Smile, You’re on Camera

VIDEO FEEDBACK—AND ADVANCED ANALYTICS—GIVE CABELA’S RESULTS IT CAN SEE

Just like each customer experience, every Cabela’s store is unique. Taxidermied mountain goats. Giant elephants. Towering rock formations. Gun libraries filled with one-of-a-kind vintage rifles. Scenes straight out of a natural history museum. Walking into a Cabela’s is unlike any other retail experience and it’s clear the company, an accomplished customer experience leader, takes in-store shopping seriously.
Trailblazers in Customer Experience

“We’re never satisfied,” says Nathan Borowski, Communications Specialist at Cabela’s. “For more than 50 years, we’ve consistently created an unparalleled experience inside our retail stores. We’re always looking for new ways to improve and enhance the customer experience.”

While the full-sensory environment of a Cabela’s store plays an obvious role in creating and maintaining a certain mystique, it’s the front-line staff—the Outfitters—who are at the heart of the experience. Outfitters are more than just salespeople and cashiers—they’re experienced adventurers with a passion for the outdoors.

“The most important element of the Cabela’s experience has always been the one-on-one expertise and attention our front-line employees provide to our customers,” says Borowski. “Their knowledge and interactions are what keep customers coming back year after year.”

Listening in More Ways and More Places

Several years ago, Cabela’s leadership embarked on a growth strategy centered on opening smaller, simpler versions of its traditional stores. But how does a brand whose brick-and-mortar locations have achieved travel destination status recreate an equally compelling experience on a smaller scale?

The answer was listening to customers in more ways and in more places, netting richer data. Cabela’s has always been mindful of listening to its customers; however, it found the traditional online and phone surveys were limited in the emotions they could capture. “As we continue to grow, it becomes even more important to understand what customers love about Cabela’s, when and how we need to make changes, and whether we are delivering on our promise of superior customer service,” Borowski explained.

As customer expectations changed and competition increased, Cabela’s wanted to remain differentiated. It wanted data-driven customer experience intelligence for all levels of the company—insights that could only be gained through a more comprehensive view of customer sentiment.

Figuring Out What’s Important

Cabela’s selected InMoment to launch a comprehensive, omni-channel customer listening strategy across various interactions. In addition to InMoment’s advanced technology, its 15 years of industry best practices informed the creation of a more customer-friendly and effective survey for Cabela’s. “Our survey had ballooned to more than 10 minutes, and we were seeing abandonment rates of 15 percent,” says Jocelyn Wieser, Senior Retail Business Intelligence Analyst at Cabela’s. “Thanks to InMoment’s ability to search and analyze unstructured data, we’ve shifted our entire feedback approach, allowing customers to tell us what’s most important to them, instead of forcing them to answer questions that only we care about.”

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Jocelyn Wieser, Senior Retail Business Intelligence Analyst, Cabela’s
InMoment considered Cabela’s average basket size and suggested an incentive to improve response rates and reward guests for their feedback. The winning formula not only encourages increased survey participation (which leads to more customer-sourced insights) but also generates repeat business, brand loyalty, and new revenue for Cabela’s.

**Putting a Face to the Feedback**

Most brands give customers the option to provide feedback through just one channel, such as a web or voice survey. But Cabela’s, in addition to using these traditional methods, offers customers the option to leave feedback on their own terms through video. Video feedback gives Cabela’s customers the opportunity to be truly authentic and deliver invaluable feedback with a personal touch—facial expressions and emotion—that is otherwise difficult to capture. This customer-centric approach delivers authentic, impactful stories.

“**BEING ABLE TO SEE AND HEAR THE CUSTOMER FEEDBACK AS OPPOSED TO SEEING A STATISTIC DEFINITELY TAKES THE LEARNING EXPERIENCE ONE STEP FURTHER.**”

Nathan Borowski, Communications Specialist, Cabela’s
“We’re actually able to take feedback from a specific customer to the store or department who assisted that guest,” said Borowski. “They can physically see how ecstatic...or frustrated this customer was, and why. Being able to see and hear the customer feedback as opposed to seeing a statistic definitely takes the learning experience one step further.” Positive feedback captured in videos is used to motivate, empower, reinforce brand differentiators, and recognize individual performance. Equally important, negative feedback helps unearth root causes of dissatisfaction.

Video feedback enhances Cabela’s customer understanding, providing targeted employee coaching opportunities and broader insights. Most importantly, customer-sourced intelligence is delivered in a way that is consumable at all levels of the business: insights are role-based and relevant to the person that’s receiving them, so they know exactly what they need to work on themselves, or with their team.

A Window Into the Unknown

Advanced text analytics are applied to unstructured data from traditional surveys, social media mentions, online reviews, and feedback transcribed from video, to identify larger trends and adapt the in-store experience at the location and brand level. “We are getting exactly the insights we need to make more intelligent decisions,” says Wieser. “Without asking any new questions, we can know exactly what customers are saying and how important it is to them.”

Discover™—an anomaly detection tool that identifies unexpected trends in both structured and unstructured data—is generating a level of intelligence for Cabela’s that has never before been possible. “Discover’s ability to analyze customer data, in real time, all of the time, gives us an unprecedented window into the known and unknown elements impacting our business,” says Wieser. “It’s literally impossible to quantify the value of what Discover can do. Even a team of analysts working full time could not accomplish this feat.”

Now, Wieser’s team can focus their time and talents on the most strategic projects as Discover transforms insights from a historical snapshot into real-time guidance for every area of the business. And if Cabela’s wants to dig deeper, “Explore™ gives both analysts and business users the ability to listen in to what customers are saying.
saying about literally any topic—from satisfaction drivers, to marketing campaigns, to the competition—without asking a single additional question,” says Wieser. “This real-time intelligence drives significantly more timely and impactful action for stakeholders across the company.”

**Sustainability and Continued Growth**

InMoment’s platform supports Cabela’s at both tactical and strategic levels: addressing and closing the loop on immediate concerns in real time, providing individual and team coaching, and understanding emerging and historical trends. The intelligence delivered to Cabela’s provides a holistic view of all of its business areas through the lens of customer data.

“In the relatively short amount of time we’ve been with InMoment, we have already seen significant impacts,” says Wieser. “Through the implementation of InMoment’s technology and best practices, we’ve tripled our feedback rate, created a more customer-friendly and effective survey, responded to nearly 9,000 customer concerns, and realized almost $9 million in new revenue. In under six months, the program paid for itself many times over.”

Cabela’s knows that listening to its customers—and acting on the intelligence delivered from advanced analysis—is a long-term investment in the company’s sustainability and continued growth. However, it didn’t expect to achieve such drastic results in only six months. It’s now able to focus its efforts on the areas of the business that create and nurture high-value customer relationships. Wieser proclaims, “As we continue to grow our business and evolve the distinctive Cabela’s experience, it is critical that we stay closer to our customers than ever before.”

“Our partnership with InMoment allows us to fully empower our employees to improve their interactions with customers,” says Wieser, “while giving our executive team the strategic insights needed to successfully steer our business and build stronger customer relationships.”

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