

American Grocery Services: A Brief Insight

Intouch Insight conducted mystery shops targeting 5 grocery store chains to understand how the industry is delivering on typical customer expectations.



METHODOLOGY

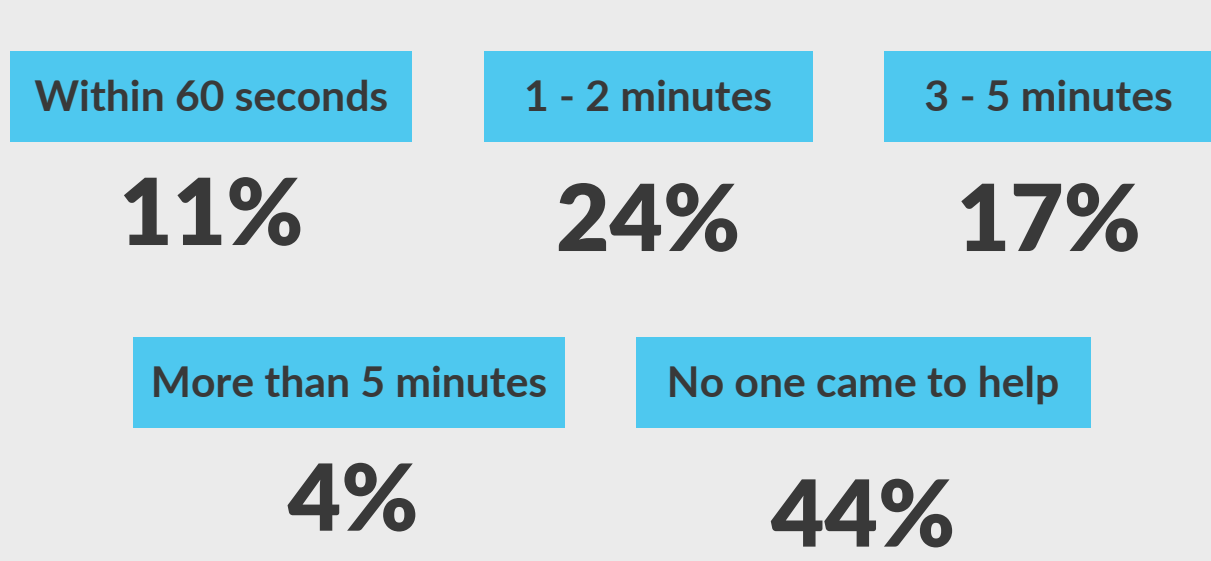


- 5 chains, 15 mystery shops per chain
- Shops took place in Texas, Georgia, Alabama, Florida, Maryland, Virginia, and New York.
- Assigned Task: Search an aisle for 5 minutes. If not approached by a store associate, seek one out and ask about a brand or product they sell.

CUSTOMER SERVICE

Overall satisfaction was **78%** higher when there was **friendly service** compared to when the service was not friendly.

| | YES | NO |
|--|-----|-----|
| Were you greeted as you entered the store? | 68% | 32% |
| Did the staff wear uniforms or attire that identified them as employees? | 99% | 1% |
| Did the staff member wear a nametag? | 72% | 28% |
| How long did it take for an associate to assist you upon reaching the aisle? | | |

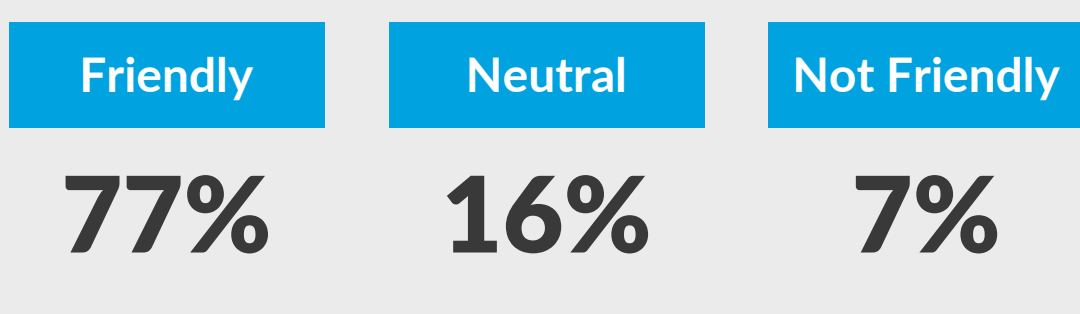


How would you rate the level of product knowledge demonstrated by the employee in the aisle?



