



Webshop X

Retailer of the Year

Foreword

In the recent months, consumers have been able to evaluate the iF award website for the iF product & More consumers voted, over 600,000, which has set in a total of over 600,000 votes in 2017.

Congratulations

Naturally, we would like to congratulate the winners. Secondly, we would like to encourage you to take note of the essential things that you gain insight into by our strong points; solutions are always based on the research that we do to the point. These aspects offer you the opportunity to fulfil your dreams, your group performance need not appear.

Key questions

Which webshops improved data handling in the XXXX consumer comparison to 2007? Which webshops received the lowest evaluation in this year? The answers to these key questions are very important in a data help guide in a market which in 2007 will gain a full lot of new opportunities and challenges. The enormous number of e-shop providers offers wealth of data and numerous interesting benchmark tasks.

WVenered g górnih eræ?e?

Q&A Comprehensive surveys in this section help you to identify your organization's strengths and weaknesses, and provides advice on how to differentiate yourself from the competition.

We hope you are enjoying reading this report and that you will develop the aspects that differentiate you from the competition in the near future. In 2020, as data that you've collected prove to be of our clients' many to the list of next year.

For the list of the winners and an explanation of the method please visit RIRL.WASSSE.E.

If you have any questions or comments, please do not hesitate to contact us.

Q&A

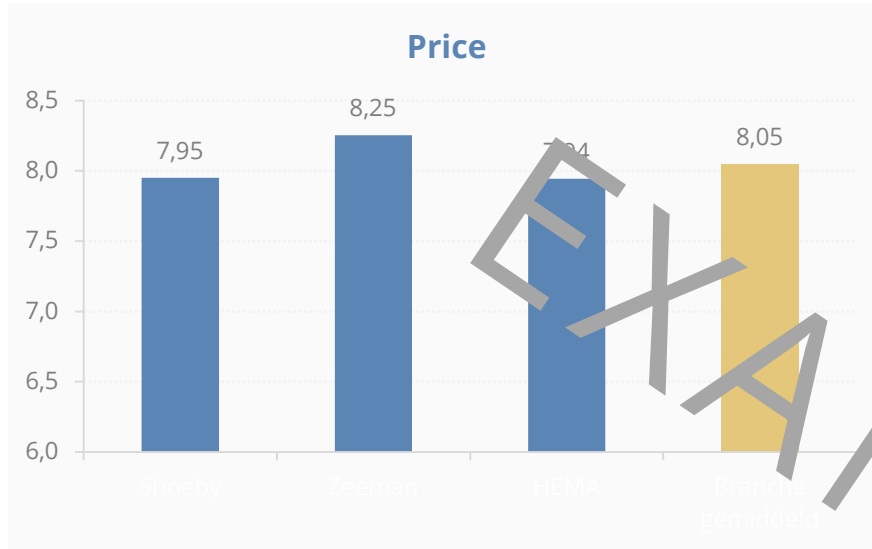
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Results

Price & Offers & Promotions

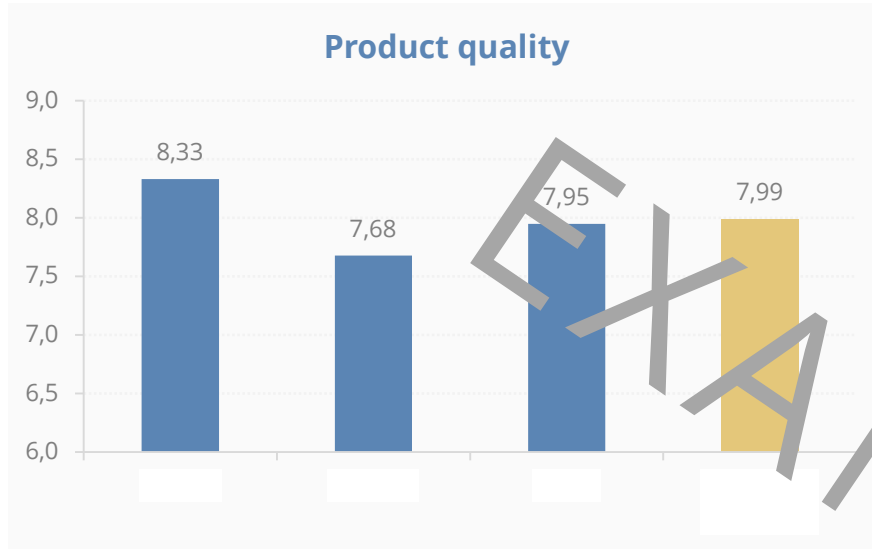


The figure above shows an overview of the scores on the price aspect. This way you can see if there are distinctive retailers within your industry and whether you are a distinctive webshop yourself.

