

MYSTERY DIGITAL

Una soluzione innovativa e agile per
valutare i processi d'acquisto online

A cura di **Paolo Bortoli**
Channel Performance Leader





EVEN BEFORE COVID-19, THERE HAS BEEN A SIGNIFICANT DIGITAL INCREASE ACROSS THE GLOBE

TOTAL POPULATION



+1.1%

2018 - 2019

+84 MILLION

UNIQUE MOBILE USERS



+2.0%

2018 - 2019

+100 MILLION

INTERNET USERS



+9.1%

2018 - 2019

+367 MILLION

ACTIVE SOCIAL MEDIA USERS



+9.0%

2018 - 2019

+288 MILLION

MOBILE SOCIAL MEDIA USERS



+10%

2018 - 2019

+297 MILLION



In 2019, 'Global e-retail sales' reached

3.5 trillion US\$

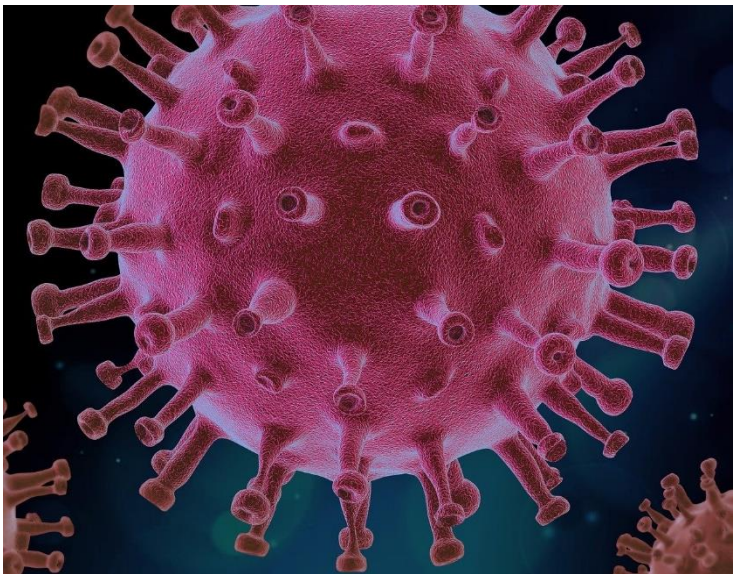
and equated to 14.1% of all retail sales Globally...

This share of sale is set to reach **22% by 2023!**

AND WHO KNOWS THE IMPACT OF COVID-19!

<https://www.statista.com/statistics/534123/e-commerce-share-of-retail-sales-worldwide>

COVID-19 IS AN ACCELERATOR



1.

Accelerating the decline of already fragile retailers

2.

Forcing businesses across all sectors to change

3.

Accelerating digital transformation and eCommerce

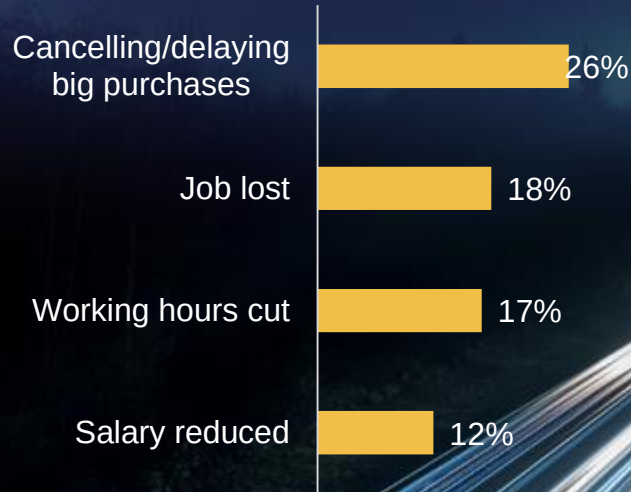
4.

Dramatically shifting from use of cash to new digital payments

THE IMPACT ON NEW BEHAVIORS IN THE DIGITAL ENVIRONMENT

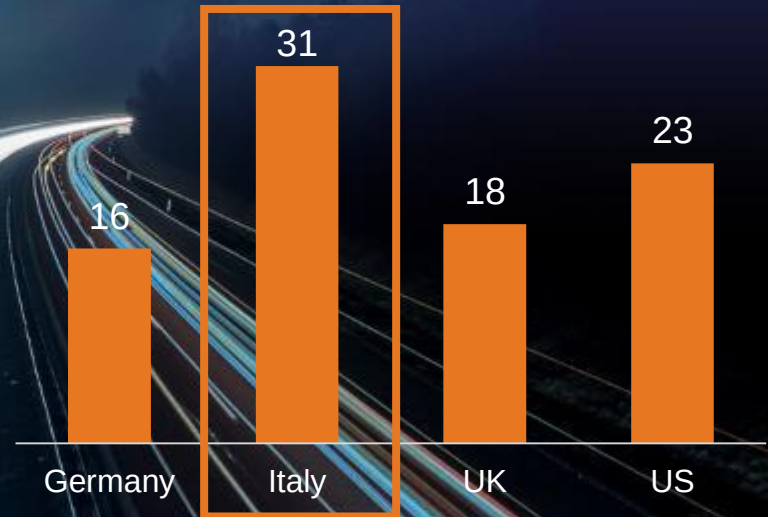


Financial impact at a personal level



Source: Ipsos
eCommerce Unleashed –
May 2020

Using eCommerce to purchase products normally bought in-store more frequently compared to one month ago