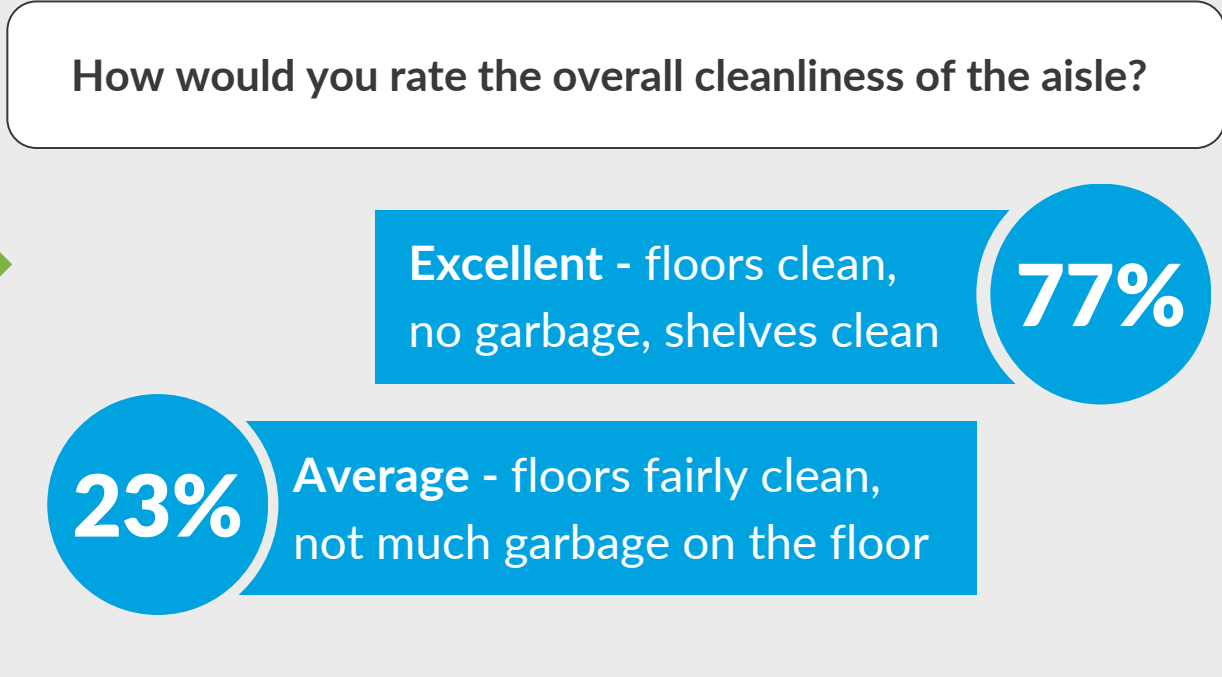
| | YES | NO |
|--|-----|-----|
| Did anything from your experience indicate that the business was short-staffed at any time on the day? | 99% | 1% |
| Were you thanked for coming upon exit? | 76% | 24% |
| How would you rate the friendliness of the service you received on this visit? | | |

Friendliness was **36%** higher when the customer was thanked for their visit.



STORE EXPERIENCE

Overall satisfaction was **17%** higher when the **cleanliness** of the store was rated excellent as opposed to average.



| | YES | NO |
|--|-----|-----|
| Were the aisles and walkways free from clutter and obstructions? (i.e. boxes, stock, etc.) | 73% | 27% |
| Were there any visibly damaged products? (i.e. bruised fruits, etc.) | 4% | 96% |
| Were there any expired products? | 3% | 97% |

STORE SAFETY



| | YES | NO |
|---|------|-----|
| Did you see any safety hazards (unattended forklifts or pallet jacks, ladders with no safety chains, exposed electrical wiring, unprotected saw blades, etc.) | 3% | 97% |
| Were there any wet or slippery floors? | 3% | 97% |
| If yes, were they properly marked with a wet floor sign? | 100% | |
| Did you observe any trip hazards? | 4% | 96% |

WHY IS THIS IMPORTANT?

Positive staff interactions matter a lot. According to the data, overall satisfaction is 78% higher when the service was rated as friendly compared, to not friendly. And the study shows that thanking customers for their visit and providing helpful recommendations boosts the friendliness score by 36% and 47% respectively.

However, almost a quarter of our shoppers were not thanked upon their exit, and only 55% of employees were reported to be very knowledgeable about the products in the aisle, definitely leaving some room for improvement.

Intouch Insight can help you exceed expectations with mystery shopping, operational audits, surveys, and inspection software as part of a comprehensive customer experience solution set. Let's chat!