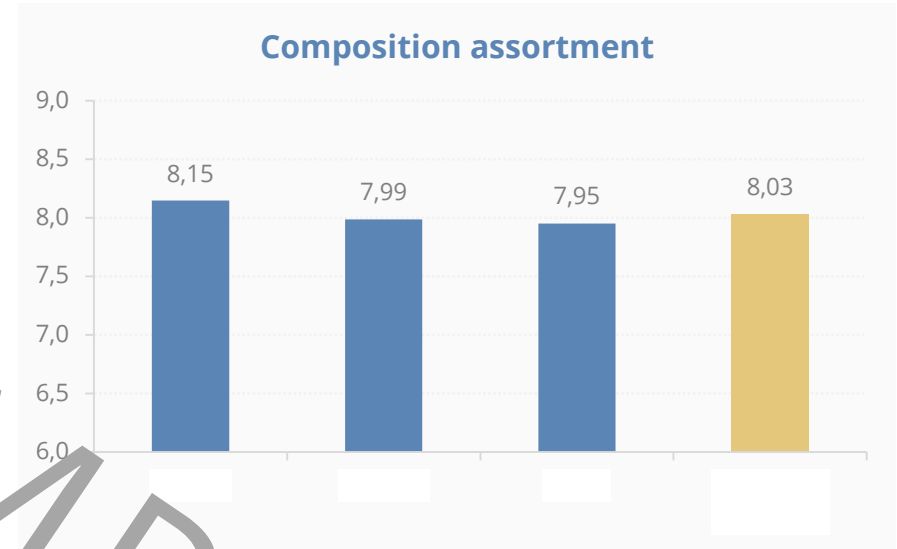


The figure above shows an overview of the scores on the aspect promotions. This way you can see if there are distinctive retailers within your industry and whether you are a distinctive webshop yourself.

Product quality & Composition assortment

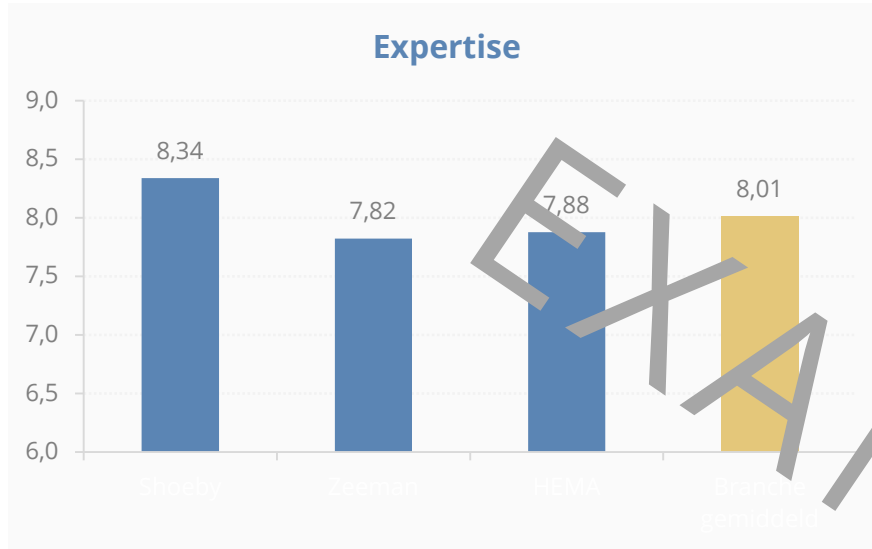


The figure above shows an overview of the scores on the aspect product quality. This way you can see if there are distinctive retailers within your industry and whether you are a distinctive webshop yourself.

