



sophisticated research made simple

## SAKS FIFTH AVENUE QUALTRICS RESEARCH SUITE CASE STUDY

*Saks  
Fifth  
Avenue*

New York City, NY  
[www.saks.com](http://www.saks.com)

Saks Fifth Avenue is renowned for its superlative American and international designer collections, its expertly edited assortment of handbags, shoes, jewelry, cosmetics and gifts, and the first-rate fashion expertise and exemplary client service of its Associates.

*"Using Qualtrics, we can create even complex surveys in a matter of hours that match our branding and that are engaging, not overwhelming, for respondents. We get a more sophisticated feel, without extra set-up time."*

Jessica Hartford  
Customer Insights Analyst  
Saks Direct Marketing



### Challenges

- Outsourcing research was costly and took weeks to get results
- Research team needed greater flexibility to do own surveys
- No centralization of research data

### Solution

Saks uses Qualtrics Research Suite to:

- Gather data from VIP customers and develop a customer lifecycle program with different levels and special benefits
- Research social media behavior to know how best to communicate with online customers
- Send real-time survey results to customer service for immediate response to customer concerns
- Prioritize the website road map with IT based on customer feedback

### Results

- Increased speed of data collection by 75%
- Significantly reduced outsourced research costs
- Centralized all research data for easy access and correlation across the company

