



CASE STUDY

# Bilboquet Ice Cream

Scooping responses from more than 24 percent of customers

[experiencestream.com](http://experiencestream.com)



Bilboquet is a luxury artisan ice cream and sorbet shop, offering choices like Choco Chic and Brou Ha! Ha! to its devoted clientele. With five locations across Montreal, Bilboquet's stores are jam-packed during the summer months.

**At the Westmount store there were changes to the management, décor and some of the flavours. Store Manager Maude Rivest-Beaudoin wanted to gather customer feedback to make sure that Bilboquet's sterling reputation is maintained.**

## A treasure trove of data

Bilboquet placed an ExperienceStream survey kiosk in the store and invited clients to take six seconds to answer some simple questions. Customers are asked about their satisfaction with:

1. Service
2. Quality of the products
3. The store's cleanliness.

## The result

More than 24 percent of customers answer the survey – eight times more than a typical online questionnaire. ExperienceStream gives the company a treasure trove of data needed to effectively manage the business. The ExperienceStream reports allow Rivest-Beaudoin to keep tabs on the shop, even on her day off.

With Bilboquet expanding to a new location at the McGill University children's hospital, she plans to add a kiosk there as well. The store will be taking advantage of a feature that allows the manager to upload photos of the staff so that customers can review individual servers

## Testimonial

"When I am not there, I can see if the employees are still doing a good job." Customers like ExperienceStream too. "They don't need to speak to a staff member to give their feedback. They can do so privately and confidentially."

**Maude Rivest-Beaudoin**  
**Store Manager, Bilboquet**

