CONSUMER CHECK-IN

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CONSUMER
CHECK-IN
SYNDICATED

HIGHLIGHTS REPORT

November 2020

Ipsos

SUMMARY

There has been a shift in focus among Canadian consumers when they are considering what businesses to visit. Businesses that win will be those that are able to anticipate what's next and revitalize their Customer Experience in this new reality where in-store interactions are no longer the only touchpoint, as customers are experiencing businesses across channels with increased frequency.

WHAT

Even with a vaccine on the horizon, customer experiences are fundamentally altered. While the forces that drive these interactions remain the same, how these pieces interact has changed, and will continue to change as the expectations of Canadians evolve.

SO WHAT

With changing expectations, the challenge for businesses is to stay ahead of the curve, and anticipate what Canadian consumers want. Trust plays a key factor in this relationship right now, but this will continue to evolve.

NOW WHAT

Keep up with your customers, so you can anticipate and continue to provide exceptional experiences that keep Canadians returning to your business in the face of change.

CUSTOMER BEHAVIOUR

CX HEALTH MONITOR

When selecting a retailer to shop at, the most important criteria is the Health + Safety measures the retailer has in place to ensure safety.

More insights available!
Contact to learn more

When selecting a retailer to shop at, how important are the following? (T2B)[22]

	OVERALL
Health and safety measures that the retailer is taking to keep customers and employees safe	58%
Having a large selection of products and services to choose from	49%
Low prices	49%
The ability to shop at physical location with as few restrictions as possible	20%

GROCERY | QSR | BIG BOX | BANKS

More insights available!
Contact to learn more

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CUSTOMER BEHAVIOUR

CX HEALTH MONITOR

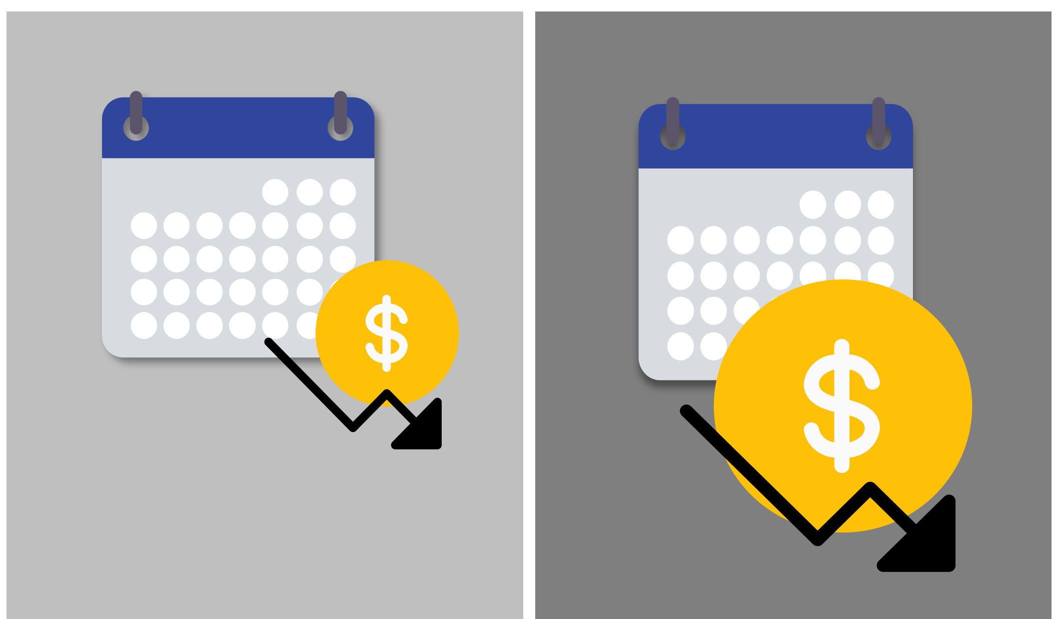
Customers' shopping behaviour has changed, and with this change, new aspects of the in-store experience have become critically important. Brands may only have one chance to get it right with their customer base, with a strong willingness to at least temporarily stop visiting locations if Health + Safety isn't taken seriously. As recently as September, just prior to the second wave of COVID resurgence across the country, the willingness of customers to stop shopping at a retailer was high.

