



BRP Improves Customer Engagement with GetFeedback



World powersports leader boosts in-store experience, dealer insights.

At BRP, a passion for delighting customers fuels every decision. The Canadian powersports company — maker of the legendary Ski-Doo and Sea-Doo brands — has spent over seven decades raising people’s adrenaline and delivering the ultimate ride.

But if one thing is true of powersports fans, it’s that their thirst for power and speed is always changing. To remain a leader in its industry, BRP needs to understand how its customers feel... and put those insights into action.

TRADITIONAL SURVEY METHODS WERE IMPEDING PROGRESS

With customers in more than 100 countries and a global network of 4,200 dealers, BRP needs to do more than build great machines. The company must work closely with its dealer partners to ensure the shopping experience maintains their valuable brand.

Two years ago, BRP’s customer experience team struggled to get insights through traditional methods. Their research firm mailed

survey invitations to customers. The research was costly and sluggish — and worse yet, response rates were not as high as desired as their customers moved online.

For a company that thrives on speed to succeed, something had to change.



“Once we could manage it all in house, the program became really simple.”

Myshka Sansoin
Specialist, Global Customer Experience


IMPLEMENTING GETFEEDBACK ENABLED FASTER, USEFUL INSIGHTS

When BRP made the decision to find a customer experience solution that could match their pace of innovation, Myshka Sansoin was tasked with the job. “We were looking to revamp the program completely,” explained Sansoin, a specialist with BRP’s Global Customer Experience team. “It was expensive, it was really outdated. It was a 25-question survey that measured satisfaction, but not so much real loyalty.”

Sansoin set off with two objectives: to better understand customer experience in their dealerships, and to provide dealers with the tools they needed to improve. To make the feedback workable, BRP wanted to integrate their surveys with their Salesforce CRM software. That led Sansoin’s team to GetFeedback.

“I completely fell in the love with the tool,” said Sansoin. “When we saw what it could do, when we saw it could be completely integrated with Salesforce, it was huge.”

BRP launched its new survey initiative. Response rates increased, and the time-to-insight accelerated from months to hours.



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“We built all these dashboards in Salesforce with the data that came in from GetFeedback,” explained Sansoin. “Each dealer can see their own performance, and I can see how all the dealers are performing.”

REAL-TIME FEEDBACK HELPS BRP DRIVE PERFORMANCE

The feedback BRP gathered provided valuable insights. Sansoin found that a dealer’s courtesy and professionalism strongly influenced customer experience. When asked if they’d recommend BRP to others, over 63% of promoters — and 50% of detractors — cited these two factors in their rating.

Armed with this insight, BRP dealers gained more visibility on their in-store experience. Dealers can motivate their staff by showing how they perform against other retailers... and even fix problems as they occur.

“When someone answers the survey as a detractor, there’s an alert that goes through Salesforce.com to the dealer. He can contact the customer right away to make things right,” said Sansoin.

Based on their success, BRP expanded their feedback initiative throughout the company. Other teams now use Salesforce-integrated surveys to monitor dealer satisfaction and collect user feedback on new products.

“For me, customer feedback is there to enhance customer experience, to build better products,” added Sansoin. “Once we could manage it all in house, the program became really simple.”

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