

eDigitalResearch Helps Ensure FSA Compliance For The Carphone Warehouse

Contributed by eDigital Research
Friday, 12 November 2010

For over two years now, leading market research specialists, eDigitalResearch have been working with The Carphone Warehouse to provide a bespoke research model that ensures the mobile phone retailer continues to deliver excellent customer service and consumer care, especially to insurance and technical support customers.

Ensuring that customers receive that best support, advice and expertise is a big part of The Carphone Warehouse's unique selling point, establishing the company as a leading mobile phone retailer in the UK.

With a sales process that includes treating customers fairly, ensuring they are in full possession of all the facts and helping customers make informed purchased decisions, the company needed a research mechanism that allowed them to measure the effectiveness of selling techniques, as well as test all sales complied with strict Financial Services Authority regulations.

As part of eDigitalResearch's unique research solution for The Carphone Warehouse customer care and compliance testing, a percentage of telephone calls are made each month to insurance customers to ascertain whether they have been sold to honestly and fairly.

Each call covers such areas as was there a clear and thorough explanation, was there any element of pressure and was the appropriate documentation completed and supplied correctly.

eDigitalResearch's intuitive system then automatically targets a representative sample based on individual store sales and then instinctively highlights when the required number of calls have been made.

Darren Pearce, Senior Customer Experience Manager for The Carphone Warehouse comments
"The insight we get from the telephone survey provides us with the voice of our customers. It helps us to improve our processes and our business. The whole process works like clockwork. Compliant sales of insurance products are now something we are really proud of and the work being carried out by eDigitalResearch is an integral part of our business."

Following the success of the research programme, Darren is currently working on several other projects with eDigitalResearch. "They also call our customers who have had successful insurance claims, as well as surveying by email those customers who have needed a device to be repaired. And tracking how proactive our in-store consultants are in offering our new service Walk Out Working, where customers are offered to help set up and familiarise themselves with their new device before leaving the branch."

Derek Eccleston, Research Director at eDigitalResearch comments,
"Our long-standing research partnership with The Carphone Warehouse demonstrates how easily our tried and tested products and services can be adapted to suit any research brief. In the run up to Christmas, it is important that customers trust the brands they are buying from and our work here is an integral part of building consumer confidence with the brand."

To read the whole case study, please click on the link below:
<https://www.edigitalresearch.com/public/clientdocs/355286886/a26ca44fdeab39a7738eee7baf29f57b>

About eDigitalResearch
For further information, please visit: www.edigitalresearch.com

4 November 2010