



Retailer X

Retailer of the Year

Foreword

In the recent months, consumers have been able to evaluate the favorite stores for the first time. Consumers stated which stores they liked best of over 100 stores in 2017.

Congratulations

Naturally, we would like to congratulate the winners. Secondly, we would like to urge you to take the time to reflect on the results and give yourself insight into your strengths and weaknesses, but certainly also to take care of attention. These aspects offer you the opportunity for a better performance next year.

Key questions

Which retailers provided according to the consumers in 2017? Which retailers received lower evaluations this year? What are the key questions every retailer should help you in a market which will be a big challenge for you? What are the opportunities and challenges for a member of the respondents? How can you use the data and insights to improve your performance?

Where to go from here?

Q&A can help you to identify your organization's strengths and weaknesses and provide advice on how to differentiate yourself from the competition.

We hope you enjoy reading this report and that you will develop a clear strategy for the future. It is important to differentiate yourself from the competition further, so that your organization, one of your clients, may not be lost next year.

For the list of the winners and an explanation of the method, please visit [OUR WEBSITE](#).

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

Q&A

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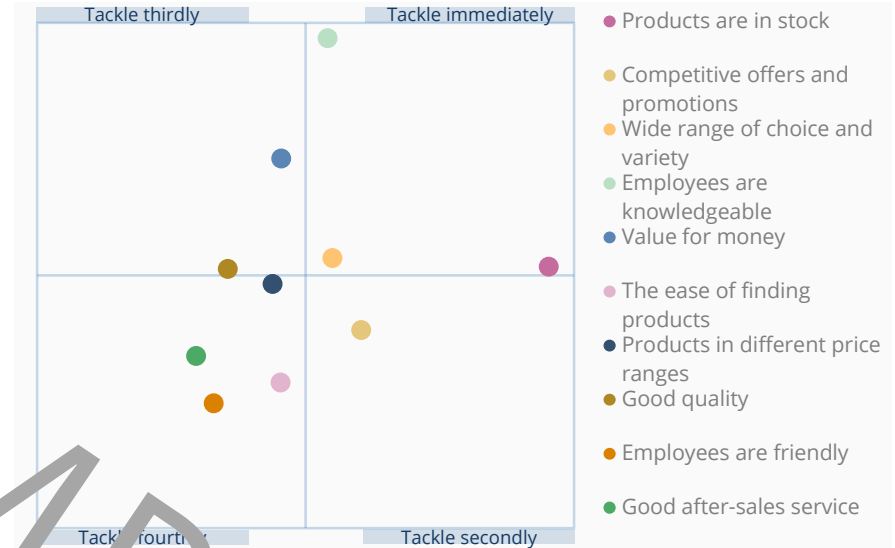
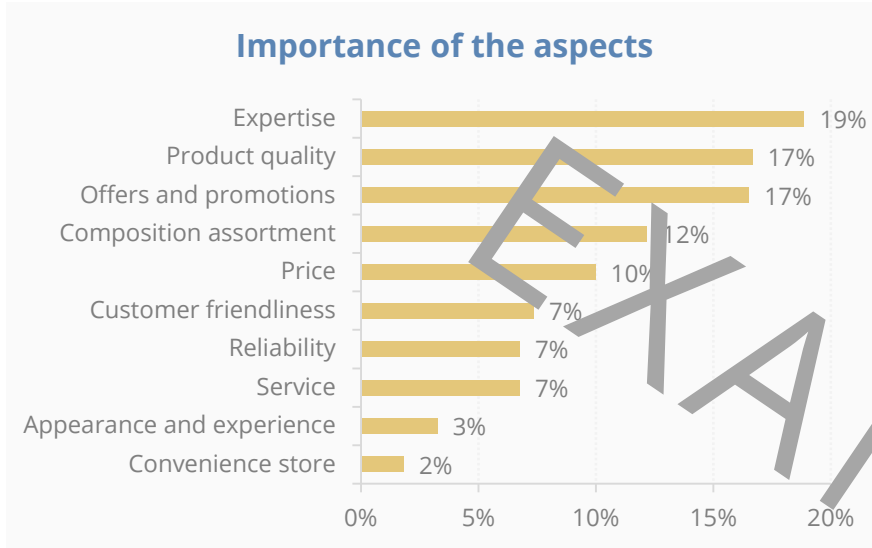
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Additional study

