

Launching and Scaling a Global CX Program, One Internal Champion at a Time



**Tabia
Chui**



*Manager, Retail
Promotions Department
ASICS*



Launching and Scaling a Global CX Program, One Internal Champion at a Time

The ASICS brand started with basketball shoes for local youth, then moved into marathon and running shoes. The business went direct-to-consumer retail in 2007. The brand is growing quickly, and ASICS is continually upgrading its store experience to keep up with consumers and their evolving expectations.

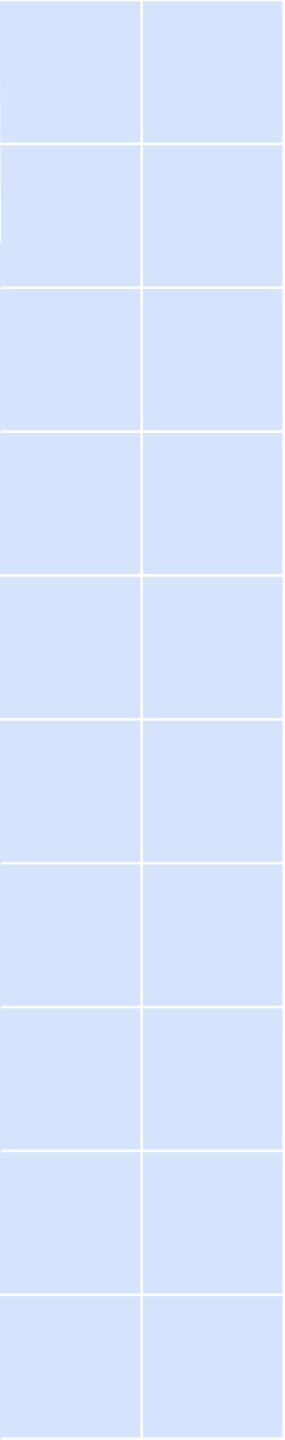
In 2020, ASICS turned its focus on customer experience. By 2022, the program had rolled out to 27 countries. ASICS uses its experience program to get quantitative benchmarks for quality store experience, to learn why customers visit the stores, and to find ways to improve the store experience.

Before teaming up with InMoment, ASICS used a mystery shopper program, which paved the way to a data-led CX

strategy. Now, ASICS uses a post-purchase [survey](#) powered by InMoment which has been deployed across the globe.

The experience challenges for this brand might sound familiar to other retailers—ASICS has hundreds of stores across different regions, different legal requirements, and different languages, systems, stakeholders, and KPIs. To streamline some of these challenges, Tabia's team tried to step into the shoes of their key stakeholders—they spoke to stakeholder pain points, and they addressed these early, clearly, and frequently.

With direct contact to their frontline teams, response volume would see a 40% month-on-month lift with a corresponding increase of +19% of direct CX sales.



Pro Tips

1

Be the CX You Want to See With Your Stakeholder

Shape stakeholder experiences by embodying your desired customer-centric vision

2

Communicate Consistently and Frequently

Maintain clear and regular communication for effective collaboration and understanding

3

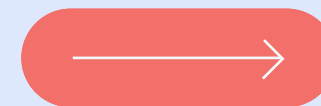
Look for Opportunities to Take Your Experience Program a Step Further

The journey of developing CX never ends. Improve the data collection and usage experience—there is always something to improve!

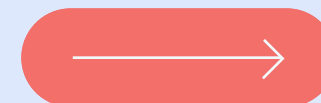


Related Reading

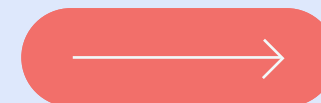
Four Customer Experience
Tools That Fuel Your Customer
Acquisition Strategy



The Value of Building a Stellar
CX Reputation



2023 APAC Retail Consumer
Trends Report



BACK TO TOP