

Voice of Customer Coach Report QRG

Report Frequency

The Voice of Customer Coach Report and Store Scorecard are issued every two weeks.



Review these reports with your teams. Ensure you are working with the appropriate AORs to look for areas of opportunity to improve your Customer Delight Index score.

Store CDI Score

"How likely are you to recommend DT/AT to a friend or family member?"

Shows how your store performs over time

- (left) previous year's score for same period
- (middle) bi-weekly scores with most recent score in red or green on right.
- (right) your store's ranking for your AVP's stores

What to work on

Shows the top items to work on to give most improvement to score

Use this section to develop an action plan for your store

Strengths

Where your store is performing better than your AVP's other stores



of Surveys

The number of customers who completed a survey for each week of the Store CDI Score

Store – Time CDI

"How satisfied were you with the overall time you spent at our store from the time you arrived to the time you left?"

Quoted Accurate Wait Time

"Were you quoted an accurate wait time in the store?"

Store – Salesperson CDI

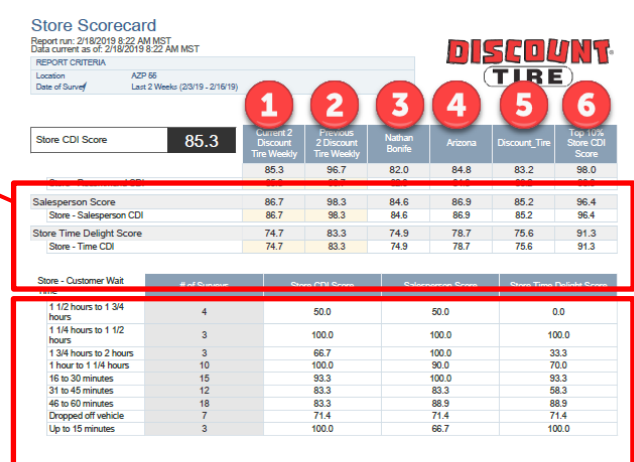
"How satisfied were you with the knowledge and professionalism of the salesperson who served you?"

Improvements vs. Peers

Where your store shows the greatest improvement compared to your AVP's other stores

Compare your CDI score

1. Your current score
2. Your previous score
3. Avg score for your AVP's stores
4. Avg score for your region
5. Avg score for Company
6. Avg for stores with top 10% CDI scores



CDI by Customer Wait Time

This breaks out CDI according to how long the customer waited in the store