

Blockbuster

CUSTOMER SERVICE PROGRAM

BACKGROUND

Blockbuster understands the importance of great customer service. Like many large retailers, they use Mystery Shopping to monitor service levels. They needed an employee communication program to focus attention on customer service and boost Mystery Shop scores.

SOLUTION

mPower Communications developed a creative campaign called *Get a Clue*, which was designed to encourage employees to improve service. *Get a Clue* uses a mystery theme and fun custom illustrations to grab attention. Each Case File features humorous Mystery Shop characters, illustrating some aspect of customer service and offering “clues” for delivering great service.

OUTCOME

The *Get a Clue* program increased participation and drove overall increases in Mystery Shop scores. In the program’s first year, the number of stores receiving a perfect score exceeded projections by 100%.

“We work with The Network because their programs get results.”

Ned Dickey, Senior VP of Operations

