



"Making Service Sizzle"



TRACKA lets customers have a say on service.

Sydneysiders searching for sausage-sizzling apparatus will find three Barbeques Galore stores can also serve up a new variety of customer service.

TRACKA, a small, simple-to-use device from South African company Customer Feedback Systems, records key presses and forwards them to the company for later analysis.

Barbeques Galore uses the device to ask customers to rate the layout of its stores, the attentiveness of its staff and the overall shopping experience.

The TRACKA units are located at the point of sale and customers base their ratings on a five-tiered scale as they conclude their transactions.

"We are a specialist company and rely on customer service to drive us forward," says Michael Croymans, a Barbeques Galore area manager responsible for nine stores, including the Moore Park, Artarmon and Brookvale branches in Sydney where the TRACKA system is being tested. "In the past, we could gather information from our customers but not directly," Mr Croymans says. "This is a much more effective and efficient method of gathering data."

Staff at the three stores do not need to do anything to put the TRACKAs to work, as the data gathered in the stores is forwarded to the technology provider, which processes it and emails weekly reports to store managers at Barbeques Galore with graphs to highlight trends.

"The reports tell us if our service was good or bad, and also let us see what our customer service is like when we are busy, or when it is quiet," Mr Croymans says.

CFS Offices Worldwide

• Dallas • Toronto • London • Lagos • Johannesburg • Dubai • Kuala Lumpur • Singapore • Jakarta • Sydney • Auckland



The insight offered by this kind of analysis is translated into action on the shop floor.

"It gives the staff vital information they need to make changes to the stores. It helps them hit their key performance indicators to drive the store forward and that means they get their bonuses," he says. But the systems are not integrated with customer relationship management applications and the reports use only data derived from its TRACKA units.

Customer Feedback Systems country manager Desmond McGuirk says the company recommends its systems work separately from CRM applications, as mixing the two types of data complicates the simple feedback loop his company believes makes a difference.

Such simplicity is also appreciated by other customers. Facing intense competition in a region of Sydney known for the density of pubs and clubs, Sydney's Fairfield RSL club pitches itself as a boutique "urban resort".

TRACKA has become part of that pitch by offering very visible proof of a commitment to service through two wireless units that marketing manager Paul McMahon deploys around the club.

"In the past, we would have people walk around with clipboards," he says. "Now, staff carry the wireless TRACKA units, which make it faster and more interactive to conduct surveys.

"You're only asking for 15 or 20 seconds of a person's time," Mr McMahon says, which encourages them to provide feedback.

The club also takes advantage of the short response time by using a wired machine in its lobby to capture demographic information as guests arrive.

"It's just a little thing to prompt the staff to ask guests if they could answer a few questions as they are coming in."

But that little bit of time and data has produced big results. "TRACKA produced data that said most people drive here under their own steam," McMahon says.

With membership increasing, it was obvious the club would need more parking spaces, which were duly constructed.

Other businesses that have adopted the TRACKA system include financial institutions and fast-food restaurants such as KFC.

Barbeques Galore has made its units a permanent fixture in the three stores and plans more extensive use in the future.

"I think it is a great system," Mr Croymans says. "There is a lot of potential for this down the track."

**Published in: The Sydney Morning Herald
Journalist: Simon Sharwood
November 22, 2005**