



WACOSA

THRIFTWORKS!

Customer Survey Results 2019

Summary

We received back 14.51% of all customer satisfaction surveys sent out. 3287 surveys sent with 477 responders. This is a 4.38% increase from 2018.

Customers were asked to rate us on:

- Pricing
 - 89.64% of respondents thought we have average to great pricing
 - 2018 = 90.42% 2017 = 94.1% 2016 = 93.5% 2015 = 97.9% 2014 = 97.2%
 - 10.36% of respondents thought we have pricing that is a little to very high
 - 2018 = 9.57% 2017 = 5.3% 2016 = 5.4% 2015 = 1.9% 2014 = 3.1%

- Store and restrooms clean and welcoming?
 - 100% of respondents thought store was clean or exceptionally clean
 - 2018 = 98.5% 2017 = 98.5% 2016 = 98.5% 2015 = 100% 2014 = 100%
 - Less than 1% felt that the store was in need of attention
 - 2018 = <1% 2017 = <1% 2016 = <1% 2015 = 0% 2014 = 0%

- How was the overall customer service experience?
 - 99.36% of respondents thought good to excellent customer service
 - 2018 = 98.5% 2017 = 97.2% 2016 = 97.6% 2015 = 98% 2014 = 98.9%
 - Less than 1% of respondents thought we could use work in customer service
 - 2018 = <1% 2017 = 1.3% 2016 = 1.8% 2015 = 1.9% 2014 = 1%

- Do we provide fresh items and plenty of new selections?
 - 98.69% of respondents thought the selection was good to excellent
 - 2018 = 98.9% 2017 = 95.4% 2016 = 94.8% 2015 = 95.3% 2014 = 94.6%
 - 1.31% of respondents thought the selection was limited
 - 2018 = 1.09% 2017 = 1.7% 2016 = 3.6% 2015 = 1.3% 2014 = 1%

- How would they rate our donation experience?
 - 98.67% of respondents were satisfied to very satisfied
 - 2018 = 100% 2017 = 100% 2016 = 99% 2015 = 100% 2014 = 99%
 - 1.33% of respondents were not satisfied
 - 2018 = 0% 2017 = 0% 2016 = <1% 2015 = 0% 2014 = 1%

- Would you recommend us to your friends and family?
 - 97.23% of respondents said they would recommend us
 - 2018 = 97.53% 2017 = 97.7% 2016 = 95.8% 2015 = 97.3% 2014 = 97.8%
 - 2.34% of respondents said they might recommend us
 - 2018 = 2.46% 2017 = 2.2% 2016 = 3.6% 2015 = 1.3% 2014 = 2.1%
 - Less than 1% of respondents said they would not recommend us
 - 2018 = 0% 2017 = 0% 2016 = 0% 2015 = 0% 2014 = 0%

Trend Analysis

This is the 6th we have done the ThriftWorks! survey via Constant Contact. Over all the satisfied to very satisfied levels are exactly what we had anticipated and hoped for. We believe that we consistently meet or exceed our customers' expectations.

Plan for the Future

ThriftWorks! has a weekly team meeting to include the vice president, our sales and marketing director, the two team lead/managers of the store and our ASD specialist. We continue to review success of marketing plans, listen and review customer suggestions, listen to clients and their teams and make adjustments as needed. With staffing issues community wide, there are a still a few concepts we have not been able to establish, such as an Ebay store. We continue to see our overall transaction and total sale numbers climb. The ThriftWorks! team is pleased with the overall results of this survey and will continue to work hard to satisfy and expand our customer base.