



CASE STUDY

How Listen360's Voice of the Customer Can Change the Mindset of Your Business

Challenge

Since 2003, Estes Forwarding Worldwide (EFW) has been providing trustworthy, proactive solutions at every step of the customer journey to create lasting, positive experiences. This has allowed EFW to seamlessly provide the best experience shipping worldwide for their clients. Recently, Daniel Henderson, Sr. Manager of Customer Experience at EFW, noticed a high percentage of damaged couches being delivered or even refused. Not only was this becoming costly, but the number of negative reviews was steadily increasing. When working with such a large network, honing in on the root cause of a specific pain point can be difficult and time-consuming. That's where Listen360 came in to help.

Solution

By utilizing Listen360's Voice of the Customer feature, Daniel and his team analyzed all of the reviews impacted by this issue and determined that it was happening in one particular metro area. After speaking with that area's station, EFW learned that they were receiving the product already damaged due to the way it was being loaded by the client. It was great news for Daniel and his team because this was something they could easily correct by pointing this out, and proactively bringing a solution to their client.

Result

Without Listen360, EFW's client could have spent millions figuring out what proved to be a simple solution. "This was a huge 'aha!' moment for our client. They were more than willing to make this small fix. We didn't come with the problem, we came with the solution, and how we could all benefit," said Daniel. Now, EFW's NPS is higher, the number of negative reviews is lower, and their relationship with that client is stronger than ever!



Estes Forwarding Worldwide (EFW) is in the delivery business. EFW delivers all kinds of shipments via a global network of 10,000+ partners, providing customized solutions that meet the end-customers' needs.

"We didn't come with the problem, we came with the solution and how we could all benefit"

Daniel Henderson
Sr. Manager, Customer Experience, EFW

Interested in using Voice of the Customer?

Click on the link to the right to connect with the L360 team.

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