Parallel to the election, Q&A also performs a survey among its own consumer panel, called the Q&A Panel. In this study the respondents are asked to indicate which aspects are important when choosing a particular store. In this, the same nine aspects are used as the consumer gets when evaluating store chains in the election. This is a random sample of at least 200 respondents per category, in which the results in the dataset are weighted according to gender and age.

Aspect importance & improvement points

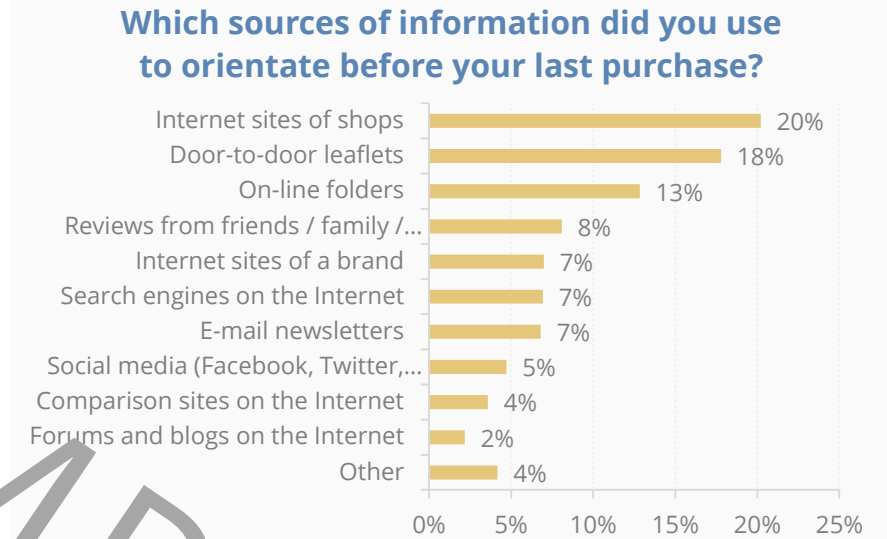
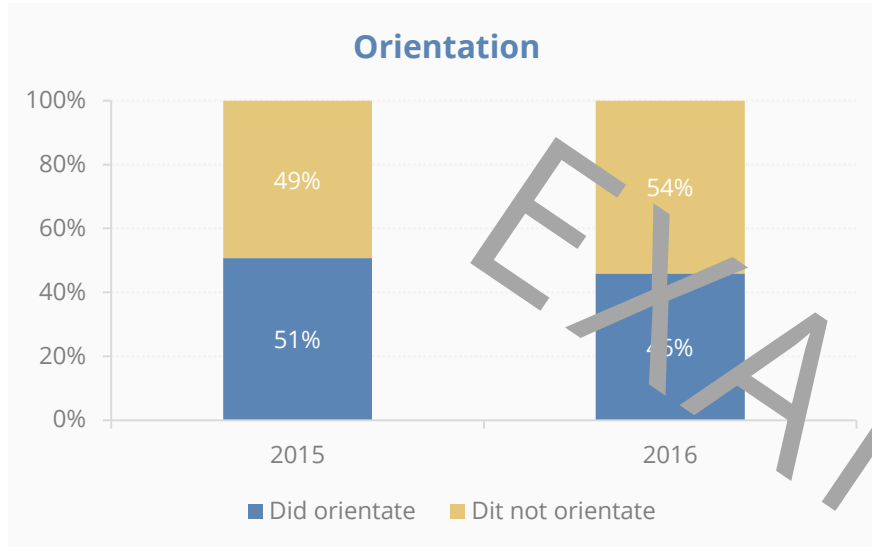


What is important to consumers in your sector when assessing stores and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine how you should focus the coming year.

