GetFeedback™

YETI creates brand loyalists with GetFeedback

YETI®

Growing pains—staying close to customer feedback across multiple channels

For more than a decade, YETI has been a symbol of the outdoors lifestyle. With products like their legendary, nearly unbreakable Tundra coolers and Rambler drinkware that keeps your beverage as cold (or hot) as science allows, their business develops products that are built to last.

"YETI products are durable and they're meant to last a lifetime," says YETI director of customer experience, Stephanie Stafford. "And we want those customer relationships to last a lifetime too. We have a premium product and our service needs to match."

Early on, YETI understood their customers by listening to what their customer service reps (aka "Outfitters") and team members had been hearing on the phone. Although, it wasn't a scalable way to collect feedback or capture insights. As YETI's popularity surged and product portfolio expanded, their channels of customer engagement also grew across multiple touchpoints including phone, web, chat, and email.

"Our partnership with GetFeedback allows us to consolidate and synthesize the Voice of the Customer, which is so important for making data-driven decisions."

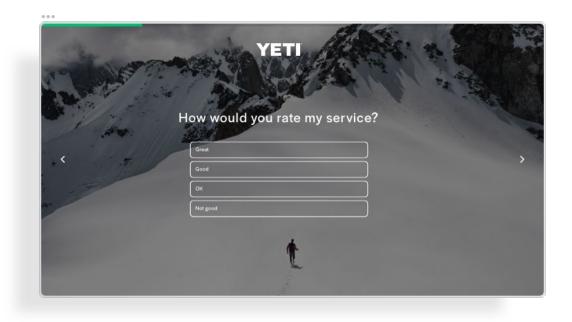Stephanie Stafford, director of customer experience, YETI

With so many channels of engagement, YETI needed a way to bring disconnected feedback together to better understand how to deliver a premium customer experience and fortify brand enthusiasts for life.

Unified feedback informs operational changes to optimize the Customer Experience

YETI partnered with GetFeedback to create a robust customer experience program across touchpoints. A post-purchase experience survey on the website uncovers friction points in the checkout process, and a one-touch email survey after every support interaction delivers immediate insight into customer sentiment, giving Stafford's team the ability to recover unhappy customers instantly. As GetFeedback is purpose-built for Salesforce, all insights are seamlessly funneled into YETI's CRM and married with other customer data across the organization.

To route customers to an Outfitter best fit to handle their issue, YETI created a dynamic model that combines data about average agent handle time, specific case types, and customer satisfaction (CSAT) scores. The process increases the likelihood that the issue is handled as quickly and effectively as possible. Stafford said knowing which factors indicate a high-performing customer service rep helps identify coaching opportunities to boost rep performance and not only increases customer satisfaction–but employee satisfaction, too.

Digging into feedback for specific contact channels also helps enhance the customer experience. If, for example, the team sees that phone interactions tend to have the highest CSAT scores, YETI will move to extend customer service phone hours because customers enjoy speaking to them the most. Similarly, if the chat bot has the lowest CSAT scores overall, it alerts Stafford and her team that the bot experience needs some adjustments. By evaluating CSAT with the cost of each channel, YETI can make data-informed business decisions on where to direct customers.

THE RESULTS

Informing decisions with customer insights, from the front lines to the board level

Stafford said GetFeedback helps the customer experience team stay agile and share insights with all levels of the organization quickly so YETI can make better informed decisions overall. This can include everything from adjusting a few words in a product description to reworking the color of a recently launched product. The process ultimately reduces product returns as YETI ensures customers know exactly what they're purchasing.

The customer experience team reports on overall insights, trends and recommendations with the broader organization, and the information is key to informing the company's direction. Stafford said the Voice of the Customer drives decisions "whether you're on the front line or at the highest level of the board."

Ultimately, Stafford said, YETI's omnichannel insight customer experience program with GetFeedback helps the full team live their customer-first mindset and offer the premium experience their products require every day.

"We rely on having agile partners who can be flexible with us. We've needed to pivot really quickly and GetFeedback can pivot at the same pace."

Stephanie Stafford, director of customer experience, YETI