

ifbyphone® Responsiveness Index Report

October 2012

ifbyphone® research shows that 1 in 5 retail stores take more than a minute to answer customer calls even though customers are 59 percent more likely to buy and 73 percent more likely to recommend brands that respond in sixty seconds or less.

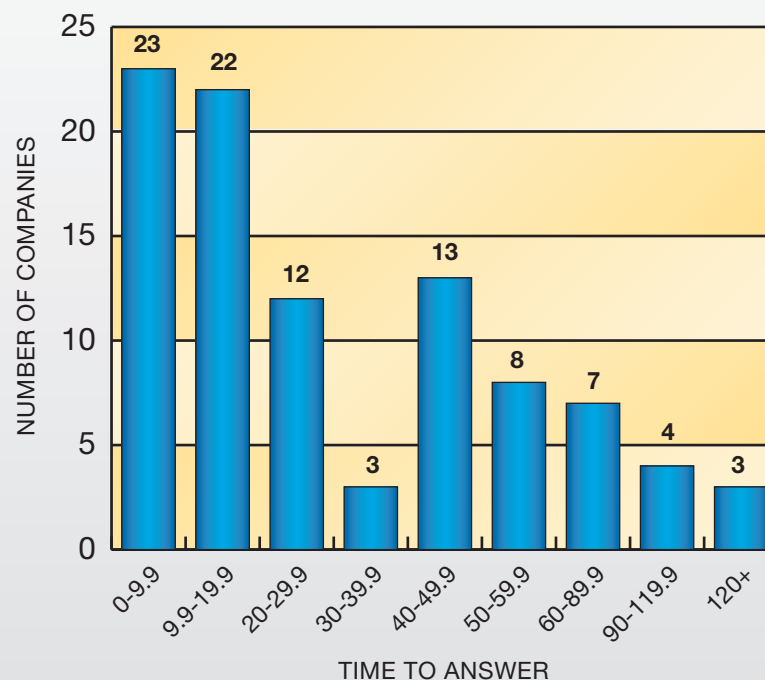


About the Ifbyphone® 2012 Responsiveness Index

Brand responsiveness plays an important role in sales conversions, customer retention and brand advocacy. When customers cannot quickly establish a voice connection with a brand, they are likely to abandon their attempt and move on to a competitor, regardless of the benefits the brand has to offer.

The Ifbyphone® Responsiveness Index ranks STORES Magazine's [2011 top 100 retail brands](#) based on how quickly customers connect to a live conversation when calling each brand. Response times and rankings were measured by three independent secret shoppers who measured the amount of time it took for each brand to answer a customer phone inquiry with a live conversation at both local and corporate locations.

Local Response Times



In general, most retailers are doing a good job responding to customer contacts at the local level. More than half of inbound local calls are answered in less than 20 seconds and the largest grouping of brands (23) answer in less than 10 seconds. At the other end of the spectrum, 14 brands took more than a minute to respond – an eternity for customers who are conditioned to expect immediate brand connections.

Leading Local Stores Feature Lightning Fast Responses

Brand	Average time to reach real person, Local Store	Responsiveness Rank, Local Store	Top 100 Brands Ranking
RadioShack	3 seconds	1	74
Wegmans	3 seconds	1	65
7-Eleven	3 seconds	1	40
Ace Hardware	3.2 seconds	4	36
Tractor Supply Co.	3.4 seconds	5	84
Dollar General	4 seconds	6	28
Dillard's	4.2 seconds	7	59
Supervalu	4.2 seconds	7	12
Advance Auto Parts	4.2 seconds	7	61
AutoZone	6.2 seconds	10	58
Williams-Sonoma	6.2 seconds	10	90

Ifbyphone research shows that the majority of local retailers answer in less than 4 rings and the average local store response time is 34 seconds, although the top 10 brands for local response times answer customer calls in a substantially shorter amount of time.

