USE CASE: MEASUREMENT & INSIGHTS

Putting a Revenue Number on Customer Satisfaction

CHALLENGE

A major greeting card and stationery retailer collected customer feedback across its franchise stores but could not concretely show what a better experience was worth. Without a financial link, experience and marketing investments competed on intuition, not evidence.

HOW AI WAS APPLIED

Data at scale: 3.83M transactions, 1.75M loyalty members and 1,200 stores joined to feedback.

Driver models: Machine learning isolates what lifts and what drags Likelihood to Recommend.

Text analytics: Feedback shows staff interactions help; range and availability hurt.

Revenue linkage: Regression converts LTR shifts into projected visits and spend, net of seasonality.

OUTCOMES

24%	+20%	$35
Campaign, channel and loyalty KPIs together	Better promotional ROI from reallocated spend	Refresh of campaign insight, previously weekly

Source: engagement estimates. Figures are directional and rounded.

Material is a global growth intelligence company.

For 50 years, Material has built behavioral science into the insights, strategies, brands, experiences and platforms that move markets. Its culture-shaping design studio, Aruliden, gives that work form, from identity and product to packaging and environments. Material is building the intelligence layer ambitious companies use to understand demand and act on it faster.

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