

# Amart Furniture

## Challenge

Consistently measure customer satisfaction across all stores and foster a customer centric organisation.

## Solution

The Amart Furniture Voice of Customer ('VOC') program measures purchase and fulfilment satisfaction, Customer Service Centre satisfaction and, more recently, satisfaction after 9 months of ownership.

What's amazing about this program is the engagement across the organisation that's been achieved. Stakeholders from quality & logistics, through to marketing, as well as all stores across Amart's entire national network, are heavily focused on the VOC program. All stakeholders have access to the live Dashboard. In addition, Platform One provides regular business updates on VOC performance which directly feeds into Amart's business strategy.

"As our partner now for over 6 years, Platform One delivers an excellent VOC program that provides valuable insight into what our customers are thinking. The service we receive is second to none, Platform One always assists us by looking at problems from different angles before providing a range of solutions."

**Scott Pears,**  
Chief Strategy Officer

**+120,000**  
Surveys  
completed  
within a single  
year

**Streamlined**  
Surveys for the  
Customer

**Actionable**  
Dashboard for  
Stakeholders

**+14.4 pt**  
increase in  
In-store NPS

**7.6 pt**  
increase in  
Customer Service  
Centre NPS

[Request a demo at info@platform1.cx](mailto:info@platform1.cx)

Platform One is a global tech and market research company with a specific focus on human experience ("HX"). We help our clients realise their potential by understanding & predicting human behaviour, enabling them to build better products, provide superior services, and deliver exceptional human experiences ("HX"). Our approach & philosophy is SwaS - Solutions with a Service, combining the latest technologies and innovative research methodologies with brilliant thinking to help deliver real business outcomes.

# Amart Furniture

## Challenge

To enhance Amart Furniture's digital profile. They knew they delivered a great service and great products, as Platform One measures these via Amart Furniture's ongoing Voice of Customer ('VOC') program, but wanted this to be visible for customers considering purchasing from Amart.

## Solution

Integrating a third party reviews system - Trustpilot - with the VOC program that Platform One delivers. Upon completion of the VOC survey, all customers are then invited to complete an online review via Trustpilot, at both brand and product levels. As customers complete hundreds of VOC surveys every day, it means a high volume of them goes on to complete a Trustpilot review.

**+1000**  
**Reviews within first**  
**3 months**

**Excellent**  
**Star rating on Trustpilot**

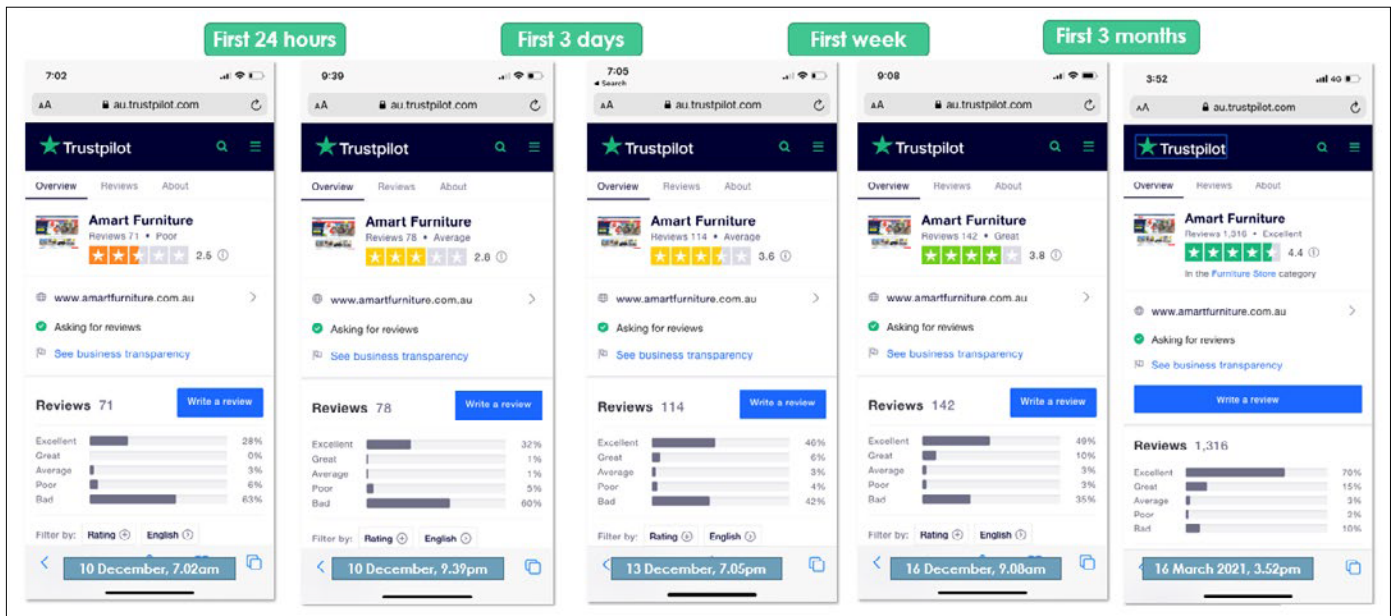


# The results

Over a thousand reviews received within 3 months of launching

Went from a 2.5 star rating ('poor') to a 4.4 star rating ('excellent') within the same period

All star ratings are fully visible on the Amart Furniture website and also used in marketing promotions



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