How incentive boosted engagement, NPS, and CSAT for leading coffee company
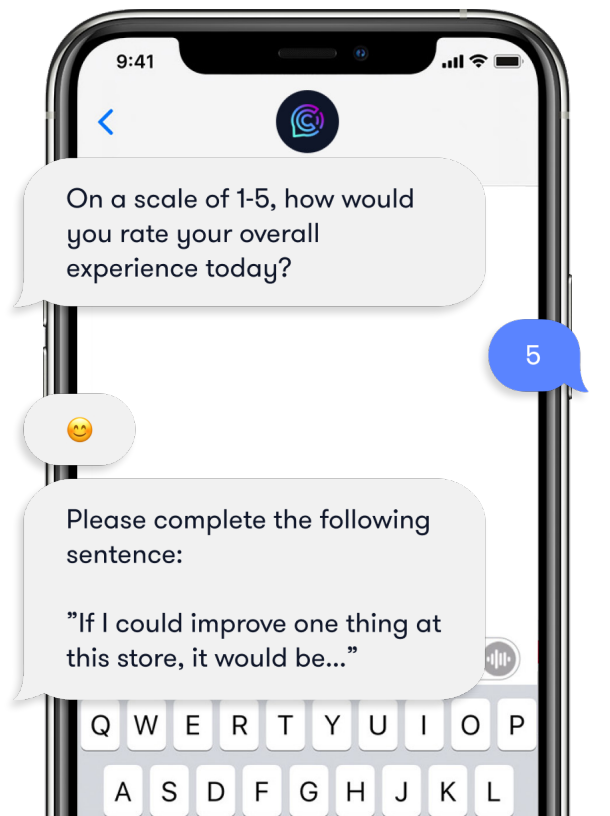
The company

This brand may specialize in machines for at-home coffee consumption, but one of their strongest suits has been their in-store experience. They've gone beyond merely selling products to creating boutique experiences for their customers, stirring up an elevated lifestyle that translates seamlessly from store to kitchen.

The challenge

The brand wanted to better understand how shoppers felt about the in-store experience. Specifically, they wanted to collect a high volume of customer feedback to gain real-time insights while measuring KPIs like their NPS and CSAT. To truly understand the situation "on the ground," they knew they needed a strategy to maximize customer engagement throughout the process.

9:41

On a scale of 1-5, how would you rate your overall experience today?

5

😊

Please complete the following sentence:

"If I could improve one thing at this store, it would be…"

Q W E R T Y U I O P
A S D F G H J K L

chatter
BY STINGRAY

The solution

In June 2024, Chatter kicked off a customer feedback pilot in four of the coffee brand's boutiques across Canada. To encourage shoppers to engage with the conversational feedback engine, they were offered a chance to win $500 (through a random draw) in exchange for their participation. The incentive was promoted on signage and/or receipts depending on the location; engagement rates exceeded all expectations throughout June and July.

Following such a successful kickoff, the brand began to question the necessity of the $500 expense. Could Chatter collect the same volume of customer insights without it? In August, they narrowed the campaign down to a single location to test the unincentivized prompt.

The results

The post-campaign analysis revealed customers were significantly more likely to interact with the feedback module when presented with an incentive. Based on the number of shoppers who scanned the QR code to begin a feedback session, the brand observed a significant impact on three KPIs:

+3X
Engagement was
3X higher

+50pts
NPS was
50 points higher

+15%
CSAT was
15% higher

The takeaway was clear: shoppers—and especially satisfied ones—were more motivated to provide feedback when presented with an incentive.

chatter
BY STINGRAY