



Leveraging Customer Feedback in
Internal Communications to

Inspire, Educate and Connect

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**“One of our main objectives...
is to put customers at the
heart of our business.”**

**“We can feel heartened that
CSAT scores remain high... there
are some inspiring stories of
colleagues doing extraordinary
things...it is also about doing the
simple things extraordinarily well
– every time.”**



How and Why We Listen



How We Share



Philosophy

- Access
- Focus
- Duplicate learnings

Roles

- CEO/Executives
- Franchise partners
- Store champions
- Front line
- Customers

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M&S BANK
19 months
shopping with
no interest
to pay
VISIT M&S Bank in store today
18.9% APR



Results