told + ROYAL CANIN®

How Royal Canin® Individualis™ nourished success with Told feedback?

ROYAL CANIN®

ABOUT

Royal Canin® Individualis™ is a personalized pet nutrition service by Royal Canin®. It allows veterinarians to create customized pet food based on the unique needs of dogs and cats. Veterinarians use an online tool to collaborate with pet owners, diagnose the animal's health profile, and recommend a bespoke pet food formula by Royal Canin to enhance overall health.

INDUSTRY
Pet Food

COMPANY SIZE
Large Enterprise

75
NPS SCORE

22%
PARTICIPATION

03
LANGUAGES

Challenge

Before using Told, the Royal Canin® Individualis™ team faced challenges collecting timely and actionable customer feedback. Their existing tools didn't allow for fast iteration or seamless deployment across digital touchpoints. They needed a solution that would help them stay aligned with customer expectations, improve their product experience, and quickly identify areas for improvement.

Approach

To ensure the ongoing success of Royal Canin® Individualis™, the company integrated Told into their online platform. This move aimed to measure the overall satisfaction of veterinarians using the tool and identify potential pain points, particularly within the crucial diagnostic functionality. The goal was to not only gauge the satisfaction of the tool but also to detect areas for strategic improvement in the user experience, ultimately boosting conversion rates.
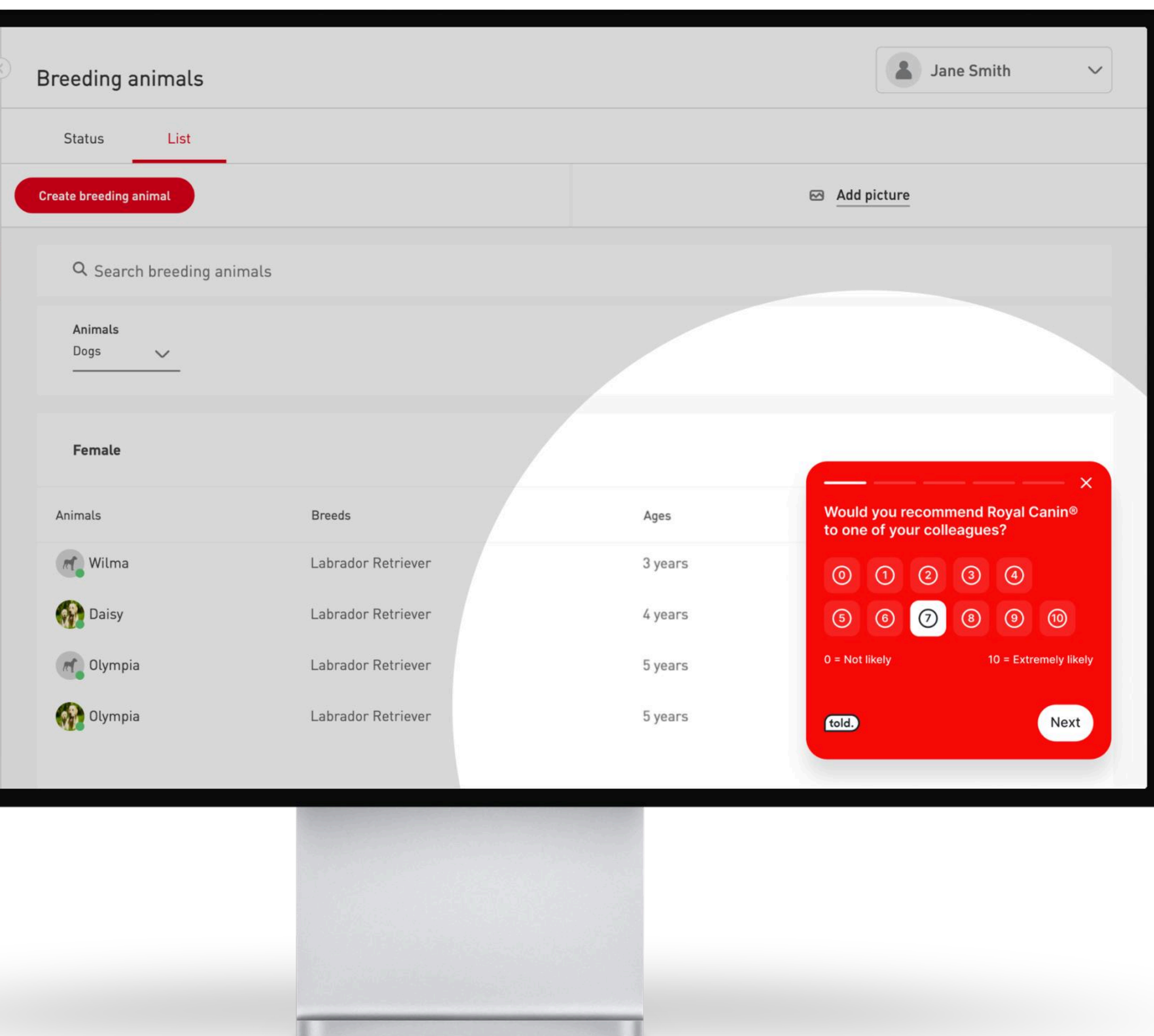
Results

The implementation of Told on the Royal Canin® Individualis™ platform generated valuable insights. Veterinarians were highly satisfied, with a Net Promoter Score (NPS) above 75. Told also identified areas for UX improvement in the diagnostic feature. With these insights, the Royal Canin® Individualis™ team maintained satisfaction levels and created a roadmap for future development, prioritizing improvements that enhance user experience and conversion rates.

I use Told to monitor customer satisfaction and improve the customer journey. I greatly appreciate the flexibility it offers. With just a few clicks, I can announce new features or evaluate a functionality. The online deployment is instantaneous. Moreover, the AI is a real bonus. I love it!

Clotilde Juniot
Global & Digital Mkt

Breeding animals

Jane Smith

Status   **List**

Create breeding animal

🖼 Add picture

🔍 Search breeding animals

Animals
Dogs ⌄

Female

Animals	Breeds	Ages
🐕 Wilma	Labrador Retriever	3 years
🐕 Daisy	Labrador Retriever	4 years
🐕 Olympia	Labrador Retriever	5 years
🐕 Olympia	Labrador Retriever	5 years

Would you recommend Royal Canin®
to one of your colleagues?

⓪ ① ② ③ ④
⑤ ⑥ ⑦ ⑧ ⑨ ⑩

0 = Not likely   10 = Extremely likely

told.

Next

START FOR FREE

Want to collect feedback like Royal Canin®?

Book a meeting