



JONES ROAD

CX Insights

[March x- March x]

- **Stuff you should know!**
 - **Your weekly broader updates**
 - **Some qualitative learnings can be added here**
 - **Team updates**
 - **Launches you are working on etc**



Some notes:

- **Fantastic first response time. My ideal goal is under an hour, under 30 min is AMAZING.**
- **Again, seeing a bump Monday and Tuesday. Also coincides with SFO launch so pretty predictable.**





Some notes:

- X replacement orders between 3PL errors, missing delivery, and damaged items – x% of all orders from last week.
- Shade matching requests make up x% of all tickets, seeing an increase of x% from last week

Tag	Total	Percentage	Delta
xxxxx	X	X	X
xxxxxx	X	X	X
xxxxxxx	X	X	X
xxxx	X	X	X
Xxxxx xxxxxx	X	X	X
Xxxx xxxx xxxx	X	X	X
xxxxxx	X	X	X
xxxx-xxxxx	X	X	X
Xxxxx xxxxxx	X	X	X
Xxxxx xxxxx	X	X	X
Xxxxx xxxxx xxxx xxxx	X	X	X
xxxxx	X	X	X
Xxxx xxxx	X	X	X
Xxxx xxx xxxxxxx	X	X	X
xxxxx	X	X	X
Xxxxx xxxxx	X	X	X
xxxxxxxxx	X	X	X
Xxxxx xxxxx	X	X	X

RETURNS

Rate + Reasons



- **TOTAL RETURN RATE: x%** (Total return \$/Total sales \$)
- **Total Items Returned: x**
- **Returns Breakdown**
 - **Refunds - x%, Exchanges x%**
- **TOP 3 RETURN SKU's**
 - **XXXXXX**
 - Reason 1
 - Reason 2
 - **XXXXXXXX**
 - Reason 1
 - Reason 2
 - **XXXXXXXXXX**
 - Reason 1

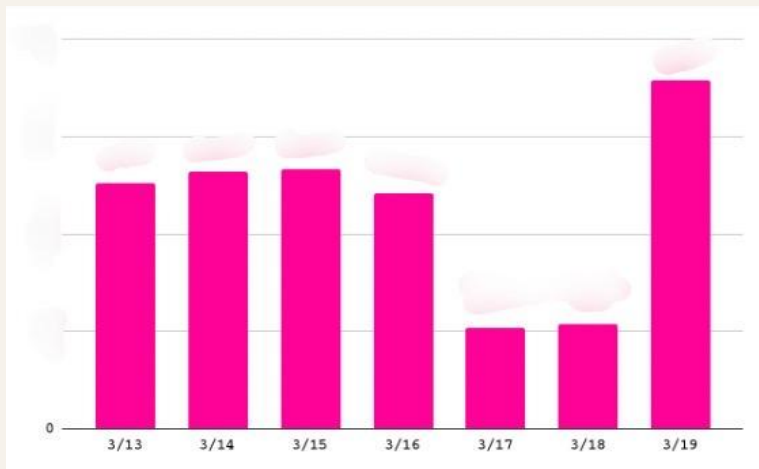
Graphs from loop return analytics such as upsell rate etc, varies by week

Note:

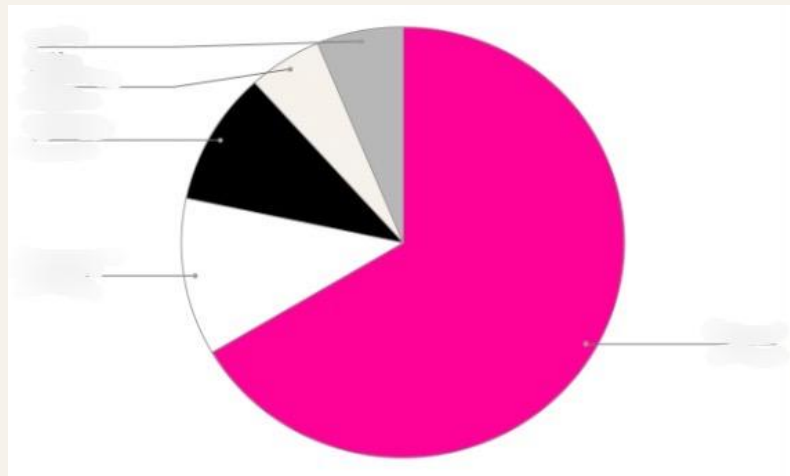
Total Reviews This Week: 797 (-24%)