Consumers have been asked to specify if they agree with the aspects stores within your category fail to do or that they think are improvement points that can be made in relation to your sector. This is changed to the consumers satisfied about the availability of products. Next, the consumers are asked to indicate how important they believe these aspects are when they visit a store within your sector. The top three aspects regarding the retailers fail to do or that they agree with the consumer are compared with the related interests in the figure above.

The aspects regarding the retailers fail to do or that they agree with are indicated on the X-axis. The order of importance for visitors is stated in your sector is indicated on the Y-axis. The aspects are shown on the right at the top in the graph at the consumer believes they are the most important, but regarding which retailers fail to do or that they agree with the consumer are indicated on the X-axis. These aspects are given the first priority in relation to the clicking.

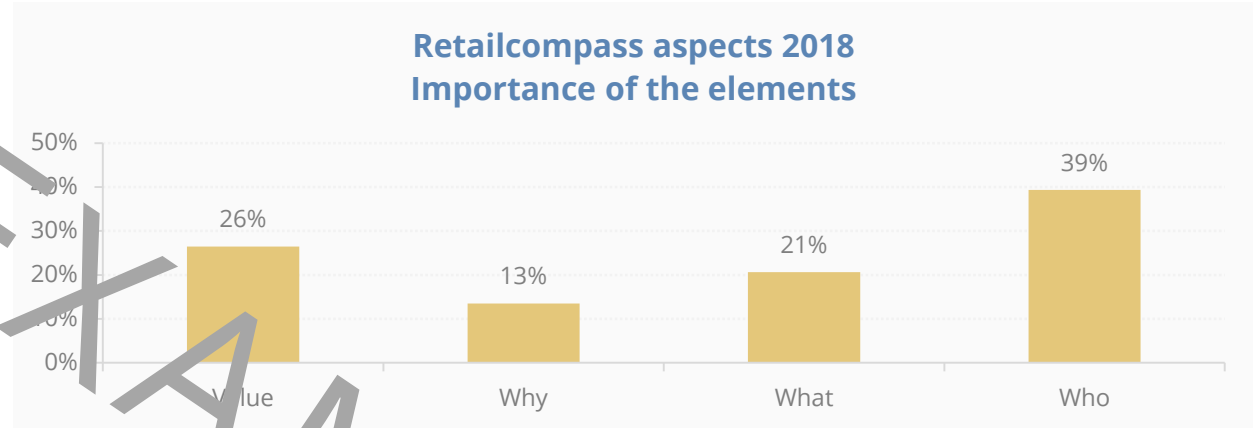
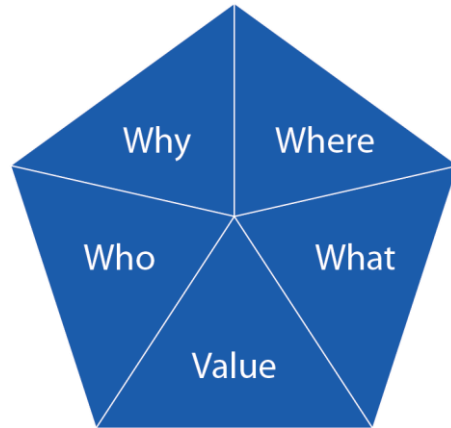
Gaining information behaviour



Do consumers in your sector immediately visit a store or do they gain information first? The answers to the questions are shown in the above figure based on the last purchase they made with the retailer in your sector. Does a large part of your customers seek for information? If this is the case, they are already knowing exactly what they want where they visit your store. Ensure that your staff is prepared for this. In addition, it is of course, essential for you that your communication strategy is aligned to the gaining of information behaviour of your customers with your sector.

If some of your customers gain information, it is important to get insight into exactly where they do this. Are you well represented in these information sources? The figures above show which information sources are used in the information gathering process before they visit a store. It is important that your digital marketing mix is in line with this. The general rule is that you must deploy several sources to reach your target group.

