

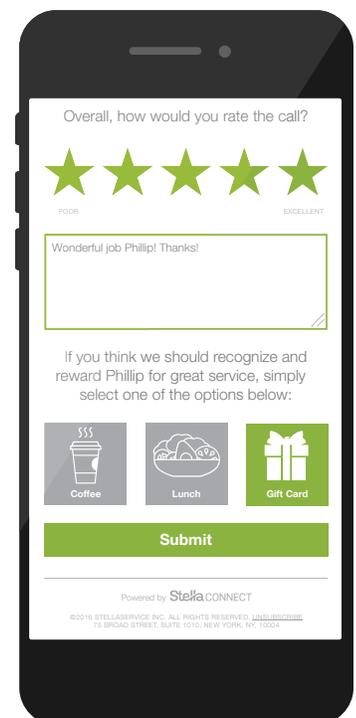
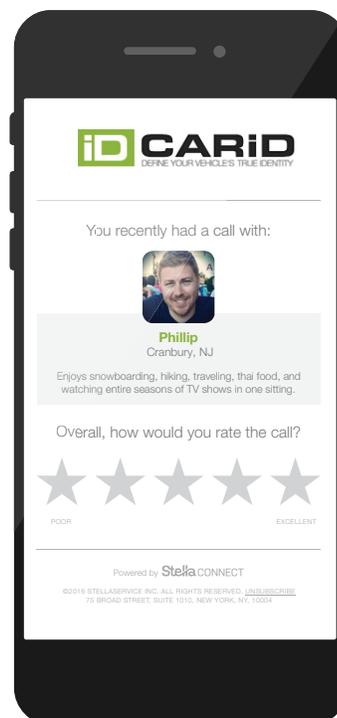
# CARiD Increases Customer Satisfaction and Repeat Purchases with Stella Connect

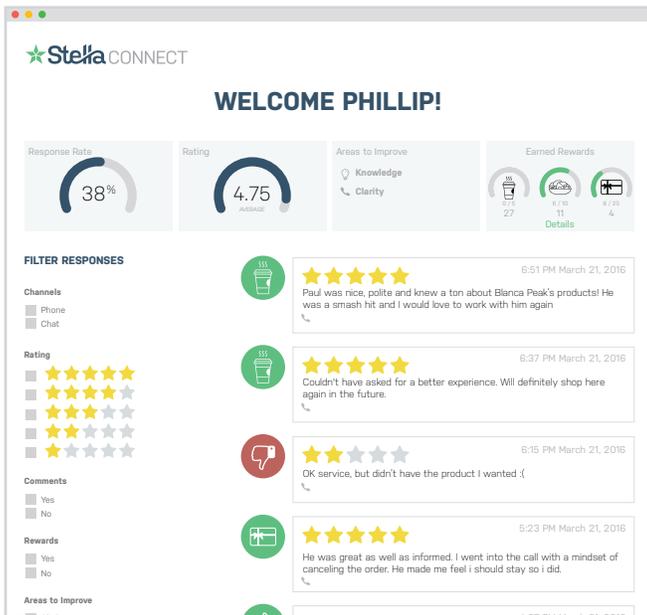
CARiD is an online retailer that offers a wide variety of brand name automotive parts and accessories. The company uses state-of-the-art technology and a dedicated, highly knowledgeable team to offer customers the exact product they need, at the best price, and in the quickest time.

CARiD is committed to providing its sales and service team with a modern, learning-focused work atmosphere. To ensure team members have the motivation and support they need to offer best-in-class customer experiences, CARiD turned to Stella Connect. As well as motivating its front-line team, CARiD was looking to Stella Connect to help increase sales across its ecommerce business.

## Motivating Front-Line Teams with Real-Time Customer Feedback

The CARiD offices have an open floor plan to encourage teamwork and collaboration. The company has monitors around the office to display key performance metrics, and saw an immediate opportunity to add Stella Connect leaderboards to these screens. The leaderboards, combined with agents' individual feedback streams, foster friendly competition with agents striving to achieve the highest customer ratings from Stella Connect feedback requests.





“ Our team members are really motivated by the Stella Connect leaderboards. We often see them congregating around the screens watching them update! You see it very visually throughout the office – there are lots of high-fives being exchanged. ”

—**Ryan Gronlie**, Customer Service Manager at CARiD

The constant stream of motivating customer feedback delivered by Stella Connect encourages agents to create memorable moments during every customer interaction.

## Results: Motivated Teams = Measurable Business Results

In addition to driving team motivation, Stella Connect also provides a valuable new tool for CARiD's managers to measure and optimize the performance of individual team members.

The combination of performance optimization and team motivation through Stella Connect has resulted in a significant increase in business for CARiD. According to Gerald Major, the retailer's Director of Client Experience, since using Stella Connect CARiD has seen both an **increase in repeat purchases** and a **decrease in negative reviews**.



Stella Connect has helped CARiD improve customer service, which has translated into more satisfied customers and more repeat purchases.