

E-commerce Experience Report

A syndicated mystery shopping study on pickup order fulfillment at major retailers across the US

As we continue to see the adoption and usage of digital offers rise, it is critical for brands to ensure a seamless and safe end-to-end e-commerce experience to keep new users coming back.

Wave 3 of Ipsos' E-commerce Experience Report dives into pickup order fulfillment at major brands nationwide, allowing you to measure your brand's performance against key competitors and industry standards.



78%

of Americans have increased their use of in-store and curbside pickup offerings since the pandemic began.



69%

expect to continue using it at the same or higher levels after the pandemic subsides.

Discover, Measure, Benchmark

Wave 3 of the E-Commerce Experience report leverages drivers analysis & data from 100 mystery shops per brand that measure the end-to-end pickup experience to help you:



Discover **what really matters** to customers and define your point of differentiation



Measure and track your brand's site-level **performance on the KPIs that matter**



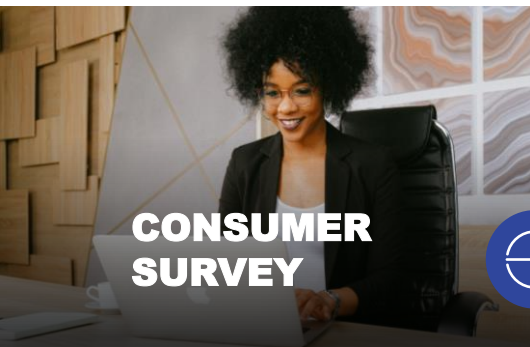
Benchmark against key competitors, with rankings and performance data across all key measurement areas

Measurement Areas

- 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 wait times?
- Were all pickup instructions followed by associates?
- Were all items ordered online available and included in the order? If not, what was done?

/// A Three-Pronged Approach

The E-commerce Experience Report evaluates the end-to-end curbside shopping experience using:



CONSUMER SURVEY



MYSTERY SHOPPING



RANKING & REPORTING

Leveraging results from our Consumer Survey of 2,000 Americans, our Drivers Analysis determined which pickup attributes are table stakes, which are key differentiators, and which are unimportant.

Using data from 100 mystery shops per brand per wave, we measure how well major brands across the US are performing on the KPIs that matter.

The E-commerce Experience Report ranks brands across all key measurement areas and reports on KPIs such as user-experience, likelihood to recommend service, and ease of use. **All brand rankings are disclosed**; only site-level brand data is omitted.

/// Brands Being Measured

Grocery				Food & Beverage			

What's Included?

Wave 3 of Ipsos E-commerce Experience Report includes:

The Report

Includes results from the Consumer Survey & a Drivers Analysis as well as ranking and performance for each included brand across all key measurement areas.

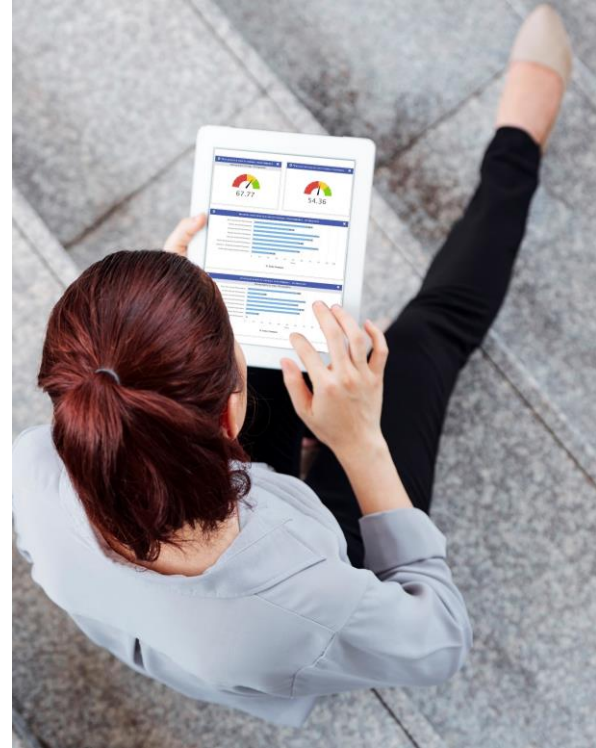
Online Dashboard

Access to site-level results for your brand's mystery shops in real-time through our secure online dashboard.

Results Presentation & Insights Deck

Data File

Investment: \$20,000



About Channel Performance

We partner with our clients to size channel opportunities, measure brand promises and execution, and drive compliance and sales conversions to improve performance across all sales and service channels – physical, contact center, and digital – and help deliver profitable growth. Using our expert research services – Channel Sizing, Customer Counting, Mystery Shopping, and Execution Measurement – we deliver business impact via analytics, insights and advisory services.

For more information, please go to www.ipsos.com

For more information

To learn more about our E-Commerce Experience Report, please contact:

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