Retail compass



The retail compass describes the five marketing Ws with which a retailer can differentiate itself from the competition. These five 'elements' can be immediately observed at a retailer by a consumer, and involve the following:

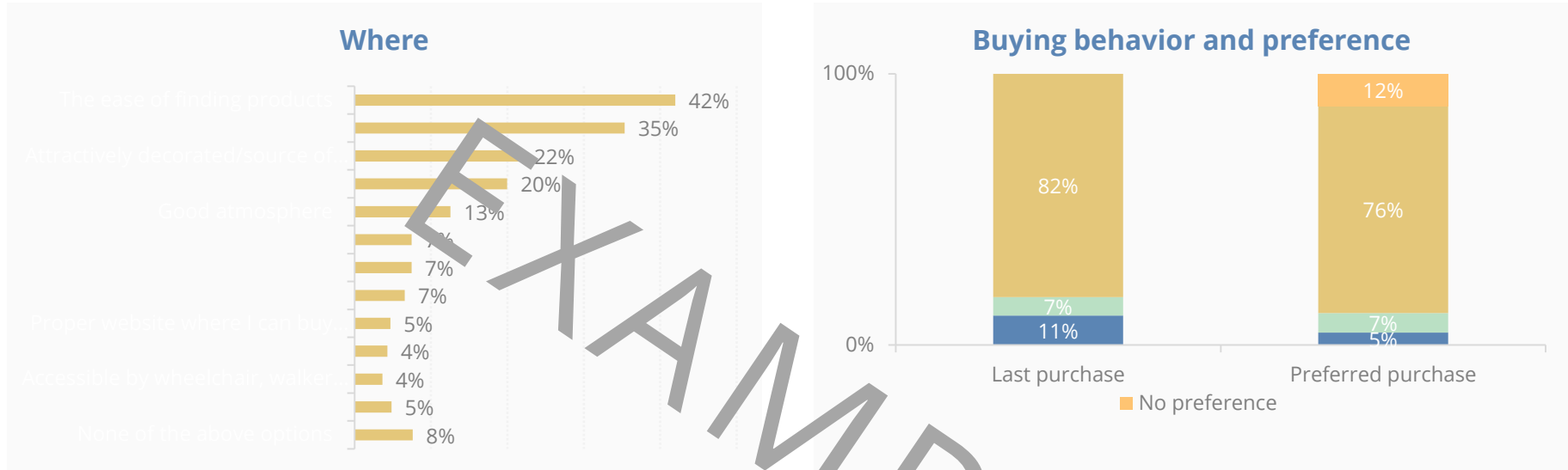
- **Where:** relates to aspects which concern the location and layout of the store;
- **What:** relates to the aspects of range and new stock;
- **Value:** relates to the aspects of value for money and price level;
- **Who:** relates to the aspects of customer-friendliness, expertise, atmosphere and service;
- **Why:** relates to all the reasons for shopping with a retailer and can be influenced by promotions and special offers and communications.

The retail compass compares the aspects between retailers and shows where they are and where they should excel. It is (almost) impossible to beat the competition on all elements. The rule of thumb for the retail compass is therefore as follows: Start with the five elements; you must score better than the competition on one or two elements; you must achieve a average score on one or two; and on two or three you can afford to score (slightly) lower than average. Consumers compare a retailer's development score on the five Ws with a constant limit. It is therefore a good idea to reassess the aspects of the compass regularly.

The figure 'Retail compass aspects' shows the importance of the five elements in your sector and the five elements.

The following page provides insight into what consumers find important within the different corners of the retail compass. The element 'Why' is not included because the element 'Why' can't be summarized in one or two aspects.