The average Canadian spends about $214 per person per month on groceries.

Take **100** customers

If **39** are not returning

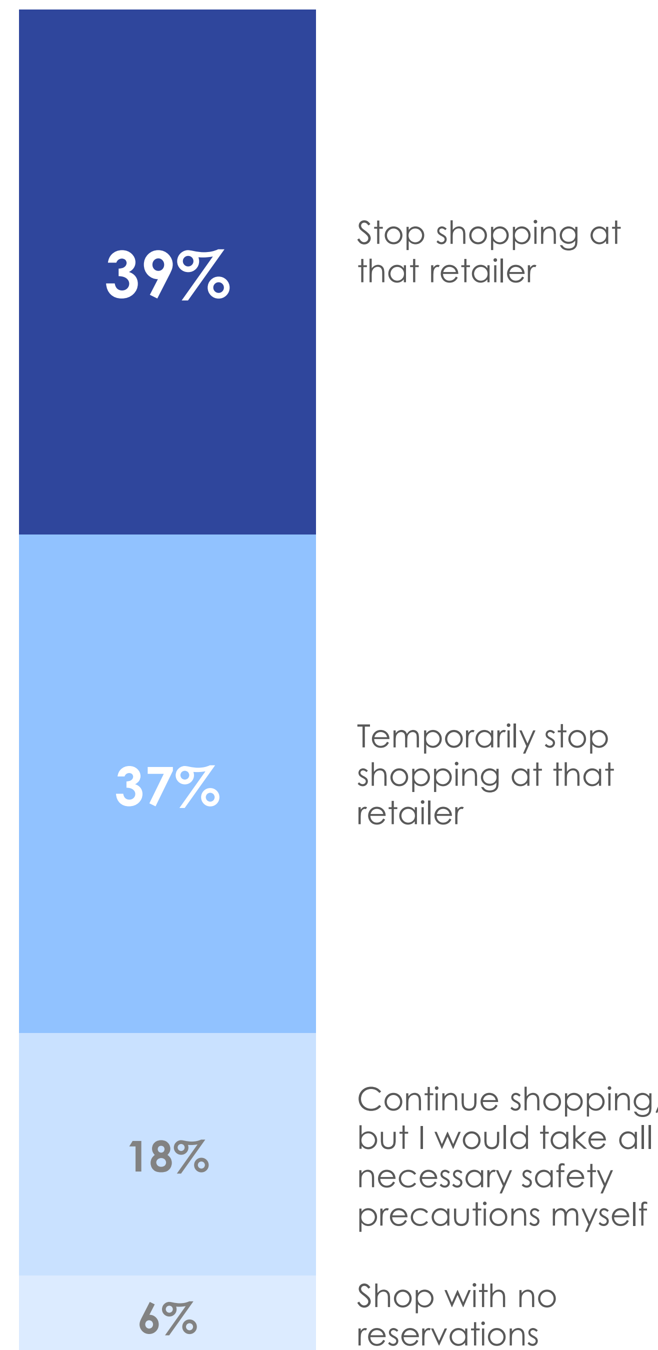
and each represent **a 4-person household spend,** that means:



$33,150 loss/month

$198,900 loss over 6mo

Would you stop shopping at a retailer if you knew that they were not taking health and safety measures seriously?[21]



FORCES OF CUSTOMER EXPERIENCE

CX HEALTH MONITOR

LEVERAGING THE FORCES OF CX TO DRIVE COMPETITIVE ADVANTAGE

Organisations need to move from creating experiences that are shallow and transactional to deep and truly relational. Only then will the customer experience truly bring the financial return associated with relationship strength.

As part of our R&D, we were able to identify statements that can be included in customer surveys to measure the Forces of the brand experience. By adding these dimensions to customer surveys organisations can prioritise, diagnose and redesign their CX so that it drives the right outcome.

For the CX Health Monitor, we have leveraged these same CX Forces questions to understand the brand experience, framed in the context of Health + Safety.

Heath + Safety as it pertains to Customer Experience falls under both Certainty and Control among the CX Forces.

The Forces of CX is a framework grounded in behavioural science that enables organisations to bring their CX strategy to a new level. The framework can help organisations shape experiences that fulfil customers' fundamental needs and create long-lasting and profitable relationships, leading to a better Return on CX Investment.

