

[ TIVIAN ]

**PUTTING  
CX AND EX  
AT THE HEART  
OF RETAIL**

## Situation

Since disrupting the online retail sector over a quarter of a century ago, Boden has grown to become a fashion tour de force, providing vibrancy, colour, and quality. Starting life as a catalogue business focused on customer excellence and experience, Boden has since expanded online and into physical shops in the UK and further afield, including China, Germany, and the United States.

## Customer Obsession

Being online first means that Boden is no stranger to online pressures, used to shape-shifting to remain in vogue. However, when it comes to customers, that's a pressure that never lets up. Staying laser-focused on delivering better products and better customer experience than the competition requires a knack for getting inside the customer's head. So, what was the insight trigger for Boden? Simply their customer obsession.



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**“ For us to drive the growth we want, we need to be even more customer and data-driven than in the past”, explains Charlotte Wiggins, who leads Research efforts at Boden. “As we expand, we have to find new ways to collect, understand, and distribute customer information to the business. We wanted to bring everything into a single place, collecting and analysing customer and employee feedback and market research with one unified solution”.**

Charlotte Wiggins, Research Manager, Boden.

## Solution

Boden chose to work with Tivian to transform its feedback processes, providing a centralised platform spanning customers, employees, and market research. Above all else, there was a drive and desire to achieve synergies gained from having a combined view of customer, employee, and market experience data. Tivian appealed to Boden due to its ability to deliver this flexibility on an industrial-strength software platform and, above all, its team and approach.

# 15k

As well as running customer experience surveys, it also underpins Boden's 15,000 customer market research panel.

**“ We now have an employee survey that better reflects our values and the transformation journey we are currently on. Adding quarterly surveys has allowed us to make employee satisfaction one of the five key business metrics that we track, as we’re now confident in the strength and timeliness of our data.**

Charlotte Wiggins, Research Manager, Boden.

# 800

Boden has shifted from a single, annual survey of its 800 staff to a more ongoing approach that better reflects its values.

### A modern approach to feedback

Tivian's enterprise feedback solution is now being used to collect feedback from employees and customers. As well as running customer experience surveys, it also supports Boden's 15,000 customer market research panel. This provides deep insight from passionate consumers, giving Boden the ability to test new ideas and products, and understand how and where it can improve.

On the employee side Boden has shifted from a single, annual survey of its 800 staff to a more regular approach that better reflects its values, with quarterly pulses to increase the frequency of listening and to help enable greater agility of subsequent action.

**“ We knew that adopting new ways of listening to feedback was going to be a journey for us, and we wanted a team we could work with to understand our needs and help us move forward.**

Charlotte Wiggins, Research Manager, Boden.

## Results

Boden is already seeing significant benefits and feels it has a solution that can support its future needs. “We’ve now got a more flexible platform – while we’re still building how we use it, with Tivian’s help, we can see it has everything that we need to ensure feedback is at the heart of our business.



Staying laser-focused on delivering better products and better customer experience than the competition requires a knack for getting inside the customer’s head.

### Closing the loop with customers

By running their customer experience survey on Tivian’s technology, Boden now collects feedback more regularly and uses this insight to drive informed decision-making. This business value will continue to increase as Boden integrates Tivian with its internal systems, enabling it to link feedback to customers and their orders, closing the loop and transforming the experience.



Boden has increased its learning and development activities in response to feedback, as well as implementing detailed bottom-up action planning.

### Supporting culture change and driving HR strategy

The insight from employee experience feedback is now being used to set the focus for HR activities, ensuring that the right areas are being addressed to meet staff needs. For example, Boden has increased its learning and development activities in response to feedback, as well as implementing detailed bottom-up action planning.

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Charlotte Wiggins, Research Manager, Boden.

## Integrating feedback for business impact

For Boden, the ability to bring feedback together with other data is potentially transformative. “The big win for me is when we start to link customer feedback with behaviour and transactional data. We can then begin to look at the impact that the experience has on key financial metrics such as loyalty and customer lifetime value. We’re not yet ready to do this, but when we can it will have a transformative effect” concludes Charlotte.

Thanks to Tivian, Boden now has a single platform that centralises its feedback collection, analysis, and sharing of insight. This is putting insight at the heart of its business, supporting its continued global expansion and ensuring it always delivers on customer and employee needs, now and in the future.

### Objectives:



Centralise feedback from customers, employees and market research

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Ensure feedback is at the heart of business decision-making

### Results:



Higher quality insight from customers, enabling closed-loop feedback

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Ability to track employee satisfaction as a key business metric

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Full platform for integrating feedback with business systems, supporting decision-making

### Area of use:

Employee Engagement, Customer Experience, Market Research

# Recap: Putting CX and EX at the heart of retail.

## About Boden

Founded in 1991 in West London, Boden is a British-based fashion retailer. It now operates globally selling its distinctive, high quality clothes online and through stores, including in the UK, China, Germany and the United States.

## Situation

Fashion brand Boden has grown by focusing on its customers. As it expands, it needed to find new ways of collecting, analysing, and acting on customer and employee feedback.

## Solution

By implementing Tivian's enterprise feedback platform, Boden now has a single solution for listening to its customers and employees, and carrying out market research. They can run more regular employee engagement surveys, enabling employee engagement to be tracked as a business metric, while gaining higher-quality insight from customers, both through surveys and panel-based consumer research. This is all underpinning more informed business decision-making within HR and the broader organisation.

## Results

Thanks to Tivian, Boden is transforming how it listens and acts on feedback, putting it at the heart of the business. It is using employee feedback to set priorities for HR and as part of the roll out of new internal values. On the customer side it is helping Boden to listen more closely to consumer feedback with the plan to integrate this data with internal systems, closing the loop and enabling insight to be linked to metrics such as customer lifetime value.



# LET'S TALK.

## **The intelligent experience management leader**

Through advanced analytics and cutting-edge AI technology, Tivian helps great organisations capture and harness experience data to drive business listening, deeper insights, and better decision making. Tivian's intelligent experience management platform increases corporate effectiveness and enables a smarter business world, empowered by insight. Built on 20 years of experience in enterprise feedback management, Tivian provides over 400 customers in 35 countries with the ability to take action and achieve their objectives.

**Reach out for more information here:**

<https://www.tivian.com/uk/contact-us>