

Turning customer insights into frontline behaviors that drive performance



Xcellence Spotlight:



Background (Data + Insights)

- HMV identified **Staff Knowledge** as a **key driver of customer satisfaction and return intent**.
- SMG analysis revealed that when colleagues **actively shared product knowledge**, customers were more satisfied, more likely to return, and more likely to recognize exceptional service.
- To improve performance across stores, HMV focused on turning customer insights into **simple, memorable frontline behaviors**.

Action

- Launched a pop culture-inspired **"Super 6" campaign** using superheroes to **reinforce key service behaviors**.
- Rolled out POS, backroom visuals, mugs, mousepads, and best-practice videos to **embed behaviors into daily routines**.
- Delivered **targeted workshops** for lower-performing stores and tied manager incentives to **Staff Knowledge performance**.

Results

+7 pts

Exceptional Service Mentions

+4 pts

Speed at Till

+1 to +2 pts

Improvement across all remaining "Super 6" metrics

Behavior Impact

Staff knowledge ➤ high satisfaction & return intent

Product conversations ➤ increased likelihood to return

Helping customers locate products ➤ more exceptional service mentions

Next Steps

HMV will build on this momentum by **further embedding insight-driven behaviors into its culture, scaling training and engagement initiatives**, and evolving its approach to ensure customer experience insights **translate into measurable business impact** across every store.

