

Jules uses Goodays
to make CX and NPS
their strategic focus



Goodays

1. The company

Jules is a French success story. From its creation in 1994 as Camaieu Homme to its merger with Brice, the brand has managed to transform itself. It retains the desire to turn the purchase of men's clothing from a compulsory need into a fun and engaging experience while keeping the same manufacturing processes, the same know-how, and the ambition to offer fashion that makes sense and goes in the right direction.

Today, Jules has a network of 563 stores and builds its success on its ability to deliver the most sustainable and remarkable customer experience.

Jules puts sustainability first, through its convictions and actions for sustainable development: today, a third of its production is organic or recycled - a strong preference of its customers.

At Jules, the customer experience is a strategic pillar. And this is reflected in the organization of the teams; since the position of Customer Experience Director sits on the management committee, two positions dedicated to customer experience have been created. With each regional director involved with customer experience within his or her stores.



2. The challenges

Giving power back to the local level

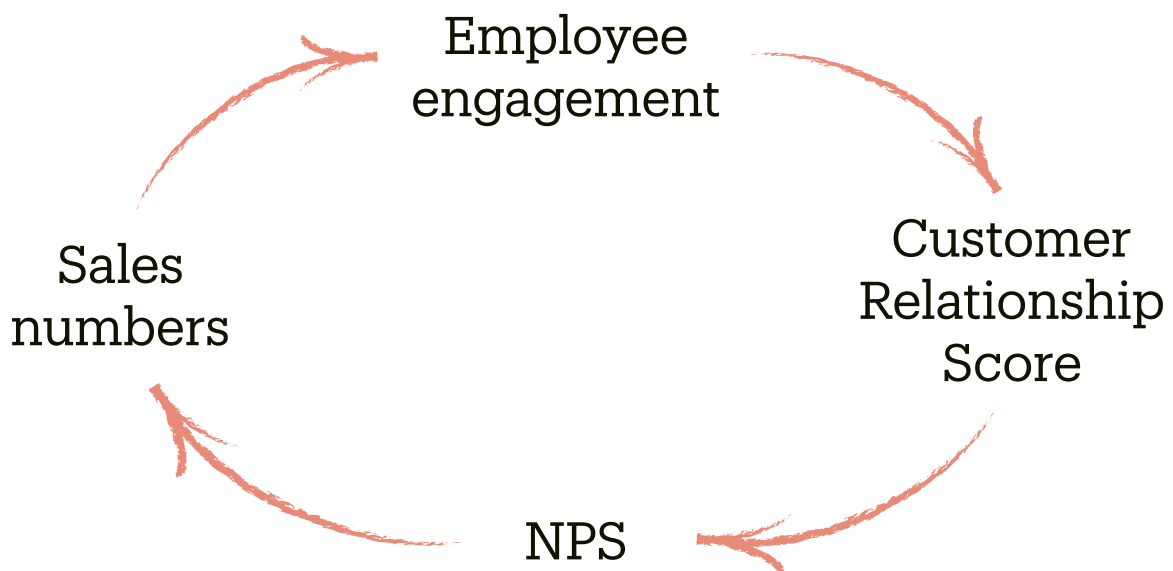
For Jules, the importance of a local response to customers is paramount because it offers a unique opportunity to act precisely from the experience itself. Before turning to Gooddays, Jules had a global customer satisfaction measurement tool that didn't give it a view of the different buying paths, nor did it empower the in-store teams to take responsibility for customer relations.

Jules needed to involve employees in the process and demonstrate their added value in a strategy to improve the customer experience. To make this a strategic pillar, it was essential for the company to engage its sales consultants, and to give them back the power, locally.

Demonstrate the impact of a good NPS on company growth

To take this customer-obsessed approach a step further, the ready-to-wear brand wanted to demonstrate the ROI of customer satisfaction. Since customer experience is a strategic pillar, it was necessary to be able to demonstrate the value of this investment, but also to make budgetary projections in this area.

By making this calculation, Jules wanted to demonstrate that the **commitment of the teams to customer satisfaction directly influences the NPS curve, and therefore the turnover.**



“We made a switch, empowering at the local level, right in the store. The in-store teams have chosen Gooddays as an interface for discussing and winning back customers, a tool that they widely approve of.”

Céline Lemaire, Customer Experience Director at Jules



3. The results

Strong commitment from sales consultants

Jules has been using Goodays since 2019. The store teams are very enthusiastic about the platform, particularly because of the ease of the interface and the direct interaction made possible by the tool.

The teams adopted the tool very quickly, and today about three people per store are connected to the platform: the manager and two store associates who can also be called upon to respond to customer reviews.

And this has resulted in very good results on each of the Goodays indicators:



4.43/5

Customer relationship score



95,67%

Response rate



22h35

Response time



4.58/5

Quality of response



81%

Percentage of compliments received

“At the store level, adoption of the interface is unanimous. The teams have quickly taken to it, and the customer response rate is over 95%.”

Céline Lemaire, Customer Experience Director at Jules



Driving Additional Revenue

The link between NPS and ROI

With the help of KnowYourPeople, Jules sought to demonstrate the real influence of NPS on revenue growth, thanks to the issues raised by detractors and promoters.

On the in-store post-purchase journey, for example, the top comments are about hospitality. In this study, Jules compared the evolution of the NPS on store welcome with that of sales.

A one-point increase in NPS results in an increase of €0.15 per customer

The involvement of sales consultants in customer relations, in this case in-store welcome, is measured by the Goodays indicators (customer relations score), and this has a direct positive impact on the NPS. In the long term, this NPS becomes a source of business.

Jules has already gained 5 NPS points over two years, and the brand is in pole position compared to its competitors.

	Client relationship score	Google Score	NPS	Positive feedback / percentage of complements
Average of Gooddays client brands (Fashion sector)	4,22	4,06	65	79 %
Jules	4,42	4,23	70	81 %

Jules also managed to win back 66% of customers who were previously dissatisfied.

“The results are clear: improving NPS directly impacts sales, and triggers additional revenue. We can precisely quantify the amount of additional sales for each customer induced by an increase in NPS. Clearly, the engagement of the sales advisors, which translates into the time and quality of response provided to the customer, influences the NPS, which itself is a source of business. So now, stores can accurately build their budget plan and local actions based on these ROI forecasts.”



Céline Lemaire, Customer Experience Director at Jules



4. Innovation

To strengthen the accountability of its teams and give them even more visibility into customer satisfaction, Jules has entrusted Goodays with the launch of a semantic analysis project of customer feedback, an add on called Goodays Highlight.

This new feature, which is an addition to Goodays Connect, is accessible to everyone and applies semantic analysis to all verbatims, without requiring any technical skills. It can be used by both head office and local level. This makes it possible to detect trends, understand the main pains of customers and determine the actions to be taken to maximize the NPS.

Thanks to these analysed verbatims, Jules has a global view on the customer pains and satisfaction drivers, and satisfaction elements of its customers, allowing it to refine its customer relationship strategy.

With Highlight, Jules can really excite the teams, at every level of the company. And it's very quick to learn, since the interface was built to be an everyday tool, it's adapted to the realities of the field.

2 key points:



Speed of implementation



Local management

“We had a good NPS but we didn't really know why. Now, we are able to excite the teams at each level of the company, on the indicators where we excel, and the reasons we need to work on.”

Céline Lemaire, Customer Experience Director at Jules