There is a science to building stronger customers relationships. Our research on research has shown the following 6 forces drive greater customer loyalty leading to deeper and more emotionally driven relationships.

FAIR TREATMENT
Make customers feel that there is a fair exchange in their relationship with you

CERTAINTY
Make customers feel that things are clear, transparent and working as expected

CONTROL
Help customers feel in control of the situation and in the driving seat

STATUS
Make customers feel valued, respected and worthy of special treatment

BELONGING
Help customers feel a sense of belonging and show you care about the greater good

ENJOYMENT
Make customers' lives easier, so they feel a sense of freedom

IMPORTANCE OF CX FORCES ON LIKELIHOOD TO RETURN[28]

CX HEALTH MONITOR

	CX FORCE	TOTAL
1	**CERTAINTY:** It's clear what to expect when I deal with them	0.41 ● (green)
2	**CONTROL:** I feel in control when I deal with them	0.39 ● (red)
3	**FAIR TREATMENT:** They treat me fairly	0.38 ● (green)
4	**ENJOYMENT:** They provide services that let me enjoy life more	0.35
5	**STATUS:** They make me feel valued	0.35
6	**BELONGING:** I connect with the company's values	0.34

● (green) Maintain/Improve Performance ● (red) Key Areas for Improvement

These show the derived importance of CX forces on likelihood to return, for all brands using correlation analysis. Numbers closer to 1 have a stronger correlation and can be interpreted as more important. The dots indicate performance on these attributes, and are categorized to indicate areas of improvement in the areas of importance.

How do you build customer trust? What is driving customer choice, and how is this changing?

More insights available! Contact to learn more

HOW CANADIAN BUSINESSES ARE PERFORMING ON TOP DRIVERS OF RETURN [29]

CX HEALTH MONITOR

EMOTIONAL CONNECTION ATTRIBUTE		TOTAL
FUNCTIONAL		
1	Generally speaking, this company meets my needs	0.42 ●
2	This company is reliable	0.40 ●
3	Is at least as good as any other competitor who I would consider	0.39 ●
EMOTIONAL		
1	I trust this company	0.39 ●
2	I would forgive this company if they were to make a mistake	0.32
3	I feel attached to this company	0.30

● Maintain/Improve Performance

This shows the derived importance of emotional/functional connection on likelihood to return for all brands using correlation analysis. Numbers closer to 1 have a stronger correlation and can be interpreted as more important. The dots indicate performance on these attributes, and are categorized to indicate areas of improvement in the areas of importance.

When looking at how the Emotional Connection attributes correlate to Likelihood to return, across industries meeting needs is most important, followed by reliability.

Trust is the most important emotional attribute right now, but what's next?

As of September of this year, ahead of the second wave, Functional attributes outweighed Emotional attributes, which relates to the desire for Certainty and Control we saw in the CX Forces analysis earlier.

As the situation changes, COVID waves surge and retract, and a vaccine looms on the horizon, how will this evolve?

More insights available! Contact to learn more

CUSTOMER LANDSCAPE[1]

CX HEALTH MONITOR & MYSTERY SHOP

56% of Canadians said they were willing to return to a physical location, however when prompted directly after a visit 86% of shoppers at banks indicated they felt safe and would return. This suggests there is a perception gap when it comes to the experience, and specifically safety measures. Overall, trust specifically in Health + Safety measures was low, with only 37% agreeing (T2B) that they trusted the measures a company had in place.

More insights available!
Contact to learn more

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56%

of Canadians are willing to return to a physical location[18]

Results shown are T2B scores.

	NATIONAL	GROCERY	QSR	BIG BOX	BANKS
Company Effort[15]	35%				
Customer Effort[16]	50%				
Trust in company health and safety[17]	37%				
Satisfied with most recent visit[19]	42%				
Willing to Return to a physical location[18]	56%				

More insights available!
Contact to learn more

REGIONAL RECOMMENDATION vs. WHAT'S CURRENTLY HAPPENING[3, 23, 24] [TOTAL]

MYSTERY SHOP & CX HEALTH MONITOR

More insights available! Contact to learn more

Results shown are industry-wide.
Important actions are based on derived importance of the top actions expected by Canadians relative to the length of time they expect them to be in place.