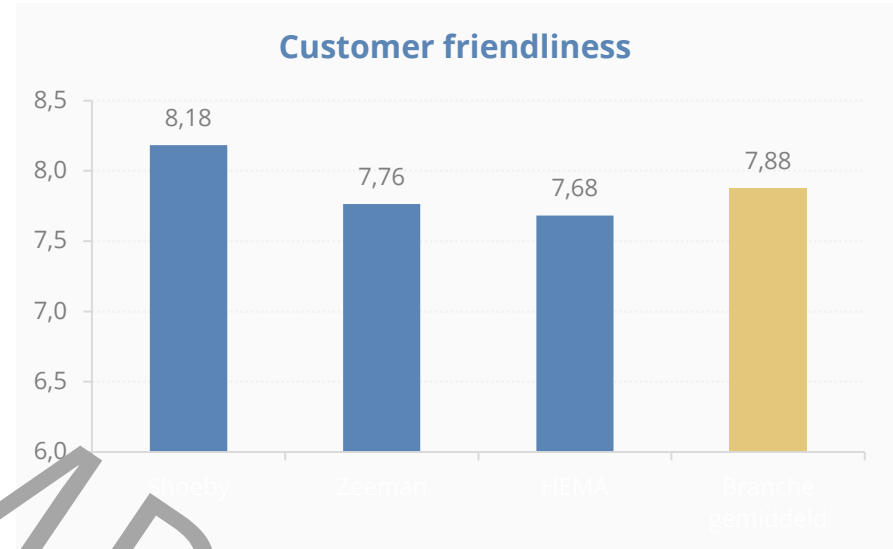


The figure above shows an overview of the scores on the aspect composition assortment. This way you can see if there are distinctive retailers within your industry and whether you are a distinctive webshop yourself.

Expertise & Customer friendliness

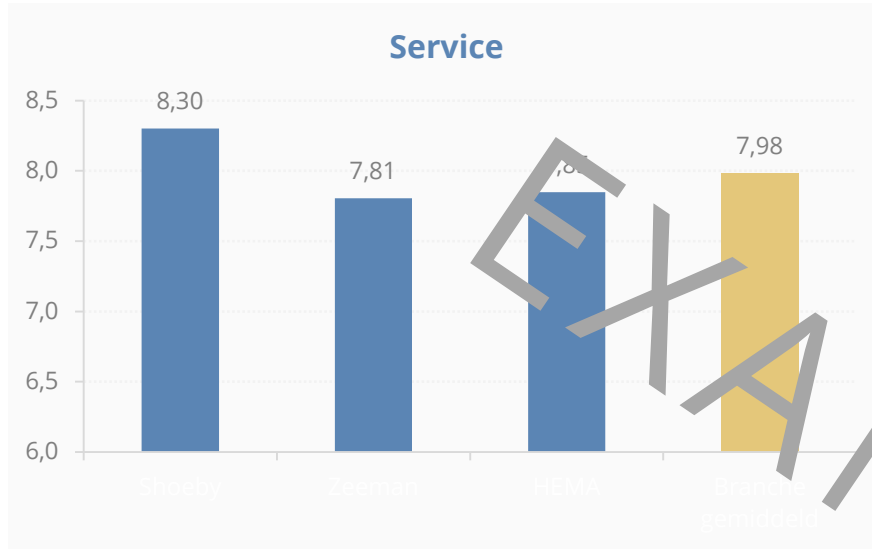


The figure above shows an overview of the scores on the aspect expertise. This way you can see if there are distinctive retailers within the retail industry and whether you are a distinctive web shop yourself.

