

We help our clients measure, understand and improve their customers' experiences, right down to site level



GAPbuster Worldwide is the world's leading customer experience management agency; operating in 74 countries and 28 languages, with an evaluation team of over 470,000 people



Global Business Context

In an increasingly fragmented media landscape, businesses can no longer control communication channels the way they used to. In addition, with more and more brands to choose from, specific brand loyalty is decreasing. As a result, customers now say they are influenced much more by their own experiences and word-of-mouth from friends and family, than by advertising¹.

Businesses therefore need a tangible, dynamic view into their customers' minds to determine what their customers are experiencing, feeling and thinking. It is no longer good enough to simply tell customers what they will get through a marketing campaign.

Engaging customers by consistently satisfying their expectations through experiences is more important than ever before to ensure business profitability growth.

The Facts

A prominent Harvard Business School study showed that companies which applied customer and staff engagement and improvement practices outperformed competitors by 26% in gross margin terms and 85% in sales growth².

A subsequent worldwide study, conducted by PriceWaterhouseCoopers, showed that companies implementing customer-focused programs achieved 46% faster revenue growth than their competitors over a 5 year period³.

GAPbuster Experience

GAPbuster has measured the impact of positive and negative customer experiences on business growth and development for the world's leading companies over 5 million times in the last 15 years.

GAPbuster helps businesses to build profitable, long-term relationships with customers by applying our industry-leading products to:

- 1. Understand** Customer and Staff expectations, satisfaction, and engagement
- 2. Improve** Customer Service levels to increase customer satisfaction and engagement
- 3. Link** all of these to Sales and Profit improvement at site level
- 4. Grow** company profits and strategic advantage year after year

GAPbuster Difference

GAPbuster's programmes are advanced, detailed and at the forefront of Customer Experience Management theory and practice, giving businesses access to the strategic leverage delivered by:

- Dedicated Account Managers
- Programme Delivery Teams
- Real Time Results & Data
- Monthly Programme Updates

¹ Forrester Research, 2007.

² "Manage Your Human Sigma" by John H. Fleming, Curt Coffman, and James K. Harter, in Harvard Business Review, July – August 2005.

³ "Trendsetter Barometer" by PriceWaterhouseCoopers, 2007. All data as at 2009. Copyright © 2011 GAPbuster Worldwide.

Mystery Shopping

GAPbuster Mystery Shopping products track and improve customer experience levels by engaging staff in the customer service experience, rewarding and recognising top performers and motivating staff to perform above and beyond customer expectation.

Unlike a traditional Mystery Shopping product, GAPbuster Mystery Shopping is designed to ascertain the emotional impact of the customer service experience, as well as ensure that processes and procedures are followed. By evaluating the way customers feel about the retail experience, GAPbuster can help to identify factors that negatively impact customer satisfaction, reduce customer loyalty, inhibit word-of-mouth promotion and lower sales and profit.

Retail Audits

GAPbuster Retail Audit products deliver in-depth, regular auditing of a company's network of sites to ensure procedural, merchandise and brand consistency. This helps to ensure that customers can enjoy the same look, feel, choice and experience at all locations and thus drive increased customer satisfaction, loyalty, engagement and profit.

GAPbuster Retail Audit programmes are in use nationally and internationally by some of the world's largest and best known companies. This experience means GAPbuster Retail Audits are a cost-effective and reliable source of detailed, relevant audit data.

Surveys

GAPbuster Surveys measure customer and staff expectations, satisfaction, loyalty and engagement online, in store, or in contact centre environments, with results presented in an easy-to-digest format for all levels of management.

Our survey techniques offer unique insights from the people who make the difference – customers and staff.

GAPbuster has collected more than 5 million surveys in 74 countries and 28 languages over the last 15 years and is best placed to deliver the insights you need to understand your staff, customers and competitors.

Analytics

GAPbuster Analytics products are created using extensive knowledge of data and statistical analysis techniques, machine learning, business intelligence and artificial intelligence by our team of professionals who are dedicated to uncovering the hidden trends, facts and insights in your customer experience and engagement data.

Our selection of tools allow for precise and consistent Competitive Benchmarking, Sales Linkage, Loyalty Analysis, Text & Data Mining, Sentiment Detection and Improved Business Intelligence – deriving insights and innovations from live or accrued data.

GAPbuster's combination of industry-leading data, analysis and experience mean our Analytics products are sought after by the world's leading companies.

deliver analytics audit gapbuster
customer engagement ensure
mystery shopping experience expectation
intelligence loyalty improved insights
profit retail satisfaction surveys





Contact Us

To arrange a meeting, or discuss your specific business objectives, contact us today:

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