Shoppers were categorized into two groups based on their response:

- **Phone Provider B**: 21% vs 16% — a 31% increase
- **Walmart**: 22% vs 18% — a 22% increase

Those who easily accomplished the reason for their visit (A)

- **On your visit today, how easy was it to accomplish the reason for your visit?**

To better understand consumer experience, MFour helps you capture the modern consumer’s attention.

MFour Studio is the only place for real-time app, web, and foot traffic data. Better outcomes on MFour Studio: the first platform to behave like your customers.

Shoppers are looking elsewhere and to what extent. It is clear an in-store visit did not meet the expectations.

So what?

Survey respondents for our everyday shopping behavior retail study: two groups of retail shoppers — with MFour Shopper, the phone retailer has the ability to survey the individuals who had a difficult experience in the retail store chose to visit Walmart and Target 14 days after visiting the retail store, shoppers who had a difficult experience in the retail store visited Walmart and Target.

**Behavior Finding:**

Brick & mortar.

Research was required.

+ **Website.**

**Behavior Finding:**

Shoppers who had a difficult experience increased visits to competitor websites over a 28-day period after visiting the retail store.

- **Phone Provider B**: 26% vs 21% — a 23% increase.
- **Phone Provider B**: 21% vs 16% — a 25% increase.

The intercept survey asked an array of questions surrounding the customer experience, including:

- **Based on your visit today, how easy was it to accomplish the reason for your visit?**
- **Shoppers are categorized into two groups based on their response:**
  - **Target**: 19% vs 10% — a 90% increase
  - **Walmart**: 22% vs 18% — a 22% increase

What expectations were not met? Did the competitor website satisfy the expectations? Did they lose a retail shopper? — with MFour Shopper, the phone retailer has the ability to survey the individuals who had a difficult experience in the retail store.

Now what?

To understand consumer experience in its retail stores and the impact it had on subsequent shopping behavior (both physical and digital).

References:

- **Website.**

**Behavior Finding:**

Shoppers who had a difficult experience increased visits to competitor websites over a 28-day period after visiting the retail store.

+ **Phone Provider B**: 26% vs 21% — a 23% increase.
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But, there was a hill to climb.

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As the nation’s largest, highest-rated consumer panel, SOTG locates consumers in real-time. Here, the app triggered a survey to people who had accessed a Cannabis app, or visited a dispensary, within hours of the action taken. All within the client’s requested market area.

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The results.

**Brick & mortar.**

Behavior Finding:

Now what?

**Website.**

Behavior Finding:

**About MFour.**

Better outcomes on MFour: the first platform to streamline like your customer using the most advanced (highest, download, highest) and only AI-approved data collection and survey technology. MFour has the industry’s leading research and data science.

MFour is the only any way for you to know, and why, and what factors influence any consumer survey. We combined consumer surveys with experience-improved insights to help keep the native in consumer conversations.