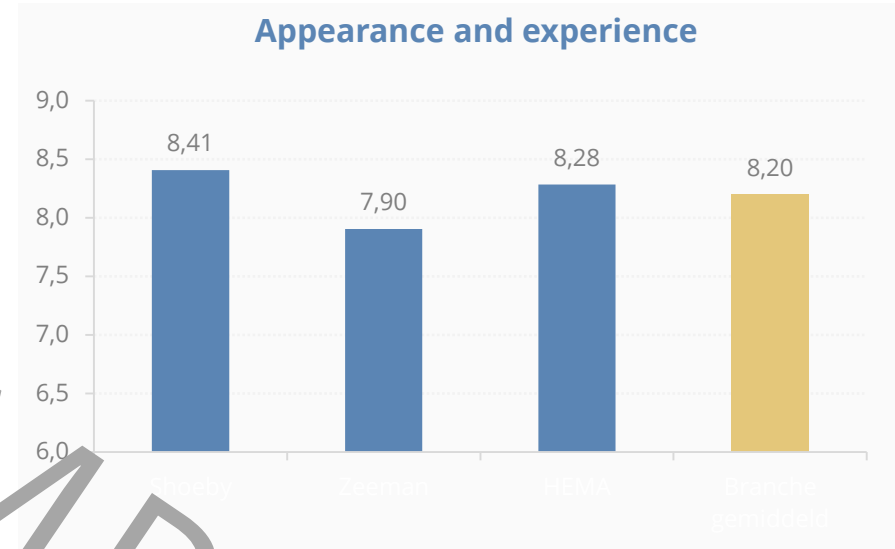


The figure above shows an overview of the scores on the aspect customer friendliness. This way you can see if there are distinctive retailers within your industry and whether you are a distinctive web shop yourself.

Service & Appearance and experience

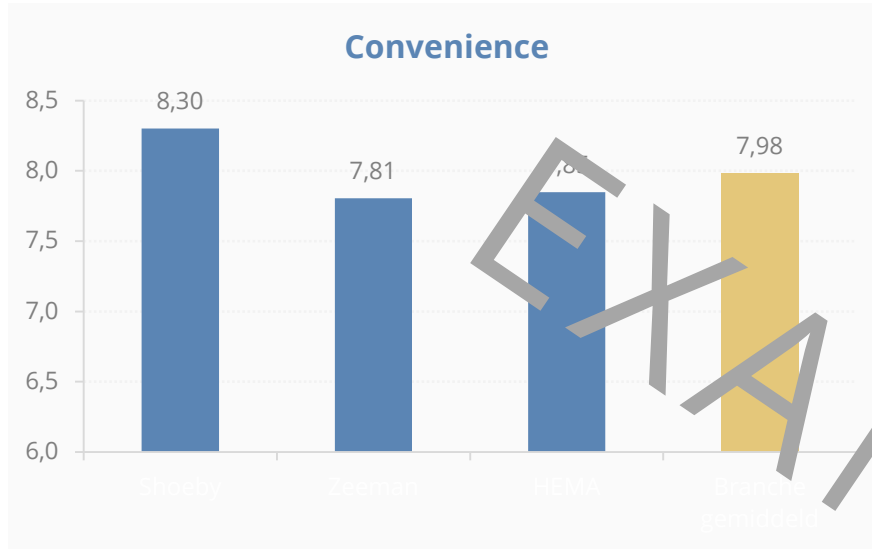


The figure above shows an overview of the scores on the aspect service. This way you can see if there are distinctive retailers within your industry and whether you are a distinctive webshop yourself.

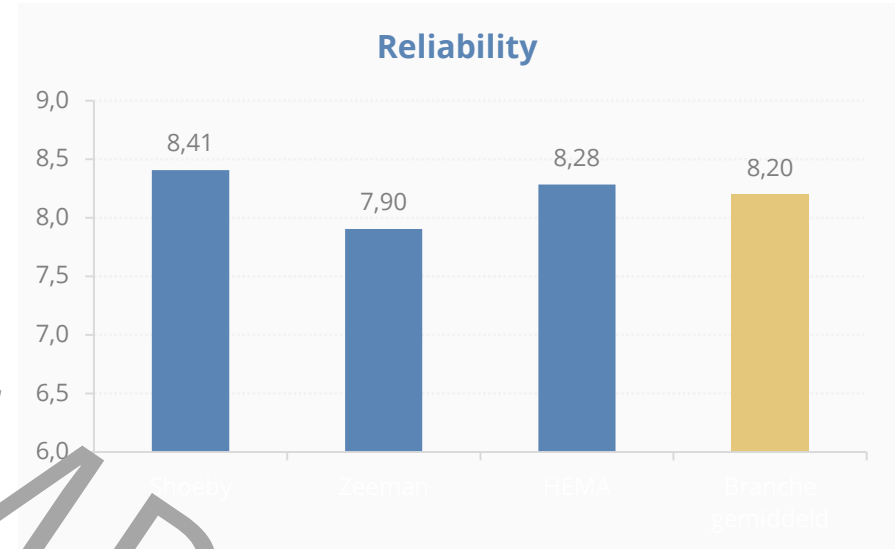


The figure above shows an overview of the scores on the aspect appearance and experience. This way you can see if there are distinctive retailers within your industry and whether you are a distinctive webshop yourself. Good looking!