Unresponsive Local Stores Risk Alienating Customers

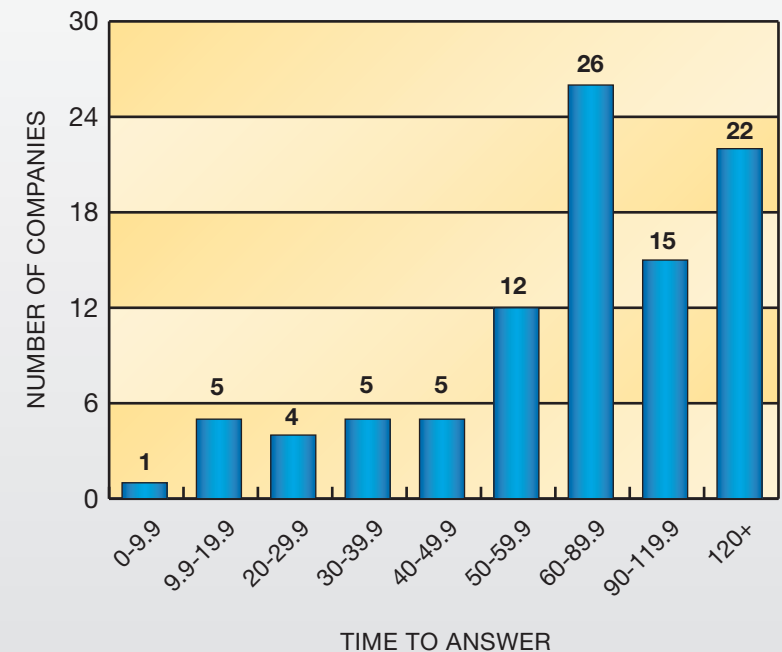
Brand	Average time to reach real person, Local Store	Responsiveness Rank, Local Store	Top 100 Brands Ranking
Costco	1 minute, 23 seconds	86	6
AT&T Wireless	1 minute, 23 seconds	86	69
Kroger	1 minute, 28 seconds	88	2
Rite Aid	1 minute, 30 seconds	89	13
Safeway	1 minute, 39 seconds	90	11
Macy's	1 minute, 43 seconds	91	15
Walgreens	1 minute, 53 seconds	92	4
Ikea	2 minutes, 11 seconds	93	89
Apple	3 minutes, 7 seconds	94	21
Ruddick Corp	3 minutes, 32 seconds	95	80

Brands at the bottom end of the study performed much worse than the average, jeopardizing their ability to convert sales and generate brand advocacy. According to the May 2012 [Ifbyphone Consumer Response Survey](#), consumers are 59 percent more likely to buy and 73 percent more likely to recommend a brand when a call is answered in less than a minute.

Corporate Response Times

Brands fare much worse when it comes to the amount of time it takes for customers to connect at the corporate level. To measure corporate response times, secret shoppers called the most prominently displayed 800-number listed on each brand's website and followed the path through the corporate phone system until they were able to conduct a live conversation. While the majority of brands excel in local customer responses, two-thirds of the top 100 brands lack adequate response times at the corporate level, requiring customers to wait between one and eight minutes to connect.

Number of Brands by Seconds



Top Corporate Responses Come in Well Below the One Minute Window

Brand	Average time to reach real person, Corporate	Responsiveness Rank, Corporate	Top 100 Brands Ranking
Menards	9 seconds	1	46
Hy-Vee	10.2 seconds	2	54
H-E-B	12.4 seconds	3	27
True Value	15.4 seconds	4	26
Save Mart	17.3 seconds	5	70
Dillard's	18.2 seconds	6	59
Raley's	20.5 seconds	7	93
WinCo Foods	25.4 seconds	8	78
OSI (Flemming's)	28 seconds	9	94
Supervalu	28.4 seconds	10	12

