



Orbit®

Leveraging product reviews to learn more about customers

About Orbit

Orbit is changing the way the world waters.

With the 'B-hyve' ecosystem of smart technology products, Orbit is the leading retail watering brand in the U.S.

The Business Problem

Orbit needed to know more about its customers and the kind of functionality they wanted from their products. This information was required for multiple areas of the business. The product development area needed to know about issues with the products and the marketing department wanted to know about popular products and how customers were using them.

Previously, within the organization, different teams had different data sets they were reviewing, data wasn't being shared and decisions were being made from differing data sets. Data was disparate and located in many locations. The company knew they needed to bring actionable data from customer reviews together in one consistent place.

The Solution

With the Channel Signal platform, Orbit now has a consistent set of data that helps the business identify opportunities for improvement in all categories, product quality, customer experience, etc. This data is used to drive improvements across the business from customer care to product quality, and product innovation.

The Results

Orbit can see trends in reviews identifying a complaint with a product. They are able to go in and start an engineering change order to fix the issue and improve the product to better meet customers needs. They now have the data they need to proactively respond to a customer review on a product (they used to need to wait for the supplier where the customer may have purchased a product to flag an issue).

Turn reviews into revenue. Start today at ChannelSignal.com