REVIEWS SUMMARY

OF REVIEWS/DAY

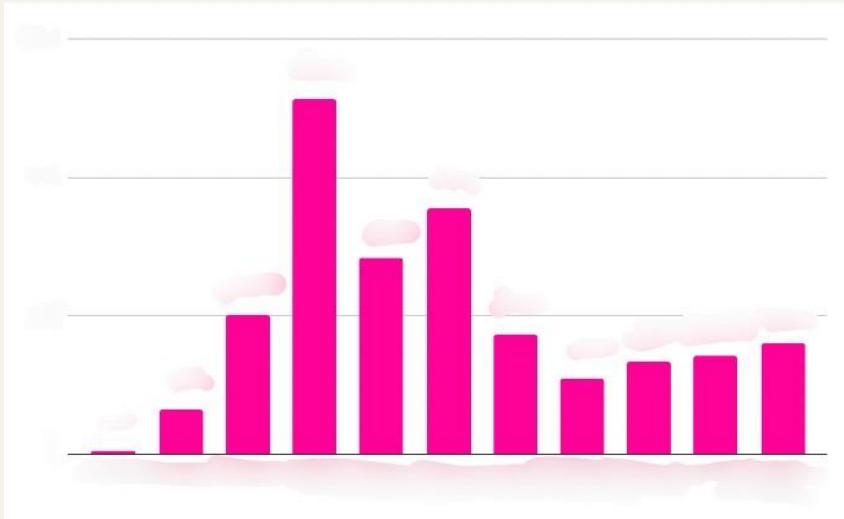


STAR DISTRIBUTION (over all time)

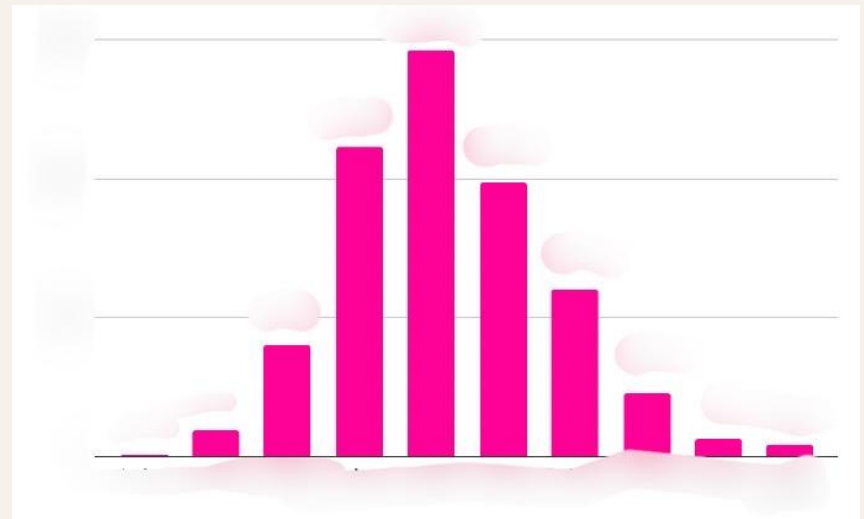


Last 30 Days (will update monthly)

UK Shipping



Domestic DHL Shipping



WEEKLY SCORE: X (+8)

Create pie chart with Promoter
vs Passive vs Detractor

We use [Retently](#) for this

WHAT IS NPS?

Net Promoter Score is a survey question that asks one simple question:

How likely is it that you would recommend [Organization X] to a friend or colleague?

Respondents give a rating between 0 (not at all likely) and 10 (extremely likely) and, depending on their response, customers fall into one of three categories to establish a NPS score:

'Promoters' respond with a score of 9 or 10

'Passives' respond with a score of 7 or 8

'Detractors' respond with a score of 0 to 6.