Convenience & Reliability

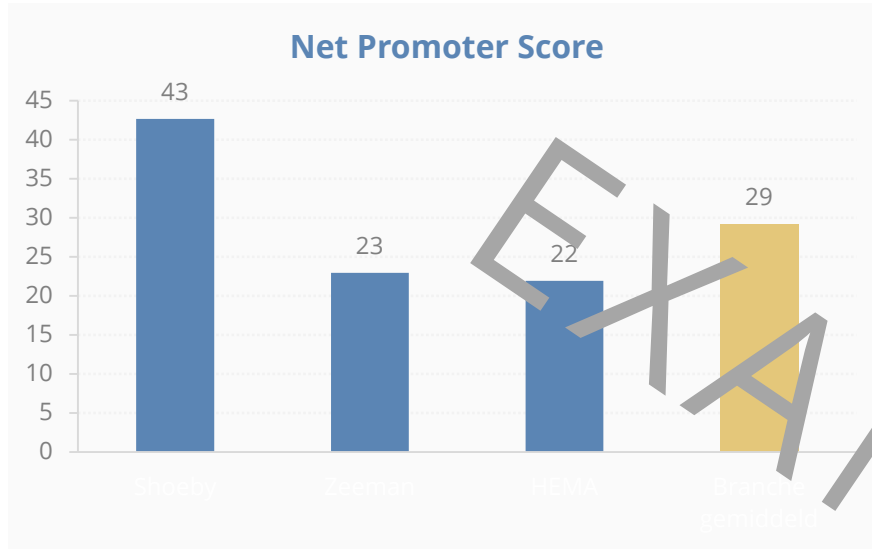


The figure above shows an overview of the scores on the aspect convenience. This way you can see if there are distinctive retailers within your industry and whether you are a distinctive web shop yourself.

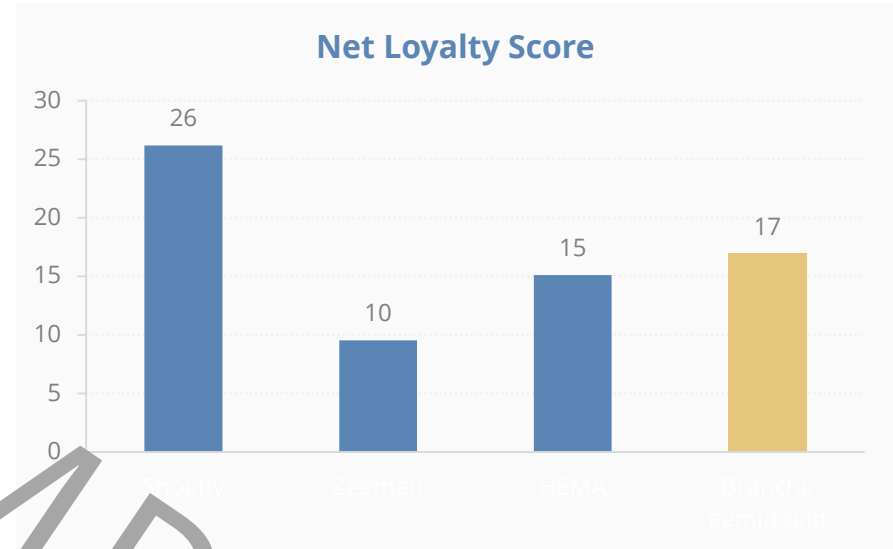


The figure above shows an overview of the scores on the aspect reliability. This way you can see if there are distinctive retailers within your industry and whether you are a distinctive web shop yourself.

NPS & NLS



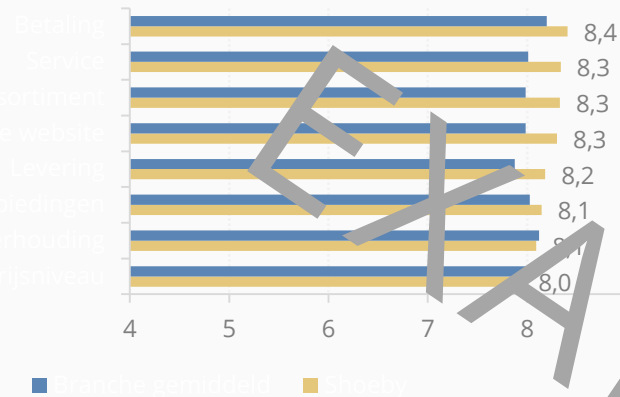
In the figure above, the Net Promoter Score (NPS) are shown for different players. The NPS is calculated by subtracting the percentage of Detractors from the percentage of Promoters. It is interesting to compare your score with those of your competitors.



