Understand the impact of your customer's experience.

The goal.

A major cell phone brand needed to understand customer experience in its retail stores and the impact it had on subsequent shopping behavior (both physical and digital).

To better understand consumer experience, MFour used geo-location to survey shoppers immediately after visiting the brand's retail stores.

Our approach.

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 were categorized into two groups based on their response:
  + Those who easily accomplished the reason for their visit (A)
  + Those who had difficulty accomplishing the reason for their visit (B)

The results.

Brick & mortar.

Behavior Finding:
14 days after visiting the retail store, shoppers who had a difficult experience in the retail store visited both Walmart and Target at a higher percentage than those who reported an easy experience.
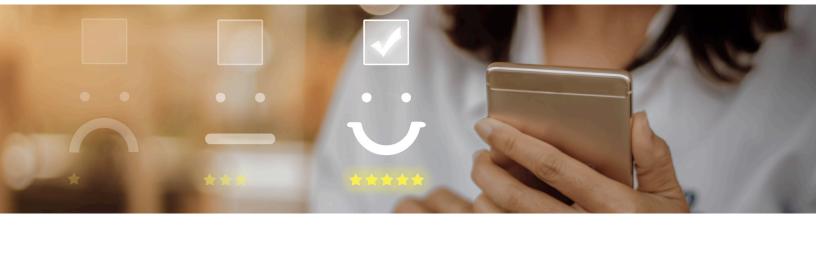
+ Walmart: 22% vs 18% – a 22% increase
+ Target: 17% vs 10% – a 70% increase

So what?
This validated behavioral insight suggests that the brand's retail stores are failing to satisfy a need that subsequently was sought after by major retail brands. Meaning, shoppers who had a difficult time accomplishing their reason for visiting the phone retail store chose to visit Walmart and Target thereafter in search of a solution that was otherwise not satisfied by the phone brand's retail store.

Now what?
Survey the respondents! Survey+ unearthed differing behaviors between two groups of retail shoppers – with MFour Studio, the phone retailer has the ability to survey the individuals who had a difficult experience and subsequently visited Walmart/Target and ASK them what the retail store failed to satisfy, why they chose to go to Walmart/Target, and did Walmart/Target satisfy the need. This follow-up research allows the brand to make adjustments in their retail store to ensure an easier experience and prevent losing business currently being re-captured by Walmart/Target. Beyond improving the in-store experience, retailers can use this insight to strategically capture lost in-store sales/satisfaction by placing revenue-driving initiatives within big box retailers – furthermore, this finding creates a case to execute additional research to understand which products/services big box stores are offering that mobile retail locations are not. Survey these consumers to find out!

Website.

Behavior Finding:
Shoppers who had a difficult experience showed higher visitation to competitor websites over a 14 day period after visiting the retail store.

+ Phone Provider A: 28% vs 21% – a 33% increase
+ Phone Provider B: 21% vs 16% – a 31% increase

So what?
This behavior insight gives validated competitive intel – it shows the retail brand where unsatisfied customers are looking elsewhere and to what extent. It is clear an in-store visit did not meet the expectations among those who had difficulty achieving their reason for visit. This creates a question gap: What expectations did the in-store experience not meet that then drove the behavior of visiting the online website(s)? FAQs and/or services that in-store associates could not help with? Are there services offered online that should also be offered in-store? Is the negative in-store experience at one brand driving visitation to competitive brands' websites?

Now what?
Survey these consumers to find out. Survey+ unearthed differing behaviors between two groups of retail shoppers – with MFour Studio, the phone retailer has the ability to survey the individuals who had a difficult experience and subsequently visited competitor websites and ask them why – what expectations were not met? Did the competitor website satisfy the expectations? Did they lose a customer? Answers to these questions can help guide improvements to the brand's retail experience increasing customer acquisition, retention, and ultimately preventing lost / increasing market share.

About MFour.

MFour solves the issues of data fraud and commoditization in research using validated consumer data and a groundbreaking end-to-end insights platform. Utilizing the 4.5 star rated iOS & Android Surveys On The Go® app, MFour collects validated consumer behaviors + surveys to gain deep insights into consumer journeys. This data is seamlessly integrated into MFour Studio™, the only platform combining validated surveys with real-time app, web, and location data. This comprehensive approach empowers businesses to make informed decisions using validated consumer opinions and behaviors.