You then calculate your NPS using this formula:

$$\text{NPS} = \% \text{ of Promoters } (-) \% \text{ of Detractors}$$

Promoters:

Add some of the promoter highlights to this page
(gets pulled from weekly retently email)

Passives

Add passive highlights

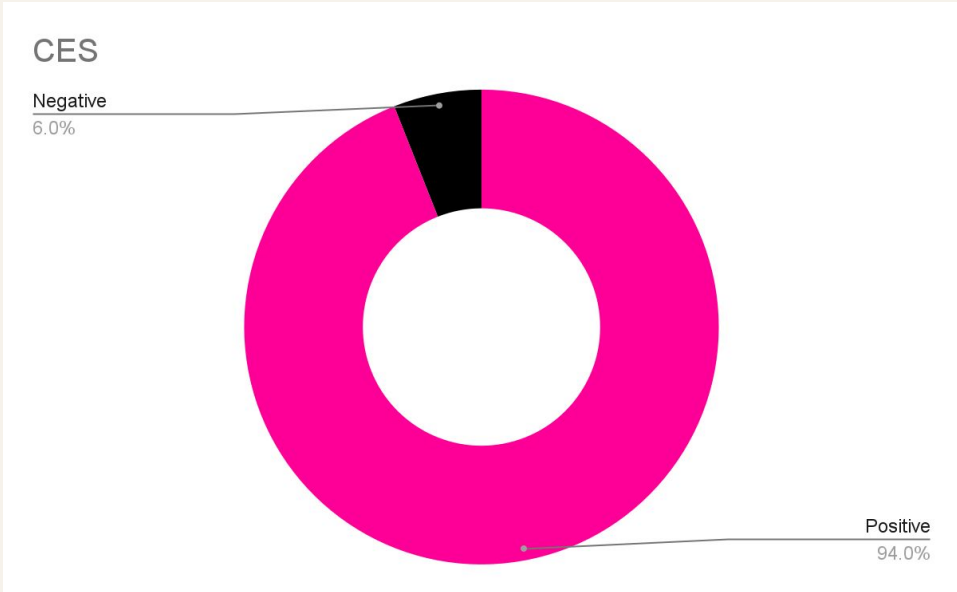
Detractors:

Add detractor highlights



Customer Effort Score (CES) is a single-item metric that measures how much effort a customer has to exert to get an issue resolved, a request fulfilled, a product purchased/returned or a question answered.

CES WEEKLY SCORE: 96
We use [Retently](#) for this



Highlights:

"I wrote simply to tell them about a compliment I received about my skin the first day I wore the Miracle Balm out and about. Courtney sent an immediate and personal response, and offered to share my experience with the team. I feel like I have friends over at Jones Road! Great service, wonderful product 🍷"

"Quick response and received the information that I asked for. I am very excited to try these products."

"They made the refund easy and replied quickly. I'm impressed!!"

"Brigid is wonderful!!! So helpful, professional, responsive, friendly and everything a great Support Rep should be! Great experience all around!"

"Fast help. Answered all of my questions. Helped me select the best products for my skin type. Very friendly. Very knowledgeable."

WEEKLY SCORE: 4.79



Highlights:

I love your products AND your staff. Home run!!

Always pleased with the JRB customer service- best support I have received in many, many years, thank you, Trish

Although my order could not be modified the additional purchase shipping was waived! Kind of her

Very nice and helpful:) And let me know I can contact again if I have any problems.

Really quick response and totally delighted with how my issue was dealt with - thank you!

Thank you for the fast response! I love your products, customer service and feedback! Onward!!

The customer service I received from Violette, was beyond outstanding, thank you

Amani was extremely helpful in resolving my order issue.

5 Star, absolutely amazing customer service!! I was very impressed.

Great!!! customer service was outstanding!!

Sara is fantastic! Solved the problem instantly. She's as good as the WTF product = Amazing!

Thank you so much for your time putting together my shade preferences. The tones look perfect for me 😊

This is great customer service - quick to respond and resolve. It actually made me feel like a "customer" again and not a bother :)

Sydney heard my issues and her response was better than I expected. Thank you.

The service I received from Violeta was amazing. Really above and beyond.

Sara went above and beyond to answer all of my questions. What a great team working at Jones Road!!