Worst Corporate Response Times More Than Twice the Average

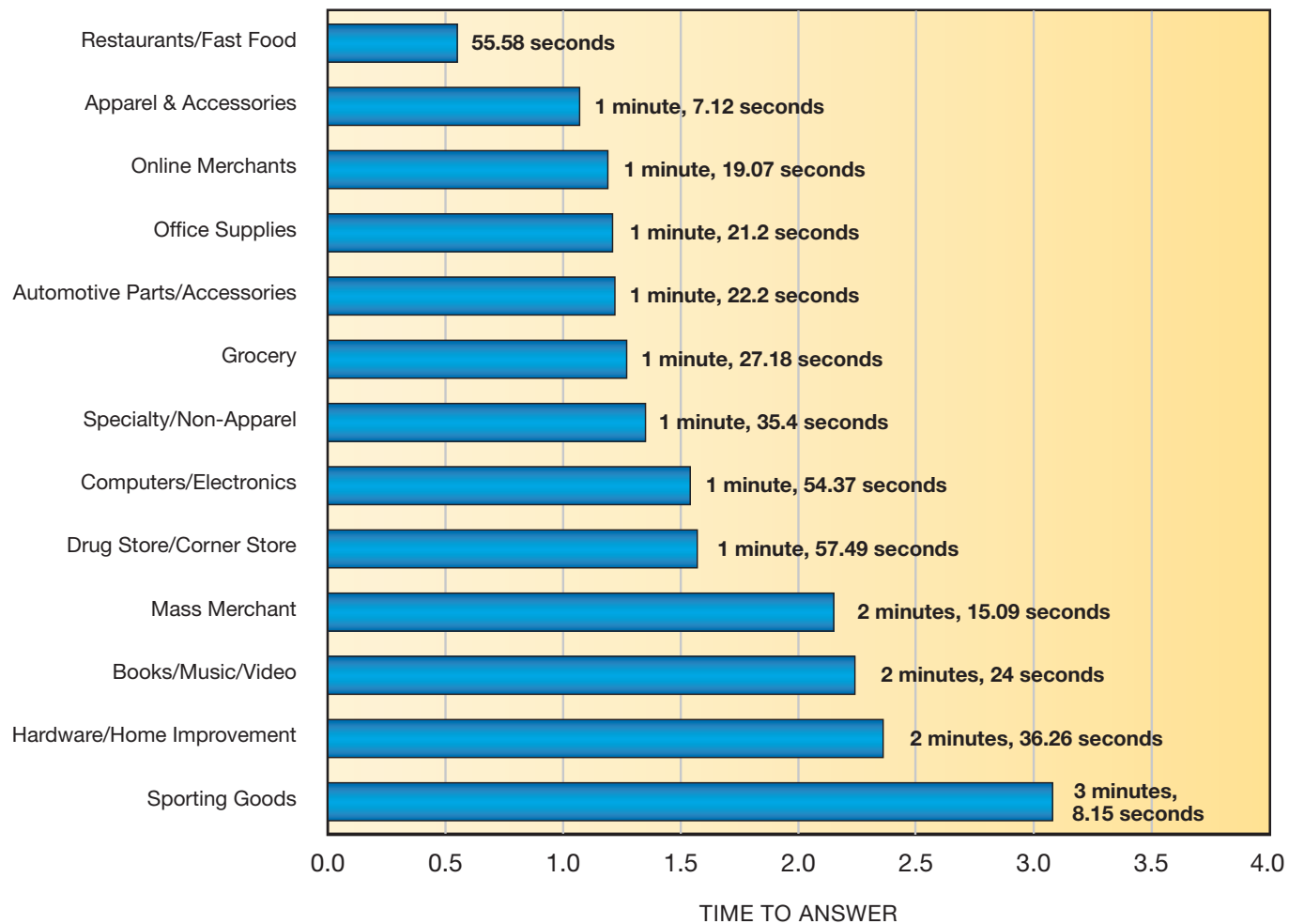
Brand	Average time to reach real person, Corporate	Responsiveness Rank, Corporate	Top 100 Brands Ranking
GameStop	3 minutes, 24 seconds	85	56
Dollar Tree	3 minutes, 32 seconds	86	62
Lowe's	4 minutes, 1 second	87	8
CVS	4 minutes, 11 seconds	88	7
Stater Bros Markets	4 minutes, 11.2 seconds	89	85
Costco	4 minutes, 21 seconds	90	6
Sports Authority	4 minutes, 55 seconds	91	91
Ikea	5 minutes, 13 seconds	92	89
Safeway	5 minutes, 37 seconds	93	11
Bed Bath & Beyond	6 minutes, 26 seconds	94	39
Sherwin Williams	8 minutes	95	79

The study indicates the average corporate response time is 1 minute, 42 seconds.

As with local response times, the top 10 brands for corporate response times performed much better than the average, while the bottom 10 performed significantly worse.

