ODEL Deploys Innovative Customer Survey

Posted on

A customer at ODEL’s Alexandra Place store participating in an iPad customer survey

Department store chain, ODEL, has deployed iPads with a specially developed iPad application to conduct customer satisfaction surveys efficiently and unobtrusively at its flagship store at Alexandra Place, and plans to extend the programme to other outlets soon. A series of questions pertaining to different aspects of the ODEL offering can be completed by a customer in less than two minutes, providing valuable feedback and insights that will be used to further enhance customers' in-store experience.

Ranging from the quality and the width of the range of products on offer, the sizes available, to service levels of store personnel, ancillary facilities and even piped music and in-store ambience, the questions seek the views of customers on the myriad facets of shopping at ODEL. "Customer experience has always been the paramount consideration in everything we do," said Thilanka Kiriporuwa, Head of Human Resources and Operations at ODEL. "ODEL is striving to be current with the latest technological innovations to improve our engagement with customers."