

Winning Customers Over With A Consistently Great Customer Experience



A LISTEN360 CUSTOMER STORY

THE CHALLENGE

Jonathan Barnett, President of Oxi Fresh Carpet Cleaning, explains that they strive to be the “World’s Greatest Carpet Cleaner” by providing the highest quality carpet cleaning experience in the industry. As further reinforcement, Oxi Fresh has a clearly defined brand promise in their corporate value statement for all levels of the organization to follow. “‘Be F.R.E.S.H.’,” states Barnett, “Be Friendly, Respectful, Ethical, provide Superior Service, and Have a good attitude and enjoy all that life has to offer.”

Like many franchisors, ensuring the highest standards of quality is much more manageable early on when there are only a handful of franchise locations within a smaller geographic area. But as the number of franchise locations multiply across a broader geographic area, managing quality and consistency becomes more complex. Such was the case with Oxi Fresh; they realized that their rapid expansion would necessitate a means for collecting customer feedback to ensure that exceptional service in accordance with their brand promise was being delivered. Barnett explains, “We knew feedback was vital, however, our previous process for collecting feedback didn’t always produce reliable, timely, and actionable information.”

Before Listen360, the technician was responsible for collecting customer feedback and waited while the customer completed the survey. “The presence of the waiting technician most likely impacted the response rate and prevented customers from being candid about their service,” explained Barnett. In addition to yielding unreliable information, the manual nature of the process created a lag time, making it difficult to act promptly. “If you can’t trust the data or take swift action, you might as well not have the data,” adds Barnett.

THE SOLUTION

When looking for a customer engagement solution, Jonathan and his team discovered the other competing solutions were cumbersome, not user friendly, and didn’t provide dashboards or reports that summarized the information in a way that made it easy to take action. After thorough research, they chose Listen360 because they provide a fully automated, Net Promoter-based customer engagement platform, that captures real-time, actionable customer feedback.



INDUSTRY

Home Services

LOCATIONS

300+

Oxi Fresh, headquartered in Lakewood, Colorado, is the World’s Greenest Carpet Cleaner® offering environmentally friendly cleaning methods that use only 2 gallons of water compared to 40 gallons used by competitive steam cleaners. The gentle, oxygenated cleaning delivers one-hour dry time that makes stains and dirt vanish with no sticky residue.

Jonathan Barnett founded Oxi Fresh Carpet Cleaning in 2006 and successfully expanded it across the U.S. and Canada with 330 licensed franchisees. His franchise system won numerous awards and recognition from Inc. Magazine, Entrepreneur magazine, the Franchise Business Review, and the Franchise Times. Forbes magazine also rated Oxi Fresh as one of America’s Best Franchises to Buy in 2013.



They preferred Listen360's user-friendly screens and streamlined process that reduces the customer's survey down to just two key questions about their experience with the service.

"Listen360 automates the process for collecting customer feedback, which historically was manual and tedious," explains Barnett. "The value in collecting real-time customer feedback is that it allows us to quickly identify dissatisfied customers so that we can address their concerns, which ultimately improves customer retention. Additionally, the system provides an easy means for happy customers to share their positive experience on social media and review sites."

THE RESULTS

By automating and simplifying the customer feedback process, Oxi Fresh noticed a marked improvement in the quality and quantity of feedback. "Listen360 eliminated the guesswork. We know instantly when an issue arises, whether it's the cleaning process, a technician's interaction with the customer, or a scheduling error," says Barnett. "Before Listen360, we weren't always able to identify what the issue was and weren't always able to take action as quickly as we would've liked. And in today's business world, the best businesses take action quickly!"

Oxi Fresh uses the Net Promoter Score (NPS) as their customer loyalty benchmark and all franchisees have access to their score. When they log on they can see their score and compare it to the brand standard. "What's most exciting, is that it gives franchisees the motivation to work actively toward higher scores. When you attach a score to your work, it gives a sense of ownership. Without the tool, there's no accountability," Barnett says.

A WINNING FUTURE

"It gives us tools to coach our franchisees and show them how the NPS score affects their business long term. Also, we can see the franchisees that are struggling, versus the ones that are doing well," shares Barnett. When franchisees struggle, typically there's been some departure from the brand promise; customer feedback and the NPS score provide direction on where to focus improvement efforts.

"With Listen360, we have reliable and actionable data. Each year, we can look at the data and focus on something that improves our brand. That's what we like about it most—it always directs us toward something to work on," Barnett says with a smile.



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JONATHAN BARNETT, PRESIDENT,
OXI FRESH CARPET CLEANING



Learn more about using Listen360 Customer Feedback and Online Reviews Management to drive franchise growth & profit.

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