Case Story

Harvest energy®

Service Excellence Programme

Harvest were looking for a mystery shopping company that could design and run a service excellence programme to measure their sales and service standards.

Project Background

Harvest wants customers to think of them first when they need fuel or something from their convenience shops, they do this by providing a consistently great experience that keeps bringing them back.

Bringing The Programme To Life

MCE started working with Harvest in 2017, initially working with the management team to create a specific service excellence report that would measure the customer's journey. We began with a small pilot evaluation with the main emphasis on Stock Availability, Loyalty Card and Promotions. The report was then refined and then rolled out to all the Company Owned Company Operated locations on a monthly basis.

MCE MYSTERY CUSTOMER EVALUATIONS

Mystery Customer Evaluations
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Stock Availability

Ensuring products and best selling lines were well stocked was paramount for Harvest, customers should be able to get what they want when they visit. The evaluators not only checked the coffee machine but also all the chiller cabinets.

Loyalty Card

The loyalty card played a vital part in driving sales. They provide Harvest customers great benefits and discounts and also encourages them to return. It was important that every customer was asked if they had a loyalty card and if they'd like one.

Promotions

Highlighting promotions not only benefits their customer but also increases ATV. It's a great opportunity to drive additional sales and customers feel appreciated when the cashier makes relevant suggestions to go with their purchase.

Reward and Recognition

We wanted the team to 'Buy in' to the programme and the best way to do this was via a 'Reward and Recognition' process that linked a bonus to locations that scored over **90% in the evaluation.** Pictures of the team member of the month received Amazon vouchers and were also highlighted on social media platforms i.e. Linkedin.

Continuous Improvements

Harvest's portal has numerous features for continuous improvement of the programme, from Action Plans to Appeals.

Action Plans

The Action Plans identify the most critical low performing areas and demonstrate how focusing on these areas affects overall results. Managers can add their own comments to the plans then email them to the appropriate team members or save the plan for future accountability.

Appeals

Managers can appeal any questions they think are incorrectly scored, the appeals system will email the appeal to the appropriate contact who can rescore the result accordingly. Once saved, the system will instantly rescore all the reports and analysis.

Let's Talk Data

The reporting portal has extensive dashboard and analytical capabilities that puts Harvest in control to make better decisions, faster. MCE were able to demonstrate analytically each wave which areas had improved and which ones required attention, highlights included:

- Increased Stock Levels
- Considerable Increase in Average Transaction Value
- Significant Increase in Loyalty Cards Being Offered
- Increased Accountabilities via Action Plans
- Improved Communication via Appeals

Return On Investment

Since 2017 Harvest have seen **triple digit growth** in both the Promotions and Loyalty Card areas.

Based on an extensive study of **250k transactions over a 3 month basis** Loyalty Card customers:

Spend on average 20% more per transaction

Visit on average 4 times more over a 3 month period

Which is 16 extra visits per year (480 extra litres per customer)

> The investment in a service improvement company has repaid itself several times over. This is what **Matt Gregg** (*Head of Retail*) had to say:

"Mystery Customer Evaluations have been video mystery shopping our petrol stations and shops throughout the UK since 2017. Since commencing we've closely monitored the results each month and have been impressed with the improvements made in upselling promotional items and promoting our loyalty card. Our Area Managers have found the Action Plans on the reports to be particularly beneficial, as improvements can be written up and agreed with staff while watching the videos and reading the reports – and this holds them accountable for further improvements".