challenging the status quo and forcing retailers to keep up or be left behind. From Apple Pay to Same Day Delivery, adaptation is crucial to keep up with customer expectations.

### Don't take our word for it...

*"We chose Upland Rant & Rave because we needed a global customer engagement solution to support us in capturing customer feedback and behavior across key touch points of their journey. The customer is at the center of everything we do and listening to them to meet their expectations is a key component in building customer loyalty."*

Ines Lareo  
Customer Experience Director

**MATCHES**  
FASHION.COM

### Listen up...

A Listening Post is a call-to-action that can be located anywhere in your retail space, giving your customers a chance to share their feedback whenever they want to. Whether they choose SMS, email, Web Widget or QR code, they can tell you what they think without you needing to say a word.





# So, let's do something about it...

## Address the silent shopper

Shoppers don't have time to wait, if something isn't right then they'll go elsewhere. So, if the changing room is a mess, or your online check out procedure is confusing, let them tell you in the moment with an always-on Listening Post. Equally if they're Raving about your latest product, thank them and encourage them to share their views with their friends. In Retail, every second counts.

## Empower employees

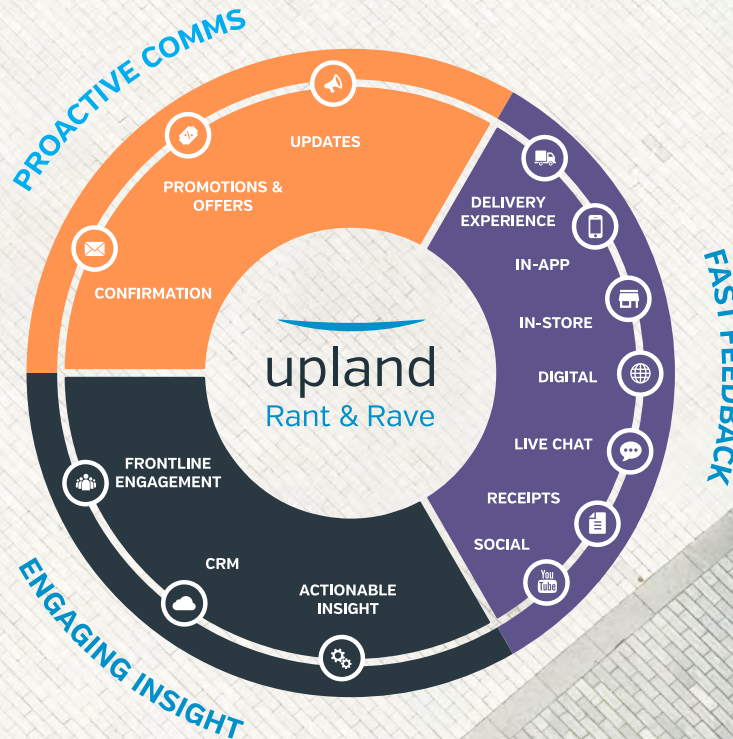
Provide your frontline staff with the information they need to change a customer's experience. If they notice that something isn't right then empower them to be able to make it right, there and then. Often the most loyal customers are those who've had a negative experience positively resolved, so make sure your team understand the importance of their role and feel they can make a difference.

## Be proactive about communication

One of the simplest ways to impress your customers is to give them the information they need, before they feel the need to ask for it. Use innovative solutions to make the delivery experience seamless, like DPD, and make sure you close the loop with every customer who shares their views with you. If you've made an improvement, reach out to every customer who gave you the idea and encourage them to give you another try.

## React in real-time

Wave goodbye to the sea of faceless transactions and interactions and start getting to know what really matters to your customers, by making it easy for them to share their views in real-time. Make the most of new tech like apps and digital receipts to capture their views and then map everything they say to existing customer records in your CRM system.



Your order will be delivered 10th Aug by DPD. Not going to be in? [www.dpd.co.uk/a/154678310](http://www.dpd.co.uk/a/154678310)



DPD driver Dave will deliver your order today between 10:10 - 11.10. Not going to be in? [www.dpd.co.uk/a/154678310](http://www.dpd.co.uk/a/154678310)

Who we do it for...



GET IN TOUCH...

Whether you're ready to get started or would just like a little more information, our team are always on hand to help.

Please call us on +44 (0)2476 011 911 or send us an email at [rantandrave@uplandsoftware.com](mailto:rantandrave@uplandsoftware.com)

[uplandsoftware.com/rantandrave](http://uplandsoftware.com/rantandrave)