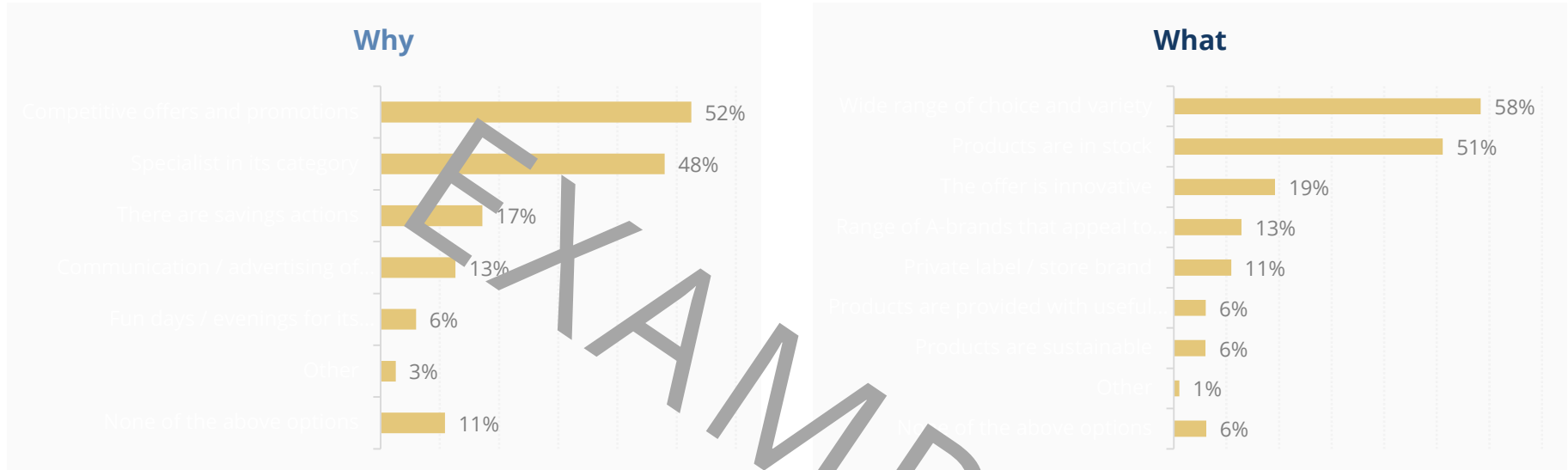
Retail compass: Where



What is important for consumers in your sector with the where corner of the retail compass where they visit a store within your sector? The figure above provides insight into the importance of the aspects within this corner. These insights are essential to decide where to improve and optimize your position in the where corner.

Your customers do not buy everywhere and always these days, including your sector. It is therefore interesting to map out their buying behavior and the development thereof. The figure above shows where customers in your sector made a purchase and which shopping channel has their preference. These basis facts are of different importance depending on the sector. It applies to all sectors that have customers and as a retailer cross channel strategy. If you do not set this purpose clearly you will run the risk of losing your market share to competitors.

