



CASE STUDY: TOPS DAY NURSERIES

How Tops Day Nurseries Increased Customer Advocacy to Drive Business Outcomes

Tops Day Nurseries' Journey with our Customer & Employee Experience Platform



INTRODUCTION

Tops Day Nurseries has been providing flexible and quality early education and care since 1990.

The leadership team at Tops Day Nurseries partnered with us to launch a Customer & Employee experience program to amplify the voices of parents, employees, and children.

OPPORTUNITY

In 2022, Tops Day Nurseries actively prioritized seeking feedback from parents and employees to enhance their commitment to their core value. Celebrated for our domain expertise within the childcare industry, Tops Day Nurseries chose our Customer and Employee Experience Management Platform for an unparalleled, out of the box solution that could give them fast time to value.

HARNESSING THE POWER OF CUSTOMER INSIGHT

Tops Day Nurseries dived in on key strategic areas of the customer and employee journey through the platform, guided by the expertise and perspectives of our multifaceted Resonate team.

THE MULTIFACETED RESONATE TEAM



SHAPING A SUSTAINABLE FUTURE

OVER **30** NURSERIES

INSPIRING CHILDREN



Resonate has been a game-changer for us. Their team is super helpful and knowledgeable, providing valuable insights that help us make positive changes. We rely on Resonate to keep our managers accountable, and it's become a crucial part of how we do business. For our customers and teams, Resonate isn't just a platform; it's a key player that improves experiences and encourages growth. Their support team is fantastic, always there to help us navigate any challenges and ensure a smooth journey to success.

— Diane Wycherley
COO



After evaluating the customer journey and touchpoints, we rolled out programs to gather insights from 2 core areas:

CUSTOMER EXPERIENCE (CX) ALWAYS ON RELATIONSHIP & POST TOUR PROGRAMS

The Relationship Program continuously monitored customer sentiment across all nurseries, helping Tops pinpoint strengths and areas for improvement.

Using modern technology, they shifted from annual surveys to always on real-time, digitalized feedback, ensuring timely delivery to the relevant department. It was what some would call a smoke detector in their portfolio so they could keep an eye on customer sentiment as they scale.

Likewise, the Post Tour Program ensured a smooth and positive introduction of parents during the tour to not only understand but address their sentiments.

From when the CX journey starts (Tour) all the way to the Relationship stage, each step fostered a positive environment to ensure continuity and customer satisfaction.

EMPLOYEE EXPERIENCE (EX) QUARTERLY RELATIONSHIP PROGRAM

This program provided insights on employee morale and highlighted areas where they can improve the Employee Experience to reduce staff attrition and become an employer of choice.

The Relationship Program allowed Tops Day Nurseries to understand key facts:



Constant pulse to see if changing trend of sentiment in real time.



Whether a parent is a promoter, neutral, or detractor.



Staff training insights on building strong bonds and meeting the expectations of



Early churn alert signals.

This enabled Tops Day Nurseries to understand key facts:



Give ability to record good or bad employee experience.



Whether their employment offering resonates with the market.



Insights about likes and dislikes about employee experience.



Management training insights on what employees want to see from their employer



“The resonate platform has given us a completely new window into the business. NPS metrics are now fundamental to our organisational performance, allowing us to give a precision and focus to our customer service and employee experience activities that we have never had before.

The resonate team have supported us on this journey with a seamless on-boarding service. They also support us with quarterly reports that give the organisation real insight into our improvement pathways, this level of support allows us to get the very best out of the system.

I cannot imagine how we could replace this system and the insights it provides now its embedded into our day to day management”

— Sam King
CEO

INVESTMENT OPPORTUNITIES

Here's how Tops Day Nurseries brilliantly leveraged our closed-loop feedback process for growth and refinement:

Listen, Act, Discover, and Improve.



LISTEN: Tops Day Nurseries has implemented a rapid response mechanism within their feedback loop for both parents and employees. This allowed them to foster a culture of immediate action and acknowledgment ensuring every parent and employee feels value and heard.

ACT: Improvements in billing, booking, and communication channels (e-mail and phone) were swiftly enacted. Internally, there was also an initiative to enrich employee satisfaction.

DISCOVER: Our platform's analytics tools identified a pattern that showed an unexpected friction in their billing process. Improvement areas for booking and communication channels were also identified. Internally, employees expressed their desires and identified pain points.

IMPROVE: A dedicated phone helpline was deployed to speed up billing resolutions. Daily snapshots were sent out to keep all parents informed of ongoing progress and developments. Their employee satisfaction driver also increased.

IMPROVING BUSINESS METRICS

Tops Day Nurseries experienced a 10% increase in their NPS score resulting in:

- » Increased customer lifetime value.
- » Increased brand recommendation and acquisition.
- » More effective identification and closure of service delivery gaps, leading to a more streamlined customer experience.

They also experienced a significant 33% increase in eNPS score, resulting in:

- » Bridging of gaps with employees.
- » Enriched inter-departmental collaboration for continuous improvement.
- » Increased employee retention rates.

SUMMARY

Tops Day Nurseries, a long-standing leader in early education since 1990, recognized the transformative power of continuous customer feedback in enhancing their services.

Our collaboration initiated 2 core programs: 1) CX Always On Relationship Program that captured real-time continuous feedback from parents that proves to be more efficient and insightful than traditional annual surveys, and 2) EX Quarterly Relationship Program that allowed them to tap into the sentiment of employees a critical issue within the childcare sector as a result of staff supply issues.

Partnering with us gave Tops Day Nurseries an advanced platform to discover hidden sentiments and issues such as the friction in the billing process, gather CX expert insights, and provide a strategic focus on key customer journey areas.



Significant boost in lifetime value



Increased brand recommendations



Significant reduction in churn of families and employees



Overall increase in NPS scores in less than a year



resonate

www.resonate.cx

We partner with organizations to break down siloes and barriers in order to deliver exceptional customer and employee experiences.

Resonate is experienced in end-to-end management for customer and employee experience and voice of the customer programs.

Resonate Solutions

 www.resonate.cx

 info@resonatesolutions.com.au

 Sydney: +61 (02) 9957 9400

 London: +44 2078 463932

 New York: +1 332 895 6179



World Class Platform

Flexible, Scalable, SaaS software built for organizations of all sizes. It is designed to cater for all CX Programs.



Fast and Agile

Achieve results with unmatched speed and agility.



Global Company

We partner with clients across the globe to deliver innovative customer experience management.



Deep Customer and Employee Advocacy Experience

As Globally Accredited NPS consultants, we pride ourselves in delivering expert advice and sharing our experience with your business.



Continuous Growth and Innovation

The customer advocacy landscape is always evolving and we are too. Our team is constantly adding leading edge functionality, growing with you and enabling you to better understand your customers.



Compliant with Industry Security Standards

One of the first in the industry to attain ISO27001 Industry Security Standard. Globally recognized and accepted industry practice with ISMS.