BC

RECOMMENDED

- Masks
- Floor distancing markers
- Directional arrows
- Visible cleaning/disinfecting of surfaces
- One-way entrances/exits
- **Managed entrance limiting entry**
- **Washing/Sanitizing hands**
- **Social distancing**
- Plexiglass shields

CURRENTLY HAPPENING

Consistently (over 75% of the time)…

IMPORTANT ACTIONS

AB

RECOMMENDED

- Masks
- Floor distancing markers
- Directional arrows
- Visible cleaning/disinfecting of surfaces
- One-way entrances/exits
- Managed entrance limiting entry
- **Washing/Sanitizing hands**
- **Social distancing**
- Plexiglass shields

CURRENTLY HAPPENING

Consistently (over 75% of the time)…

IMPORTANT ACTIONS

MB /SK

RECOMMENDED

- Masks
- Floor distancing markers
- Directional arrows
- Visible cleaning/disinfecting of surfaces
- One-way entrances/exits
- **Managed entrance limiting entry**
- **Washing/Sanitizing hands**
- **Social distancing**
- Plexiglass shields

CURRENTLY HAPPENING

Consistently (over 75% of the time)…

- Plexiglass shields
- Social distancing

IMPORTANT ACTIONS

- Employee safety equipment provided by employer
- Hand sanitizer available in customer washrooms
- Visibly wiping down high touch surfaces with disinfectant

ON

RECOMMENDED

- **Masks (required)**
- Floor distancing markers
- Directional arrows
- Visible cleaning/disinfecting of surfaces
- One-way entrances/exits
- Managed entrance limiting entry
- **Washing/Sanitizing hands**
- **Social distancing**
- Plexiglass shields

CURRENTLY HAPPENING

Consistently (over 75% of the time)…

IMPORTANT ACTIONS

QC

RECOMMENDED

- **Masks(required)**
- Floor distancing markers
- Directional arrows
- Visible cleaning/disinfecting of surfaces
- One-way entrances/exits
- Managed entrance limiting entry
- **Washing/Sanitizing hands**
- **Social distancing**
- Plexiglass shields

CURRENTLY HAPPENING

Consistently (over 75% of the time)…

IMPORTANT ACTIONS

ATL

RECOMMENDED

- Masks
- Floor distancing markers
- Directional arrows
- Visible cleaning/disinfecting of surfaces
- One-way entrances/exits
- Managed entrance limiting entry
- **Washing/Sanitizing hands**
- **Social distancing**
- Plexiglass shields

CURRENTLY HAPPENING

Consistently (over 75% of the time)…

IMPORTANT ACTIONS

Recommendations and requirements as of August 2020.

EMPLOYEE ANALYSIS [OVERALL – HIGH LEVEL]

CX HEALTH MONITOR

The same set of respondents were asked about their perceptions of what matters to them as an employee. The message is clear; taking Health + Safety seriously outweighs the delivery of good customer service, yet only 4 in 10 respondents were satisfied with their employer's performance as of September of this year.

As an employee, which of the following is more important to you?[25]

29%	Delivering good customer service
71%	Taking the health and safety of employees and customers seriously

There is a perception that colleagues may not be adapting to the new Health + Safety conditions, with this metric ranking lowest (T2B) among the workplace measures discussed.

There is also opportunity for employers to step up, with only half of employees feeling that their company has installed the right measures, and that they have what they need to perform their job adequately. This is a challenging time for customers and employees alike, and the ability to deliver positive experiences for customers relies heavily on employees feeling supported, empowered, and safe.

Overall, how satisfied are you with your company as an employer at the moment[27]

41%

As an employee, how much do you agree with the following? (T2B)[26]