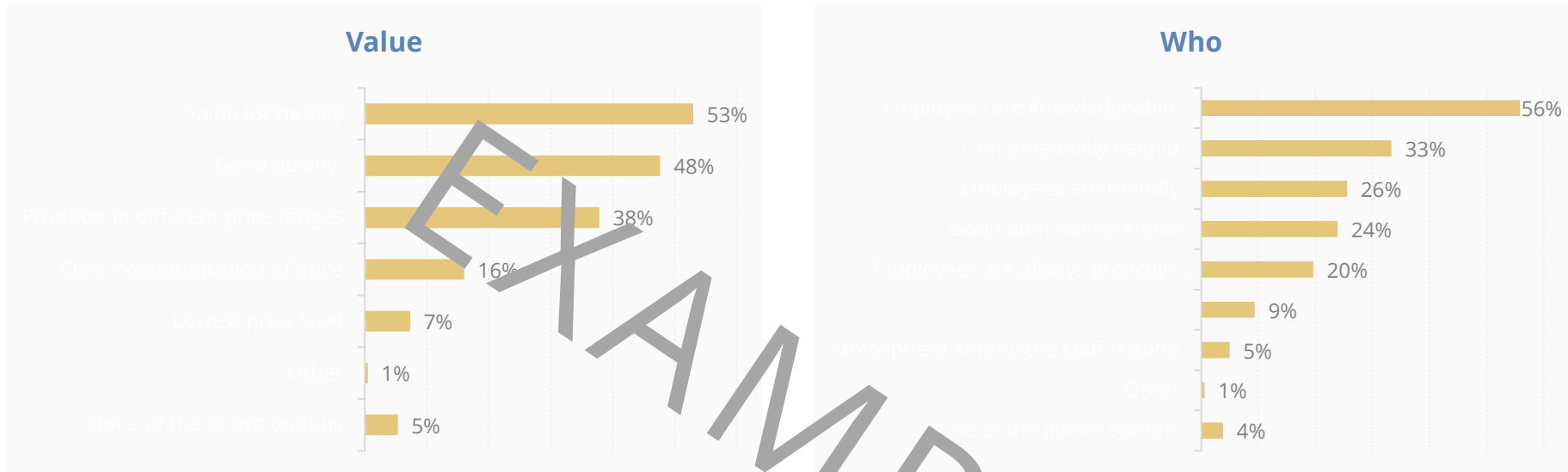
Retail compass: Why & What



What is important for consumers in your sector with the why corner of the retail compass where they visit a store with your sector? The figure above provides insight into the importance of the aspects within this corner. These insights are essential to determine where to improve and optimize your position in the why corner.

What is important for consumers in your sector with the what corner of the retail compass where they visit a store with your sector? The figure above provides insight into the importance of the aspects within this corner. These insights are essential to determine where to improve and optimize your position in the what corner.

Retail compass: Value & Who



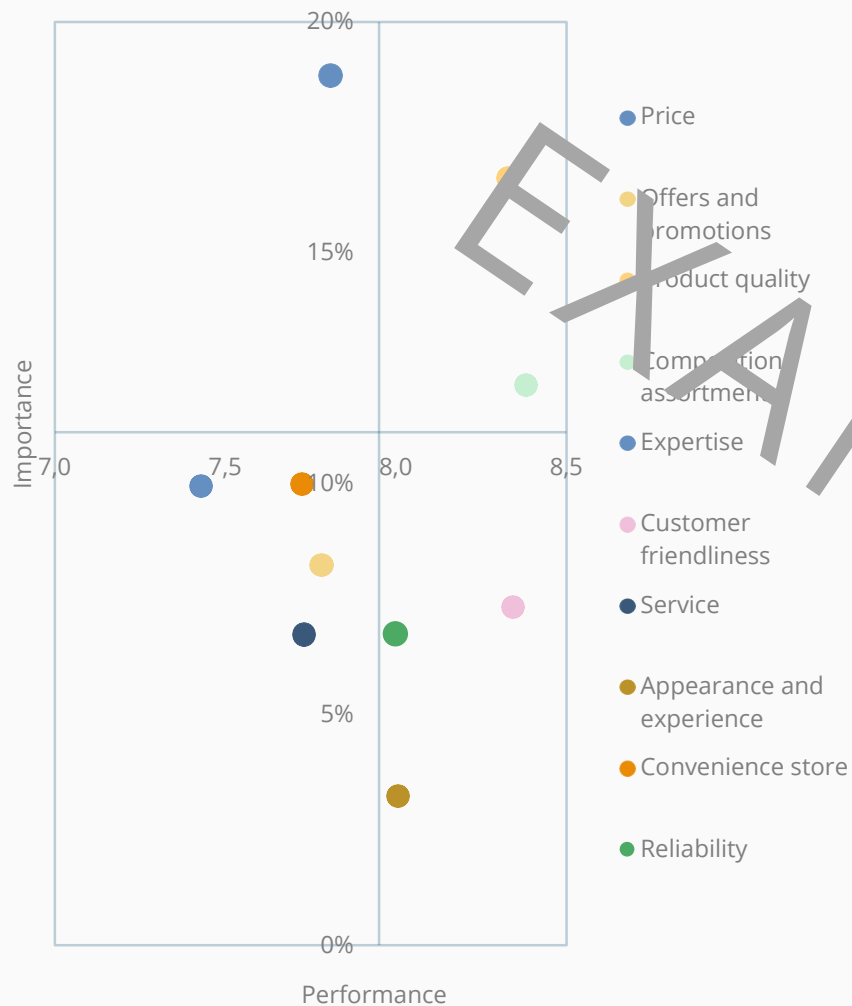
What is important for consumers in your sector within the value corner of the retail compass when they visit a store within your sector? The figure above provides insight into the importance of the aspects within this corner. These insights are essential to decide where to improve and optimize your position in the value corner.

