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OCR LEVEL 2 CAMBRIDGE TECHNICALS IN BUSINESS

LEVEL 2 UNIT 5

Market research – using
customer feedback

CASE STUDY

AUGUST 2014



The CRQs are not the only channel of communication between the business and the customer. “We get letters, emails, calls to customer service,” says Operations Director John Clayton. Richer Sounds also has feedback forms called ‘We’re Listening Cards’ on every counter. “These We’re Listening Cards are available in store for any customer, not just customers who purchase goods. This way if a customer receives poor service and decides not to purchase from us, they can still use the ‘We’re Listening Card’ to make us aware of this,” John Clayton explains.

Richer Sounds also invites feedback through its Facebook and Twitter sites, as well as numerous web forums like AVForums and Google reviews. All of these are monitored on a daily basis and critical comments are passed to the Operations Director and responded to as a priority.

Marketing Director Claudia Vernon notes that social media is a growing source of market data. “A conversation about your company might be taking place between people, on Twitter, Facebook or a forum,” she says. It is important to know about this, even if – or especially if – the business is being criticised. “You can’t control the conversation, but you can find out about it and respond to it and if comments are negative, try to turn it round. What you mustn’t do is ignore it.”

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Case study: Richer Sounds



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We're always delighted to answer questions and give advice.

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