

UncommonGoods Uses Stella Connect to Drive Employee Engagement and Motivation

UncommonGoods is an online marketplace connecting makers and their creations with individuals looking for truly special goods. The company is passionately focused on celebrating craftsmanship and supporting its community of artists, designers, and creative thinkers.

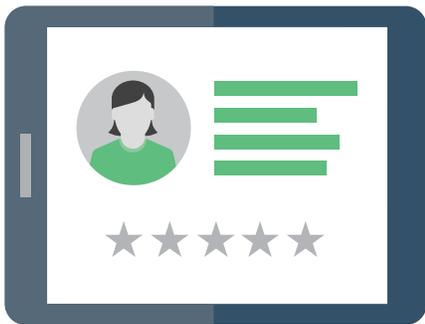
In addition to providing a remarkable shopping experience for customers, UncommonGoods is dedicated to creating an enjoyable and positive work environment for its team members. It is through this lens that the company partnered with **Stella Connect**.

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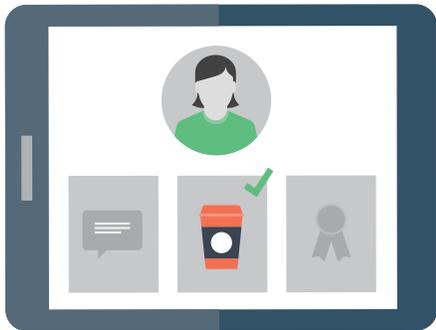


Driving Employee Motivation

UncommonGoods uses Stella Connect across its team of phone agents. These agents personify the UncommonGoods brand and help guide consumers to the perfect product.



After every interaction between a phone agent and a shopper, **a Stella Connect feedback request is triggered.**



Through this feedback request, **shoppers can rate the quality of their service interaction, leave a comment and even choose to reward agents with a cup of coffee, lunch or a product from the UncommonGoods website.** Each vote for a reward is logged and measured, and when enough votes have been achieved, UncommonGoods presents the team member with the reward.



Responses to Stella Connect feedback requests flow directly into individual agent dashboards, giving agents real-time visibility into their performance and enabling them to track their progress. This ongoing customer-directed reward system helps to constantly motivate and engage the UncommonGoods team.

Results

Around half of all shoppers respond to feedback requests – a number that far outstrips traditional customer feedback response rates. Of these responses:



Agents receive an average star rating of **4.8 out of 5.0**



70% of responses include a comment



69% include a vote for a reward

“ Stella Connect was a great motivator for our entire department. Keeping a large seasonal team engaged and eager to help customers can be a challenge. Our team members loved reading customer comments and challenging one another to earn the next reward. Gamifying customer feedback encouraged our team to make every single customer interaction the best it could possibly be. Reading constructive feedback directly from the customers is much more immediate and powerful than simply receiving formal feedback from a supervisor. Knowing that the feedback, both positive and constructive, came directly from the person they just assisted put a human face to every comment and suggestion. The result: A team with higher morale than we've ever seen it in our busy Q4. ”

— **Jennifer Grim**, Director of Customer Service, UncommonGoods