



CASE STUDY

Rent-A-Center

Building a Customer-Centric Organization

The Problem:

Rent-A-Center wanted to expand their marketing research capabilities beyond traditional methods. In-person focus groups and elaborate quantitative studies were not suitable for answering day-to-day business questions to support quick decision-making. Setup time and expense needed for these mega studies was not aligned with the rapid research demand and budget. As Shilpa Damle, the Director of Consumer Insights explains, "We simply weren't getting the real-time feedback we needed. By the time we answered simple questions, decisions were already being made."

So Shilpa and her team began exploring solutions that could quickly and economically deliver robust customer feedback. They also sought a capability that could leverage Rent-A-Center's direct personal connection with customers and, by making the customers an extension of the Rent-A-Center team, improve the customer relationship. They found that an online community served both objectives.

The Solution:

Rent-A-Center partnered with Fuel Cycle to develop an online community called the "RAC Inner Circle." Right from the start, the platform's ease of use impressed Shilpa and her team. "The advanced reporting and dashboard features helped us navigate through the data so we could focus on leveraging insights affecting various departments," Shilpa stated.

But what surprised them most was how easily and rapidly the use of the RAC Inner Circle spread across the organization. What started as a marketing department initiative is now taking hold in other departments.

"Our mission is to improve the quality of life for our customers; the RAC Inner Circle community enables us to have an interactive dialogue with customers and learn how we can best be of service."

RAC Inner Circle — "Better Decisions on our Timeline"

