InMoment + **winc.**

Revolutionising CX through Data-Driven Insights: Winc's Journey

Winc's exceptional use of customer data and insights to improve CX stands out through their proactive engagement with customers, in-depth qualitative analysis, and comprehensive data-driven focus. This unique approach has driven increased customer satisfaction, revenue growth, and operational efficiency, setting them apart in delivering meaningful and personalised experiences.

PROBLEM

Winc proactively collects customer feedback through surveys and real-time email alerts, enabling them to monitor and address issues promptly. In this instance, the business needed to harness the power of data to deliver both a superior customer experience as well as substantial commercial benefits.

SOLUTION

Revamped VOC Program: Proactive customer feedback collection through surveys and real-time email alerts. Winc takes this a step further by personally calling customers who provide feedback to dig into the heart of the problem and take relevant action to improve the end-to-end customer experience. This approach has heavily contributed to the website backlog of improvements and resulted in enhanced features, functionality and self-service capability.

Personalisation: Winc has utilised customer data and smart data modelling to deliver innovative personalised recommendations to their customers, driving improved customer satisfaction and increasing sales and share of wallet.

Self-service empowerment: A granular analysis of call-driver data revealed two key areas for Winc to focus on: the password reset process and 'where's my order' queries. A comprehensive program of work to address both, and deliver enhanced self-service functionality, has resulted in enhanced CSAT, streamlined operations and saved valuable time for customer and staff members.

RESULTS

These actions have delivered benefits to many core metrics within the Winc business, most notably delivering significant gains to CSAT (+6 points from 88 to 94) and a +20 point NPS jump (from 42 to 64) over the past 2.5 years.

From a commercial perspective, the personalised product recommendations have delivered over $1m dollars in additional sales and the significant work to drive self-service and streamline internal operations has delivered a reduction in CX inbound volume of 30% year over year, contributing to over 50% improvement in overall CX productivity.

KEY TAKEAWAYS

- 6 point increase in CSAT
- 20 points increase in NPS
- +$1 m in annual revenue
- Reduction of CX inbound volume by 30% year over year
- Increased CX overall productivity by more than 50% year over year