

Listening to consumers to evolve products

About Spectrum Brands

A global consumer products company offering a broad portfolio of leading brands for residential locksets, residential builders' hardware, plumbing and personal care and lawn and garden products including: Kwikset, Baldwin, National Hardware and Pfister.



Spectrum
Brands

The Business Problem

Spectrum needed to know what their consumers are saying (in the form of superior data) to better understand their product reviews and to quickly take action on negative feedback to help evolve products

The Solution

- Once/month and once/quarter the Spectrum team reviews the data and reports delivered by the Channel Signal platform.
- Data is reviewed to better understand how the products performed over the quarter.
- The bottom ten most negatively reviewed products are analyzed to understand issues and devise plans to remedy looking for key themes and frequency of mention.
- The volume of mentions overall ratings of their product range from positive to negative are assessed
- Data typically reiterates and affirms points that the engineering team have highlighted about various products, providing an extra layer of validation, to help prioritize future actions.



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CASE STUDY

Spectrum Brands

The Results

BBRAND

Spectrum Brands now has a much better understanding of what the consumers are really saying, providing insights as to how they need to improve their products. They see the Channel Signal platform as their “black box”, as they own the platform and now can get the data on their poor performing products as well as their top performers.

CONSUMER

From a consumer review perspective, a brand doesn't often know the full story and can't ask questions – so having the data from the Channel Signal platform is very valuable as it allows them to hear both sides of the story. (Otherwise they'd only receive feedback from customer service tele-teams which typically is focused on negative reviews, not positive).

Customer Story

During COVID, one Spectrum Brands production site got shut down in Mexico, so they moved product over to a different facility in North Carolina. Product reviews soon showed that one product seemed to have a lot of missing parts and customers were not satisfied with it. The data validated that this was due to the transition to a new production facility. With this information Spectrum was able to quickly get it sorted out and move production back to the previous production plant – which helped improve product reviews and ensure quality was kept at the highest levels.

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