

The Model

In the global business context of increasing media fragmentation, decreasing brand loyalty and an increasing reliance on first hand experiences and word of mouth, it is more important than ever before to ensure that customer experience data is analysed to provide the insights that provide customers with consistently high levels of satisfaction at all retail sites. By consistently matching and exceeding customer expectations, customer loyalty will increase along with customer referral. All of which drives profits.

Experience

GAPbuster Analytics has been continually refined over 15 years to understand the insights gained from over 5 million customer experience evaluations in 74 countries to:

- Identify the key drivers of Customer Satisfaction, Loyalty, Referral and Engagement in your business
- Link GAPbuster Customer Experience (Mystery Shopping and/or Retail Audits) scores to Survey (Customer and/or Staff) results
- Link performance as measured by any GAPbuster product to sales and profit outcomes
- Deliver insights into business improvement opportunities and potential risk areas
- Compare trends over time for both you and your competitors

Difference

The GAPbuster Analytics programmes are delivered by:

- The highly qualified and experienced GAPbuster Analytics team
- Collaboration with research groups at world renowned universities
- Application of data and statistical analysis, machine learning, business intelligence, and artificial intelligence

Options

These GAPbuster Analytics options are recommended for use with all GAPbuster products:

1. Competitor Benchmarking

Discover what your competitors are doing, and how you compare with them in terms of:

- Customer expectations
- Customer experiences
- Customer loyalty
- Customer engagement

GAPbuster Analytics delivers insights that drive business leadership



2. Sales/Profit Linkage

Identify the link between customer experiences and sales/profit in terms of:

- Measuring trends in Customer Experience scores, Loyalty Drivers and Net Promoter Score (NPS)
- Estimating the impact of these trends on sales and profit historically

3. Text Mining

Discover and extract knowledge from free form text in terms of:

- Presenting data in an easily understood and meaningful format, underlining the relationship between the results customer experience themes and concepts
- Delivering a high-level view of customer feedback, using word clouds and concept models, allowing for quick analysis of the major themes and trends

4. Business Intelligence

Allows easy decision making through:

- Flexible real time access to data collected through GAPbuster Mystery Shopping, Retail Audit and Survey programmes
- Identifying trends within and between these data sets
- Analysis of data through different parameters including time, geography, management level, question, and scenario

5. Detailed Analysis

Discover the insights hidden in the data through:

- Waiting Time Analysis – Measure the impact waiting times have on sales
- Customer Satisfaction Driver Analysis – Identify Customer Satisfaction Drivers and their business impacts
- Customer Loyalty Driver Analysis – Identify Loyalty Drivers and their business impacts
- Integrated Analysis – Reveal the links between customer and staff expectations, experiences, satisfaction, loyalty and referral
- Ad-hoc Analysis – Investigate trends and estimate impact of business initiatives
- Best Practice Analysis – Identify best performing store practices and their business impacts



6. Data Downloads

Accurate and flexible data downloads provided in suitable formats for analytical purposes.

Contact Us

To further competitive advantage and obtain or grow industry leadership, contact the GAPbuster team today using the below details:

Asia Pacific

Melbourne, Australia

T: +61 3 9867 3477

E: enquiries.asiapacific@gapbuster.com

Europe

Basingstoke, United Kingdom

T: +44 1256 810 988

E: enquiries.europe@gapbuster.com

Japan

Tokyo, Japan

T: +81 3 3500 2403

E: enquiries.japan@gapbuster.com

USA

Cumming, USA

T: +1 770 781 3181

E: inquiries.usa@gapbuster.com

www.gapbuster.com