



CFI GROUP HELPS MULTI-MILLION DOLLAR ELECTRONICS RETAILER SOLVE OVERCAPACITY ISSUE AND BOOST CUSTOMER SATISFACTION

CLIENT VALUE EXAMPLE RETAIL COMPANY

CHALLENGE

For the past 50 years, a leading supplier of technology products, solutions and services has steadily grown to become one of top electronic retail powerhouses in North America. The company recently expanded beyond retail sales to offer product repair services. They became victims of their own success as their large repair facility quickly approached maximum capacity. Increasing the efficiency of their current facility and/or building another multi-million facility was neither feasible nor affordable.

SOLUTION

Needing to know how long they could push average repair times before negatively impacting customer satisfaction, the organization enlisted the help of CFI Group. By tying customer satisfaction survey data to individual service tickets, CFI Group calculated that an average repair took 10 days, but there was no satisfaction reward for items returned earlier than the companies' standard 14 day estimate. In contrast, customers expressed a sharp downturn in satisfaction every day beyond 14 days.

Digging deeper into the data, CFI Group noticed that **one-third of respondents received a basic courtesy call from their local store** while their items were out for repair. In addition, the data showed that this **simple phone call reassured customers** so much that they would tolerate up to an 18-day average turnaround time, four days longer than initially quoted.

RESULTS

Based on these findings, CFI Group recommended the following two-fold changes to help address the company's overcapacity issue:

Take advantage of the existing **FOUR-DAY GRACE PERIOD** in **CUSTOMER SATISFACTION** by holding inventory longer at the facility, increasing the average repair service time from **10 days to 14 days.**



INSTILL COURTESY CALLS as a new **CORPORATE-WIDE BEST PRACTICE** for repairs expecting to be returned longer than 14 days.



By implementing these changes, the company achieved a rare feat for the retail industry—they were able to increase customer satisfaction while actually slowing down the service they delivered. With CFI Group's guidance, the company discovered a new way to meet future market demand, alleviate their capacity concerns, and maintain high levels of customer satisfaction with little or no added investment.