

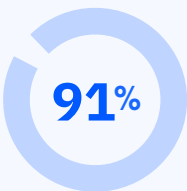


CLIENT STORY

Z Energy's Retail Survey Refresh Leads to Plummet in Fraudulent Surveys

Z Energy (Z), a New Zealand-based retail fuel company, operating nearly 200 fuel sites launched the “Retail Survey Refresh Initiative” to improve accuracy of customer insights, adapt to market changes and meet evolving customer needs onsite.

KEY TAKEAWAYS



decrease in fraudulent surveys



drop in survey abandonment



Moving Beyond Traditional Feedback Collection

The Retail Survey Initiative sought to enhance the customer experience by addressing the limitations of Z's previous feedback collection methods. In the past, the company relied on receipt-based surveys, which were time-consuming, generic in format and limiting in actionable insights due to the high level in which the results could be influenced—primarily through what Z referred to as the “self-selection skew,” which means staff members were unintentionally skewing data quality and accuracy by targeting happy or loyal customers when choosing who should complete the survey. The teams were also incentivised on delivering survey quantity, further driving up the fraudulent survey count.

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Meeting Survey Challenges with the Survey Refresh Initiative

To overcome these challenges, Venita Burton (Retail EX & CX Lead) spearheaded a Survey Refresh Initiative and transformed the process in which the company gathered feedback through:



- ✓ A redesigned survey questionnaire customised to capture the customer's specific mission
- ✓ A QR code capture method for a quick, hassle-free feedback experience
- ✓ Strategically placed signage to drive awareness of changes and capture a wider customer base.
- ✓ The temporary elimination of all incentives and OSAT metrics in place to allow for re-calibration of data and the resetting of accurate benchmarks across the network
- ✓ Driving a behavioural shift across the frontline with a focus on quality versus quantity of data

These changes collectively ensured all Z customers were able to provide unprompted, unbiased feedback, regardless of their satisfaction level.

The Result?

The Survey Refresh Initiative brought outstanding results to the company, with a number of key performance indicators to confirm its success:



Strategically placed signs at the pumps allowed Z's "fuel-and-go" customers to participate in the survey for the first time, no longer limiting insights to just those customers shopping in the convenience store. This also helped Z successfully address the problem of reaching a wider customer base and enabled the company to capture input across their "fuel-and-go" experience and products, which is utilised by approximately 45% of its customer base.



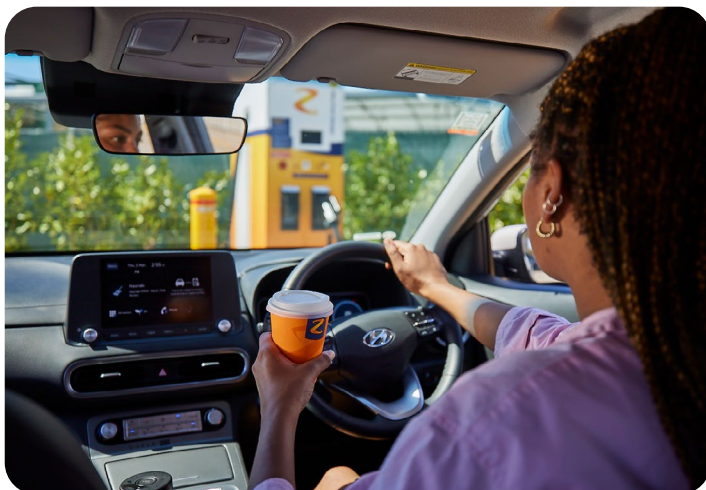
The new process streamlined the survey experience, reducing the time customers spent on completing the survey from 10+ minutes previously, to an average completion time of 3 -5 mins. This resulted in a 94% drop in survey abandonment.



Most impressively, fraudulent surveys dropped by 91% within the first 4 months of launch. This improvement ensured that the collected data was accurate and reliable, enabling Z to gain a better understanding of customer sentiment.



Finally, the overall satisfaction (OSAT) score shifted from an overly high 92% national average to a more accurate 84%, which demonstrated the effectiveness of this initiative and allows the organisation to drive effective and lasting change across the moments that matter most to their customers' journey.



Z's commitment to valuing what they do with the data, measuring intent, and focusing on improvement planning rather than just a number demonstrated their dedication to continuously enhancing CX.

By placing the customer at the center of their CX strategy, Z continues to achieve consistent OSAT scores in the low 80% range across 180+ manned sites, showcasing their collective focus on delivering exceptional customer service across Aotearoa, New Zealand.



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