In the figure above, the Net Loyalty Score (NLS) are shown for different players. The NLS is calculated by subtracting the percentage of Disloyals from the percentage of Loyals. It is interesting to compare your score with those of your competitors.

Scores of webshop X

Scores



Explanation of the importance-performance matrix

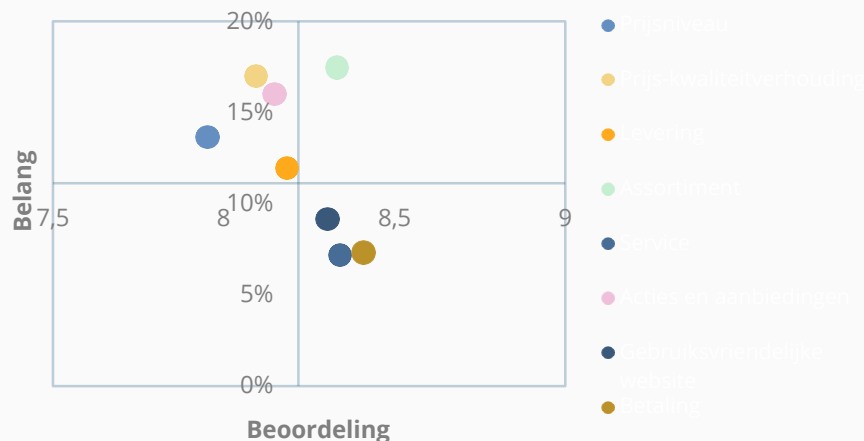
In the upper left corner of the graph, we find the aspects that the consumer finds very important, but which have not yet been assessed so well by the population with the relevant webshop. Significance for the policy is first priority in the approach.

In the upper right corner, we find the observations of the aspects that consumers find important and in which the relevant webshop scores well. Significance for the policy is mainly in the performance of the business as usual.

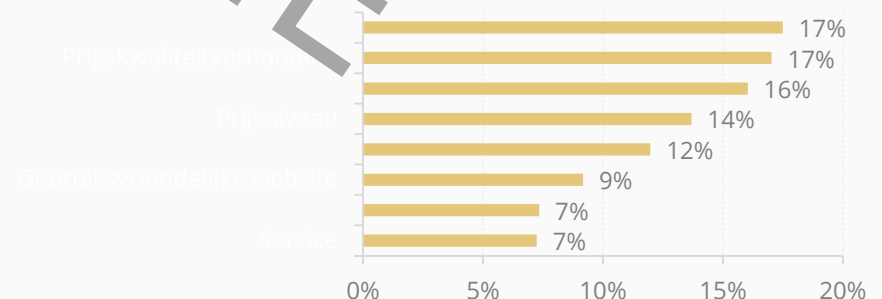
In the lower right corner, we find the observations involving strategic overkill: aspects that are not particularly important to consumers, but which they still find that the relevant webshop scores extremely well. Significance for the policy is the costs associated with the good performance in this regard and improving the performance in the upper left corner.

In the lower left corner, we find the aspects to which consumers do not attach particular importance and which do not score particularly well. Significance for the policy is not very important, first take care of other priorities.

Importance-performance



Importance of the aspects



Factsheet 2018

Ranking		Corrected score	Amount of evaluations	Price	Offers and promotions	Product quality	Composition assortment	Expertise	Customer friendliness	Service	Appearance and experience	Convenience store	Reliability
1	Webshop A	7,85	5.100	7,43	7,88	8,33	8,18	7,81	8,64	7,73	8,05	7,72	8,01
2	Webshop B	7,56	758	8,01	8,09	7,78	8,01	7,84	7,99	7,83	7,84	7,60	7,60
3	Webshop C	7,48	1.625	7,93	8,07	7,44	7,03	7,77	7,89	7,81	7,78	7,59	7,94
4	Webshop D	7,47	897	7,88	8,01	8,03	7,51	7,37	7,96	7,59	7,87	7,93	7,95

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