E-COMMERCE EXPERIENCE REPORT

A syndicated mystery shopping study on pickup & delivery offerings in a socially distant world

CHANGING THE STATUS QUO

As the COVID-19 crisis progresses in the US, consumers are growing increasingly anxious about leaving their homes and are opting for more contactless shopping experiences, including buy-online-pickup in-store (BOPIS), curbside, and delivery services.

With this drastic and immediate increase in demand (and in competition), it is a critical time to ensure your pickup and delivery offerings are consistently delivering on your brand promises.

With most consumers still avoiding shopping at physical stores, **online ordering is now a critical consumer touchpoint** with your brand.

56%

Of people reported that they are avoiding shopping at physical stores.[1]

Not only are users leveraging pickup and delivery services more, but **many are trying new brands and services** they've never used before.[1]

21%

Pre-Order / Pick-up of Non-Grocery Purchases (e.g., electronics)

WHAT IS THE E-COMMERCE EXPERIENCE REPORT?

The E-Commerce Experience report leverages drivers analysis & data from 150 mystery shops per brand that measure the end-to-end BOPIS, Curbside, and Delivery experience at major brands nationwide to help you:

- Find out **what really matters** to customers to define your point of differentiation

- Measure your brand's **performance on the KPIs that matter**

- **Benchmark against key competitors** nationwide, with rankings and performance data across all key measurement areas

WHAT WILL WE MEASURE?

- How are users experiencing your online and / or mobile ordering platforms?

- Are orders accurate and product quality standards being maintained?

- How are higher order volumes impacting pickup / delivery wait times?

- Were all pickup, curbside & delivery instructions followed by associates or drivers?

- Were all items ordered online available and included in the order? If not, what was done?

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1 CONSUMER SURVEY & DRIVERS ANALYSIS

Leveraging results from our Consumer Survey of 2,000 Americans, we will conduct a Drivers Analysis to determine which pickup / delivery attributes are table stakes, which are key differentiators, and which are unimportant.

Timeline: August 18 – 19

2 MYSTERY SHOPPING

Using data from 150 mystery shops (split between BOPIS, curbside, and delivery) per brand nationwide, we will measure how well major brands across the US are performing on the KPIs that matter.

Timeline: September 2 – 21

3 RANKING & REPORTING

The report will rank brands across all key measurement areas and report on KPIs such as user-experience, likelihood to recommend service, and ease of use.

All brand rankings will be disclosed; only site-level brand data will be omitted.

Timeline: October 9

WHAT'S INCLUDED?

- Consumer Survey Data (including Consumer Banners) and Drivers Analysis
- Insights Deck / Executive Summary:
    - All brand's performance across all measurement areas
    - Ranking data for all brands audited in the study
- Online Dashboard

Investment: $15,000