



Making CX insights impossible to ignore

Background (Data + Insights)

European Wax Center aimed to strengthen its **customer-centric culture** by making insights more accessible, actionable, and embedded into daily decision-making. While the organization had a strong CX foundation, an opportunity emerged to ensure **customer experience** was consistently represented across the entire customer journey—and at every level of the business.

Through its partnership with SMG, the brand focused on evolving how insights were delivered, understood, and applied—from frontline associates to corporate leadership. **The goal:** ensure teams not only had access to CX data but were **empowered to act on it** in ways that consistently delivered a branded experience.

A key insight emerged: driving true impact took more than engaging with data—it required **embedding CX into how journeys are designed, decisions are made, and how success is recognized** across the organization.

Action

- **Improved dashboards and reporting** to make insights more accessible and actionable.
- **Embedded CX across roles**—from frontline to corporate—to ensure teams understand how to deliver a consistent, branded experience.
- **Drove behavior change** by tailoring the experience to different user roles, ensuring insights were relevant and actionable for both unit-level teams and managers.
- **Measured how system enhancements influenced engagement**, analyzing adoption, reach, and time spent to optimize the experience continuously.
- **Introduced new reporting structures** that encouraged regular interaction with CX data and supported **faster, more informed decision-making**.

Results

- **Increased engagement** with CX insights following dashboard and reporting enhancements, particularly among unit-level users.
- **Improved efficiency**, with faster access to actionable insights.
- **Expanded reach of insights** across the organization following the launch of Period End Reports.
- **More consistent adoption patterns** across roles, with unit users showing steady engagement and managers demonstrating increased interaction during key reporting cycles.
- **Clear evidence** that system enhancements successfully influenced behavior, driving **smarter and more efficient use of CX data**.

Next Steps

European Wax Center will **continue to evolve its CX program** by **further refining how insights are delivered and consumed** across roles. By **focusing on usability, relevance, and behavior change**, the brand is committed to **deepening engagement** and ensuring customer insights consistently power **faster, smarter decisions** across the business.

