



Xcellence Spotlight:

SALLY BEAUTY.

Right place. Right time. Better feedback.

Background (Data + Insights)

Sally Beauty wanted to **strengthen its digital customer experience** by capturing feedback at a critical moment in the journey: checkout. Recognizing that traditional survey methods often miss real-time friction, the brand identified an opportunity to **embed listening directly into the post-purchase experience**.

Through its partnership with SMG, Sally Beauty and Cosmo Prof focused on increasing feedback volume while improving the speed and precision of issue detection. **The insight was clear:** by capturing feedback in the moment and connecting it to real customer sessions, teams could **quickly identify and resolve issues that directly impact conversion and satisfaction**.

Action

- **Integrated SMG's eTrack survey into the post-checkout experience**, to seamlessly capture feedback at a high-engagement moment
- Increased survey responses, allowing teams to flag customer issues in real time
- **Leveraged session-level data and replay tools** to quickly identify root causes and implement targeted fixes
- Enabled eCommerce teams to act faster by using **real-time alerts**

Results

- **Significant growth in feedback volume:**

Sally Beauty achieved
5x year-over-year increase in survey reach

Cosmo Prof achieved
4.6x year-over-year increase

- **+14 ppt increase in satisfaction** following implementation
- **Nearly 1,000 real-time alerts** helping resolve issues with payments, promotions, and product availability
- **Ongoing website improvements based on real-time customer feedback**

Next Steps

Sally Beauty plans to **expand its integrated feedback approach into its mobile app**, further scaling **real-time listening and issue resolution**. By continuing to capture and act on insights at **critical moments in the customer journey**, the brand is well-positioned to drive even **stronger digital performance and customer satisfaction**.

