

Case Study

NICE · Satmetrix



CUSTOMER PROFILE:

Children's Furniture Manufacturer

WEBSITE:

www.stokke.com

LOCATIONS:

Global

BUSINESS NEEDS:

- Closed loop customer feedback process

NICE SOLUTIONS:

NICE Satmetrix

THE IMPACT:

- Salesforce integration supports quick action
- Easy to manage VOC program despite limited resources
- Monthly reporting driving employee engagement

Stokke Uses Integration to Drive Quick Follow Up with Customers for CX Gains

About Stokke:

Founded in Norway over eighty years ago, Stokke began life as a manufacturer of high-quality Scandinavian furniture. Since launching the revolutionary Tripp Trapp® chair in 1972, Stokke evolved into a company focused exclusively on premium design for children.

Stokke's design philosophy is based on one core concept: To nurture family bonding, transforming everyday experiences into precious memories that will be cherished forever. From high, parent-facing strollers to ergonomic baby carriers, high-quality nursery furniture, to a versatile line of seating, Stokke's products promote bonding.

Safety and quality are Stokke's top priorities. Challenging conventional thinking and never compromising on doing what is best, Stokke strives to make smart, stylish products that meet the family's needs and fit seamlessly into the home.

Challenge

Stokke has a proud history of making high-quality, beloved children's furniture. Since repeat customer purchases tend to be minimal and dependent on customers having more children, most of Stokke's business relies on word-of-mouth referrals earned through decades of building a reputation as the premier maker of iconic children's furniture. Stokke needed a method to measure customer experience to help identify potential pain points in the customer journey that could be quickly and easily resolved, and the team wanted to develop a closed-loop follow-up process when customers provide feedback to demonstrate responsiveness.

Solution

Looking to ease the purchasing process through a VOC program, Stokke uses NICE Satmetrix to measure customer satisfaction through actionable insights. The team implemented a relationship survey for the ecommerce business to determine what made customers happy and what areas could be improved.

One initial insight from the survey brought attention to delivery date inconsistencies between the website and the customers' experience. Stokke's customer service team were receiving several calls daily from customers who were concerned that their shipments were late. The volume of calls bogged down the service team who had to track each order and update the customer. Customer feedback from the surveys uncovered discrepancies between the delivery dates quoted on the website and actual delivery dates. By identifying a relatively small variance, Stokke was able to make a simple correction on the website which reset customer expectations and greatly reduced call volume to customer service, freeing them up to focus on other business priorities.

Stokke successfully integrated the NICE Satmetrix program to Salesforce, making it easier for the customer service team to connect with customers after they provide feedback. The customer service team is alerted via Salesforce whenever a customer provides feedback that requires follow up, enabling the agent to take swift action and contact the customer nearly immediately.

"We have a basic implementation in place, but it is helping us in ways that are extremely beneficial, and we are looking forward to maximizing the NICE Satmetrix platform."

– Catalina Ilie, CRM Manager at Stokke

Outcome

Reporting and results from the ecommerce survey are floated up from customer service and shared with Stokke's global senior leadership and ecommerce teams monthly. NICE Satmetrix's platform provides key information including KPI trends and challenges that are used to help leadership and other internal stakeholders understand where action is needed. Comments pulled from the surveys are constantly monitored and provided to management to identify possible website issues and needed updates.

“One of the great benefits of the NICE Satmetrix program is that it is a system that allows many different stakeholders to have a conversation about one common topic.”

– Jason Schiess, Global E-Commerce Director at Stokke

Looking forward, Stokke plans to add surveys to obtain feedback on key touchpoints including after sales, customer service, and retail.

“We hope to get as much feedback as possible to help us further develop our business according to the market needs and provide a better service for our customers.”

– Catalina Ilie, CRM Manager at Stokke

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