RipeMetrics

Success Stories

M Delivers, a cannabis delivery service in Southern California, was facing increasing competition from new market entrants and wanted to differentiate themselves by focusing on customer experience.

More specifically, they identified three challenges they wanted to overcome through customer experience:

1. How do we resolve service issues and avoid negative online reviews?
2. How do we measure which products our customers want?
3. How can we identify areas for improvement?

Enter RipeMetrics. M Delivers partnered with RipeMetrics and immediately began experiencing benefits and value from the software. The company quickly began collecting valuable customer feedback that was used to make changes in the company's business strategy and product offerings.

Resolving Service Issues and Avoiding Negative Online Reviews

M Delivers streamlined their process for resolving negative experiences by utilizing customer feedback received in surveys conducted by RipeMetrics.   The company found that by utilizing RipeMetrics' Messaging Platform, they could respond immediately to negative experiences.

Essentially, by providing a direct feedback mechanism for the customer, it enabled the company to provide a swift response to negative experiences and reduce the number of negative online reviews posted on sites like WeedMaps.

Providing Products Customer Really Want and Building Trust

M Delivers was able to utilize feedback regarding product quality, desirability and preferences to drive adjustments in its product offerings.

Through customer feedback, the company quickly identified brands/products that customers liked/didn't like/wanted M Delivers to carry, and accordingly, the company was able to adjust their product roadmap to accommodate customer preferences. By making adjustments according to these preferences, M Delivers was able to keep its customers happy and build loyalty.

Relaying a Consistent Message and Increasing Loyalty

M Delivers noticed that returning customers weren't taking advantage of their loyalty program, but they didn't understand why. In gathering feedback from the customer, the company learned that its drivers weren't doing an adequate job of communicating this loyalty program.

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