The goal.

Is a customer’s experience key?

One dichotomy grocery chain needed to answer that question. Their retail model had changed so much — and so fast in such a short period of time. So, what did the future of shopping look like for this brand, and their loyal followers?

To find out, our grocery client turned to deep insights into shopping behavior: in-store, online, and outside delivery. Only then could they create a perfect omnichannel experience. The data absolutely had to be accurate. Meaningful sales and profits are all riding on their results.

Hang on, there’s more. They really needed competitive data. Because, if you’re trying to understand a major brand, then you also need to talk with buyers in competitor locations. So, let’s look at how they did it.

Research was required.

It was time to talk to buyers in real time.

So, our grocery chain chose our only research provider to capture data and opinions. With an omnichannel panel, they’d like to capture in-store, online and outside data using App + Web insights. Good news: there’s an app for that.

Our approach.

As the nation’s largest, highest-rated consumer panel, SOTG locates consumers in real time. Here, the app supports a questionnaire on our clients’ app — with the competitive app. As they went online, SOTG triggered a survey straight to their phones.

And, because it’s on its app, the client got:

1. Omnichannel behavior: between SOTG confirmed time of purchase on a grocery app, and on-premise.
2. Foreny insights: the app captured weeks of continuous real-time information insights.
3. Accurate data: Panelists were spoken to in real time, and confirmed via the SOTG app.

The results.

Over 1 week, we closely observed 10 omnichannel behaviors. Shoppers became quite comfortable with curbside delivery — doubling their blend of in-store and online shopping.

- 44% choose to shop in-store or to liquidate.
- 38% choose curbside pickup + a 9-point increase.
- 37% choose to visit the website. + a 9-point increase.

While people found that more items online, they struggled to assess the quality and freshness of certain products. This may have led to less in-store shopping.

- 76% found that it was fresher: + a 7-point increase.
- 59% struggled to find items in stock: a 4-point decrease.
- 59% found the online product price: a 3-point increase.

Shoppers use apps for their grocery chain. As they went online, we watched as more buyers decided to go in-store to a competitor’s location for missing items, rather than visit a competitor online.

- 79% were able to find the product online before making this choice.
- 79% found missing items with another retailer online: a 9-point decrease.
- 78% went online to the grocery chain for missing items, then an in-store purchase.

Consumers listen to what they’re told in-store. So, dispensary relationships are key, and a great way to understand who their true target audience and product user was. To do it,

1. eCommerce behavior: SOTG confirmed the data for missing items.
2. Dispensary actions: GPS was used to track each panelist’s location, with their consent.
3. Accurate data: Panelists were spoken to in real time, and confirmed via the SOTG app.

As a result of the research, the client found they had poor coverage in certain areas. With the right technology, they’d be able to compete in these areas.

But why? And, would it last...

About MFour.

Whether you need to voice your concerns or implement solutions, our clients are the most demanding, highest-paid, and only legitimate app data collection and real-time app. MFour truly delivers real-time insights into various data and services.

MFour Studio is the only place for real-time apps, and it’s both ETL (extract, transform, load) and online and offline data. MFour has studios in the USA, Canada, and Europe, and they deliver the highest quality research data on the planet.