My company has installed all of the required health and safety measures

I currently have all of the tools I need to perform my job adequately

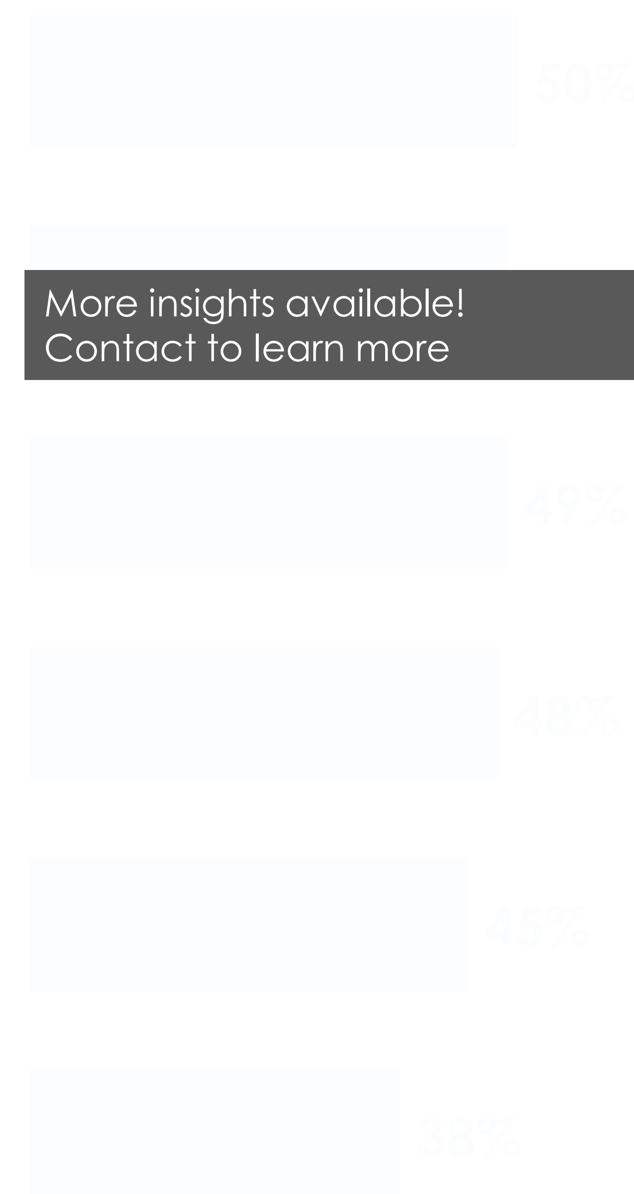
More insights available! Contact to learn more

My company is being supportive during this time

My company has done a good job at adapting to the pandemic and finding the new normal

My company has been able to meet customer expectations during these times

My colleagues are easily adapting to the new health and safety conditions



WHAT'S NEXT

Canadians are attentive when visiting locations like never before, and want to see a demonstrated effort on the part of companies to keep them and their families safe. This includes adherence to regulations and ensuring measures are followed by employees and customers alike.

LEARN MORE FROM WAVE 1

What do your customers expect? What is driving customer behaviour, and how is this changing?

Are you keeping pace with your customers and what they are looking for in the experience?

Additional insights are available at the industry level across Grocery, QSR, Banking, and Big Box stores.

If you have a specific question from this report, or your own business, we would be happy to look at providing a customized report on this data to help meet your business needs.

BE A PART OF WAVE 2

We are currently planning for Wave 2. Contact us to join as an early subscriber.

Wave 2 will be focused on identifying how you can revitalize customer experience as we head into 2021, and to specifically answer:

1. What are the changing expectations for customer experience in your industry as the bar continues to shift?
2. What's the financial impact on businesses?

CONTACT US:
CA_ChannelPerformance@Ipsos.com to learn the subscription options and get involved.

SOURCES

1 – Data gathered via Ipsos CX Health Monitor, August 28-September 5 2020, n2000

2 - Data gathered via Ipsos Health + Safety Mystery Shop, August 7-13 2020, n1757

3 – Mystery Shop Q8. Which of the following health & safety measures were present inside the location? (Select all that apply) Base : 1757

15 – CX Q5: Thinking about health and safety, how much effort would you say each these companies are putting in to keeping customers healthy and safe when visiting their physical locations? Please select one answer for each company. N=7534

16 – CX Q6: Thinking about health and safety, how much effort would you say you are personally putting in to keeping yourself healthy and safe when visiting their physical locations? N=7534

17 – CX Q7: Thinking still about your visits over the past 30 days, how much do you trust that the following companies are putting in place appropriate cleanliness and safety measures to keep customers healthy and safe? Please select one answer for each company. N=7534