Source: Ipsos Coronavirus Wave 4 March 12-14



KEY FACTORS TO DRIVE E-COMMERCE SUCCESS



**Emerging
omnichannel
ecosystems**



**Emphasis on
safety and
trust**



**Fast adapt
of new
technologies**



**Raised
expectations
from order to
delivery**

Great Customer Experience building Shopper Loyalty and Sales

WHAT YOU NEED TO KNOW...



How is the COVID-19 resultant surge in usage of **digital channels** impacting the customer experience?



How are higher order volumes impacting **delivery, curbside or pickup wait times**? Does this cause customers to look elsewhere for pickup, curbside or delivery options?



Are your third-party providers continuing to meet their obligations by consistently and accurately **delivering on your brand promise**?



Were all pickup, curbside or delivery **instructions followed by associates** or delivery drivers (including contactless payments and handoff)?

ASSESSING CLICK & COLLECT / DELIVERY EXPERIENCE

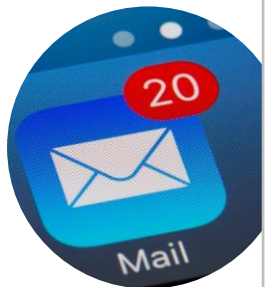
Notification

Email, text, etc.

Timeliness

Clarity and accuracy of pickup/curbside/delivery instructions

Enquiry handling



In-store and Curbside Pickup

Readiness of items

Location cleanliness & ease of access

Experience (wait times, compliance with instructions)

Staffing (social distancing, customer interactions, etc.)

Delivery

Timeliness of arrival

Order accuracy

Delivery method (contactless, etc.)

Food/grocery temperatures

Health & Safety aspects

Enquiry handling

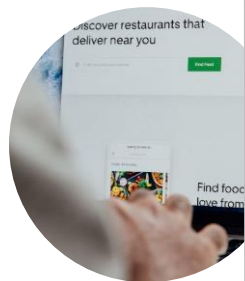
Online Browsing & Purchasing

Ease of finding items

Checkout and payment

Item availability

Enquiry handling



Overall Experience

Likelihood of recommending or using service in the future

Net Promoter Scores (NPS)



SO, WHAT DOES DIGITAL MYSTERY SHOPPING INVOLVE?



DIGITAL MYSTERY SHOPPING is objective, unbiased feedback from trained ‘customers’ – mystery shoppers – to measure how your organisation is delivering on your **BRAND** and **CUSTOMER EXPERIENCE PROMISES** across **YOUR** **ENTIRE DIGITAL JOURNEY**

CUSTOMERS INTERACT WITH BRANDS ACROSS MANY DIGITAL TOUCHPOINTS

We measure elements of this journey separately or end to end



Brand / Legal
Compliance
(Including 3rd
party)



Human / AI
Communication



Ordering &
Payment

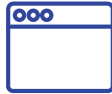


Product Delivery

DIGITAL MYSTERY FOR BRAND / LEGAL COMPLIANCE



- Is brand represented correctly?



- Are products / services listed, with correct images and information? Easy to find and available?



- Are pricing and promotions correctly displayed?



- Are legal requirements being communicated accurately – and adhered to?

HUMAN / AI COMMUNICATION



- Are responses provided in timely manner? Accurate and informative?



- Is messaging aligned and consistent across channels?



- How effective is issue resolution?



- Are agents professional? Showing empathy in sensitive situations?

ORDERING & PAYMENT



· Is product / service selection, ordering, and checkout working? Chosen payment method available and successful?



· Is multi-factor authentication active?



· Are order / payment issues user or tech-driven?



· Is brand visible and accessible on payment screen?

PRODUCT DELIVERY



· Are orders received on time and to specification?



· Are non-contact delivery instructions followed?



· Is 'driver' friendly and professional?



· Is support helpline available and able to resolve queries?



· Does return process match brand promise?

WHAT HAS THAT MEANT FOR SOME OF OUR CLIENTS?



Multi-country

Unified Processes

Digital Mystery enabled a Global OEM to verify consistency in knowledge and product recommendation towards their products - allowing better retailer conversation and training gaps to be closed



Acceptance Test

Non-Compliance

Global FS company used Digital Mystery testing to negotiate with key accounts and ensure compliance prior to full roll-out – results identified faults in the process which allowed remedial action to take place



3 MILLION

Additional Revenue Identified

A betting company used Digital Mystery to identify gaps in their registration and gambling process which led to retaining otherwise potential lost customers

Saremmo lieti di approfondire con voi

Paolo Bortoli

Channel Performance
Leader

paolo.bortoli@ipsos.com

📞 340 137 6939



**BE
SURE.
ACT
SMARTER.**

Thank you!