

CASE STUDY HOW LAMPS PLUS IMPROVE ROI

SUMMARY

Lamps Plus, a leading lighting and home furnishings retailer and manufacturer, needed a solution to measure customer feedback from online buyers to pinpoint roadblocks and ramp up their customer service strategy.

Implementing Bizrate Insights' Online Buyer Solution resulted in driving overall customer satisfaction by 7%

CHALLENGES

Lamps Plus wanted to demonstrate their customer service commitment to potential and existing customers to increase satisfaction and drive brand loyalty.

The team identified the following necessary strategies:

- Drive reputation management in Search, and
- Capture post-purchase feedback and real-time follow up to ensure customer satisfaction post-purchase.

LAMPS PLUS.

INDUSTRY

Retail and Manufacturing;
Home Furnishings

BUSINESS TYPE

Online & Brick and Mortar Stores

USE CASE

Seller Ratings, Customer Satisfaction, VOC

Lamps Plus is the nation's largest lighting retailer. The company maintains an ecommerce site and operates retail stores across the western United states.

"The ability to capture voice of customer feedback improved seller ratings, which led to a greater customer service commitment and higher loyalty."

Angela Hsu, Senior Vice President of Marketing and eCommerce

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TRANSLATING RATINGS INTO ROI

Lamps Plus implemented Bizrate Insights' Online Buyer Solution to collect ratings from satisfied customers. These ratings translated into additional sales, particularly from new customers.

Bizrate Insights offers the highest response rate in the industry allowing a steady stream of high quality customer reviews.

[Click here](#) to learn how it works.



ELEVATING THE CUSTOMER EXPERIENCE

Through voice of customer insights, Lamps Plus was able to identify how critical the post-purchase journey was to overall customer satisfaction which resulted in enhancements to shipping and order status notifications. These and additional enhancements will be rolled out to customers in the coming year.

“We saw trends in our feedback, which allowed us to implement changes that would make the most impact to our business.”

—Angela Hsu, Senior Vice President of Marketing and eCommerce

“Lamps Plus lived up to its representation in all respects! My husband and I are very satisfied with the purchase we have made. Thank you for being such a reliable company!”

Verified Buyer

Ready to elevate your customer experience using real customer insights?

Schedule Your Demo