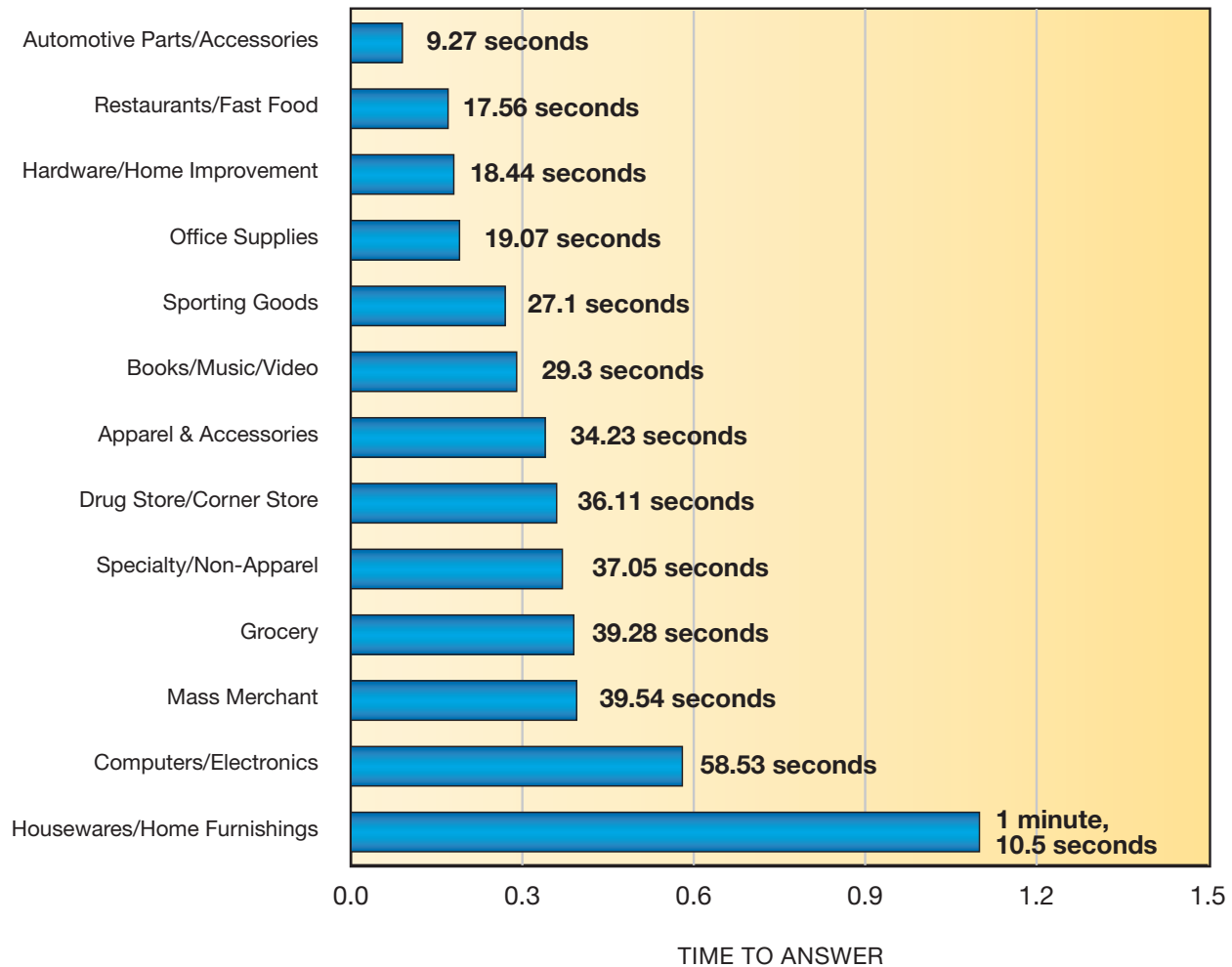
Response Times by Industry

Industry Average Time to Reach Corporate



When viewed at the industry level, three industries performed in the top five for responsiveness in both corporate and local response times: Restaurants/Fast Food, Office Supplies and Automotive Parts & Accessories.

Industry Average Time to Reach Local



The Housewares/Home Furnishings industry placed dead last in local response times with an average response time of 1 minute, 10 seconds – more than a minute off the top local response time of 9 seconds reported by the Automotive Parts & Accessories industry.

About Ifbyphone®

Ifbyphone is the leading voice-based marketing automation platform that manages, measures and automates sales and service calls — including ad tracking, lead distribution, hosted IVR, and voice broadcasting. The Ifbyphone suite is a set of software-as-a-service applications implemented easily across an organization to drive sales and improve customer interactions.

Companies of all sizes and across all industries use the Ifbyphone platform including financial services, direct response, health care, home services, lead generation, marketing services, retail, real estate, and telecommunications.

Ifbyphone, Inc.

(877) 295-5100

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