18 - CX Q8: And based on your experience over the past 30 days, how likely are you to go back to a physical location in each of the following sectors in the next 30 days? Please select one answer per company. N=7534

19 – CX Q10: From a health and safety perspective overall, how satisfied are you with your visits to physical locations within the following companies over the last 30 days? Please select one answer per company. N=7534

21 – CX Q18. Would you stop shopping at a retailer if you knew that they were not taking health and safety measures seriously? N=2000

22 – CX Q17. When selecting a retailer to shop at, how important are each of the following? N=2000

23 – CX Q3: Thinking about measures which organizations could put in place in response to COVID-19 to keep customers healthy and safe at their physical locations-how important are each of the following measures to you? N=2000

24 – CX Q4: Thinking about measures which organizations could put in place in response to COVID-19 to keep customers healthy and safe at their physical location show long should each of the following measures be kept in place? N=2000

26 – CX Q31. In your opinion as an employee, to what extent do you agree or disagree with the following statements? n=1167

DETAILED METHODOLOGY

▲ **MYSTERY SHOP COUNTS** are as follows, total n1757. Shops were conducted August 7-13, 2020. Shoppers visited self-selected locations as part of their regular shopping journeys, then answered questions for us about what they observed outside and inside the location.

	Bank	Big Box	Grocery	QSR	TOTAL
Count of Industry	374	448	560	375	1757

	BC	AB	MB/SK	ON	QC	ATL	TOTAL
Count of Region	328	249	93	570	413	104	1757

	Female	Male	Prefer not to say	TOTAL
Count of Gender	938	802	17	1757

	Gen Z	Millennial	Gen X	Boomers	Prefer not to say	TOTAL
Count of Generation	180	647	666	262	2	1757

	Food Basics	Freshco	Loblaws/ Fortinos/ Zehrs/ YIG/ Provigo	Longos	Metro	No Frills	RCSS/ RASS/ Maxi & Cie	Save on Foods	Sobeys/ Safeway/ Thrifty Foods/ IGA	TOTAL
Count of Brand - Grocery	25	29	75	35	77	22	102	75	120	560

	A&W	McDonalds	Starbucks	Subway	Tim Hortons	TOTAL
Count of Brand – QSR	75	75	75	75	75	375

	Canadian Tire	Costco	Home Depot	Home Hardware	Lowe's/ Rona	Walmart	TOTAL
Count of Brand – Big Box	75	74	75	74	75	75	448

	BMO	CIBC	RBC	Scotiabank	TD Bank	TOTAL
Count of Brand - Banks	75	75	75	74	75	374

▲ **CX HEALTH MONITOR COUNTS** are as follows, total n2000. Survey was in field from Aug 28-Sept 5, 2020. Respondents were asked about their visits to store locations, from which up to 4 brands were selected for in-depth questions.

	Bank	Big Box	Grocery	QSR	TOTAL
Count of Industry	892	2125	2034	1368	6419

	BC	AB	MB/SK	ON	QC	ATL	TOTAL
Count of Region	286	248	139	810	394	123	2000

	Female	Male	Prefer not to say	TOTAL
Count of Gender	1045	950	5	2000

	Gen Z	Millennial	Gen X	Boomers	Greatest Generation	TOTAL
Count of Generation	215	419	583	662	121	2000

	Food Basics	Freshco	Loblaws/ Fortinos/ Zehrs/ YIG/ Provigo	Longos	Metro	No Frills	RCSS/ RASS/ Maxi & Cie	Save on Foods	Sobeys/ Safeway/ Thrifty Foods/ IGA	TOTAL
Count of Brand - Grocery	181	155	248	47	307	281	323	191	301	2034

	A&W	McDonalds	Starbucks	Subway	Tim Hortons	TOTAL
Count of Brand – QSR	217	327	261	235	328	1368

	Canadian Tire	Costco	Home Depot	Home Hardware	Lowe's/ Rona	Walmart	Best Buy	Michaels	Pet Smart	IKEA	TOTAL
Count of Brand – Big Box	275	312	256	156	273	325	144	125	128	131	2125

	BMO	CIBC	RBC	Scotiabank	TD Bank	Credit Union	TOTAL
Count of Brand - Banks	123	147	168	137	213	104	892

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THANK YOU!