

Case Study

**Fortnum & Mason
improves CX by
collecting feedback
across the customer
journey**



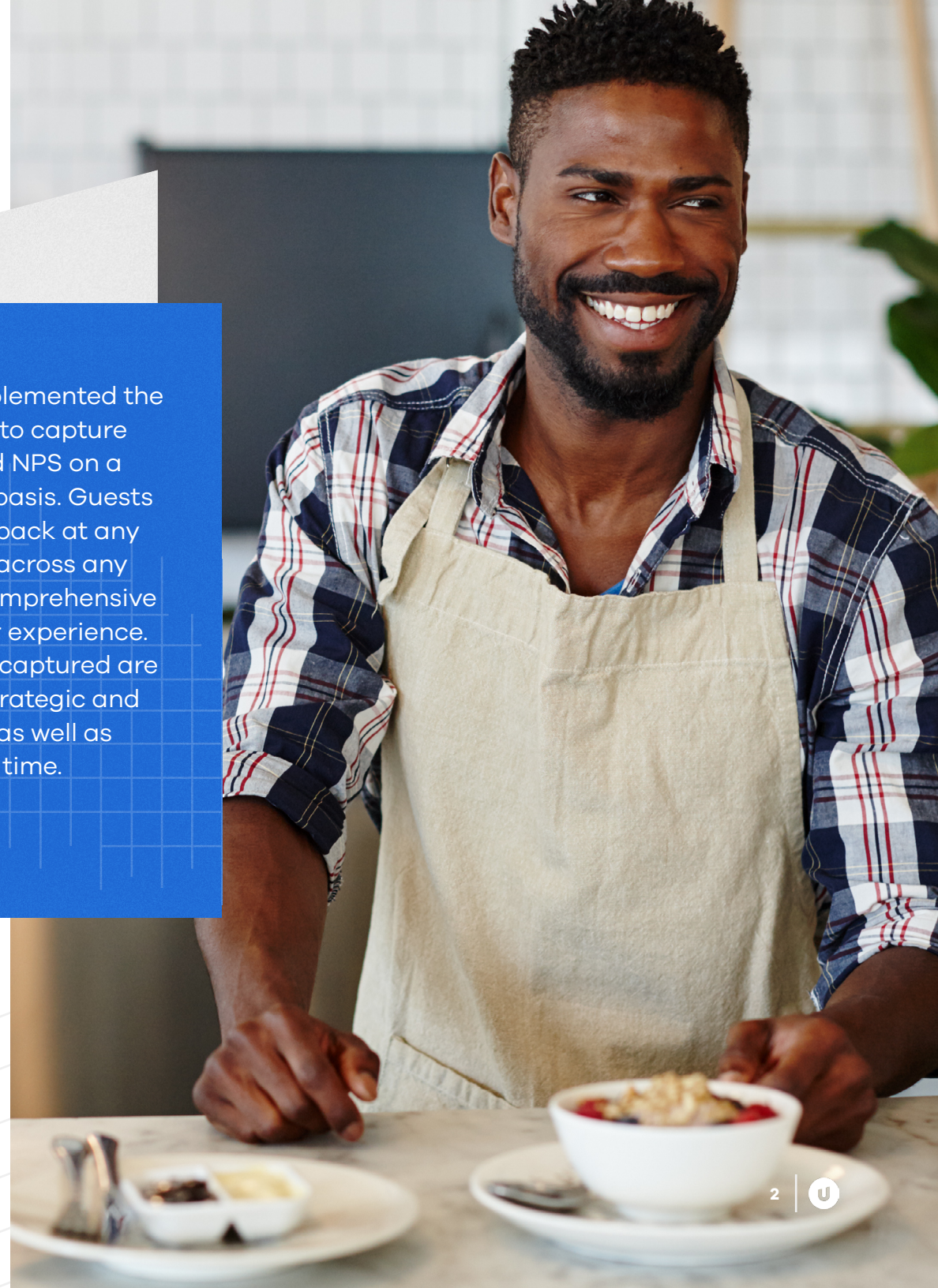
INDUSTRY
Retail

COMPANY
Fortnum & Mason
London, United Kingdom
[website.com](http://www.fortnumandmason.com)

Fortnum & Mason is an upscale department store founded in 1707. This historic brand is known for its luxury products including teas, fine foods and specialty provisions.

FORTNUM & MASON
EST 1707

Fortnum & Mason implemented the Rant & Rave Platform to capture guest satisfaction and NPS on a consistent, continual basis. Guests are able to leave feedback at any point in their journey, across any channel, building a comprehensive view of their customer experience. The powerful insights captured are then used to inform strategic and operational changes, as well as being acted on in real time.



How do you turn customer feedback into action?

Fortnum & Mason Focuses on Exceptional Service

Fortnum & Mason is a world-renowned brand, founded in London's Piccadilly in 1707. Fortnum & Mason is an upscale department store committed to offering a variety of high-quality and product, specialty foods, teas and other provisions.

At an iconic brand such as Fortnum & Mason, customer experience is of utmost importance, with differentiation through exceptional service driving phenomenal growth for the historic brand. In order to continue to be more relevant to more people, more often, the business sought to better understand how guests felt. They wanted to get powerful insights from their customer feedback so it could take action and continually evolve, improve and deliver the amazing customer experiences they are known for.

Understanding Customer Satisfaction

Fortnum & Mason implemented the Rant & Rave Platform to capture guest satisfaction and NPS on a consistent, continual basis. Guests are able to leave feedback at any point in their journey, across any channel, building a comprehensive view of the Fortnum's experience. The powerful insights captured are then used to inform strategic and operational changes, as well as being acted on in real time.

"Exceptional service and memorable experiences are synonymous with the Fortnum & Mason brand, so understanding how customers feel about us is a key priority. We decided to work with Upland Rant & Rave because we know that they understand the importance of capturing customer emotion in the moments that matter, even from those customers who don't purchase."

– Zia Zareem-Slade

Director of Customer Experience,
Fortnum & Mason



Rant & Rave helps Fortnum & Mason measure and maintain an outstanding customer experience

Using Customer Insights to Take Action

Using Rant & Rave, Fortnum & Mason is able to consistently maintain a Net Promoter Score (NPS) over 80, an outstanding score for any business. As part of driving customer satisfaction, Fortnum & Mason instituted a program where any customer leaving a score below 7 is offered a call back within 24 hours, addressing any dissatisfaction quickly and effectively. For customers who go through this “close the loop process”, Fortnum & Mason sees 25% of them return to purchase again and give a higher score following their next interaction.

Results for Fortnum & Mason

80
NPS Score

Fortnum & Mason maintained an industry-leading Net Promoter Score of 80

25%
of customers

who go through a “close the loop” process, return to purchase again and give a higher score

Upland Rant & Rave Each year Rant & Rave collects and manages millions of customer interactions for brands all around the world.

Whether you're ready to get started or would just like a little more information, our team is always on hand to help.