D² WORLDWIDE

Reversing high TV *returns & calls*, low *ratings*

Challenges:

- High product returns and support calls, along with low customer ratings, threatened the success of a new line of private label TVs

Approach:

- Applied proven methodology to identify key drivers and define opportunities for improvement
- Worked with the client to execute primary recommendations

Results:

⭐

Improved customer ratings

⬇

Reduced product returns & support costs

$88m

Return in investment (ROI)

For more information:

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After launching a line of private label TVs, a Fortune 500 consumer electronics retailer almost immediately experienced issues with high product return rates, high tech support calls, and low customer ratings. The Vice President of Product Development turned to D2 for help.

Our approach

We started with a unique, holistic D2 methodology that leverages data and human insight to drive an optimized customer experience. The methodology was already in place with the retailer so we put our focus on TVs. We analyzed data, performed several usability studies, and evaluated communication pieces, including user docs and packaging. We identified a number of opportunities and worked with our client to develop a plan to improve the product.

Leveraging all of the information gathered and, applying behavioral science and communications expertise, we redesigned communications materials, created a customized on-screen TV menu and suggested numerous product changes.

The results

We worked with this client to improve TVs for more than three years and, in that time, helped them achieve tremendous gains. **Tech support calls and product returns dropped**, while **customer satisfaction ratings went up**. Their cost for D2 work over the three years ran approximately $88k but they realized an **$88.3 million savings** in that same timeframe. This does not include the savings from fewer support calls or the impact of improved customer satisfaction.

In the end, ROI was great but, what really matttered to and made a difference where improvements implemented across the product line and, more importantly, the positive customer experience those improvements drove.

Invested $88,000 >>> **ROI** $88,000,000