What is important for consumers in your sector within the who corner of the retail compass when they visit a store within your sector? The figure above provides insight into the importance of the aspects within this corner. These insights are essential to decide where to improve and optimize your position in the who corner.



Results

Importance-performance

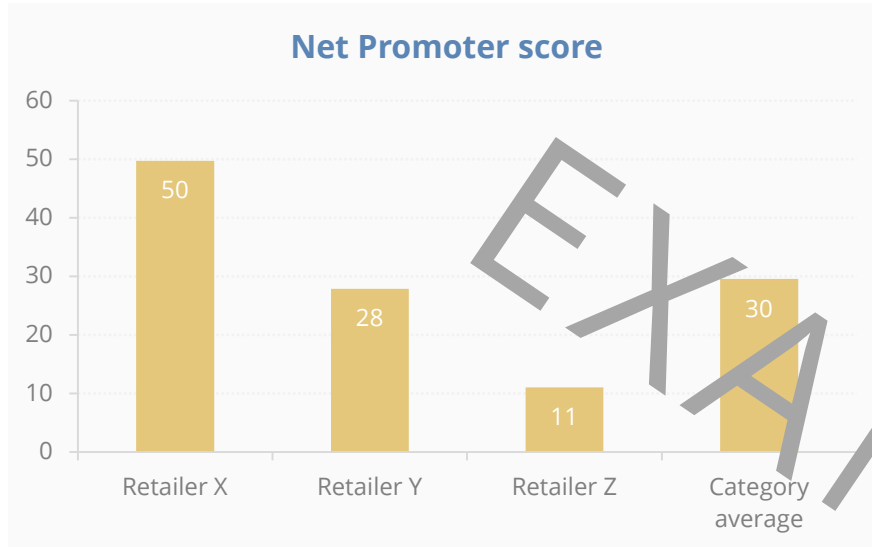


Importance-performance

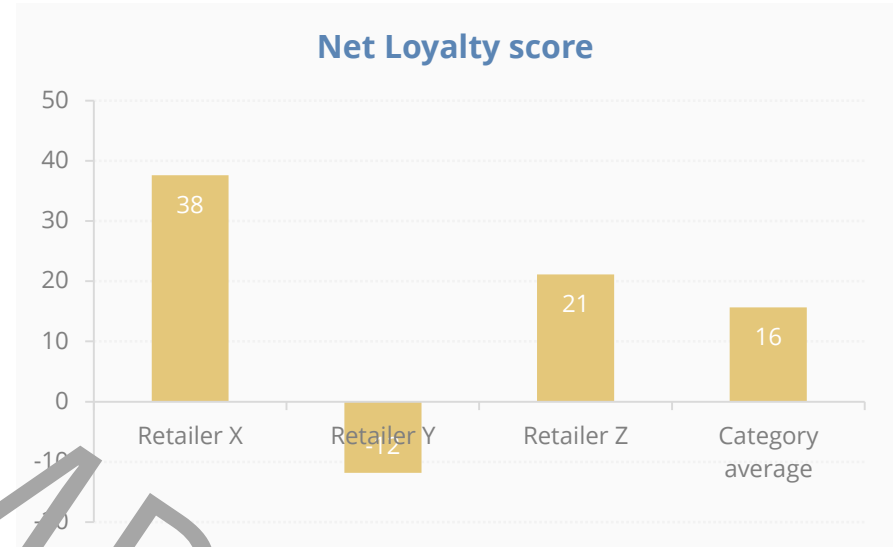
Explanation of the importance-performance matrix

- In the upper left corner of the graph, we find the aspects that the consumers find very important but which are simultaneously assessed to score very poorly with the relevant retailer. Significance for the policy of first priority in the approach.
- In the upper right corner, we find the observations of the aspects that consumers find important to add in which the relevant store scores well. Significance for the policy to maintain the performance through 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 retailer scores extremely well in. Significance for the policy to reduce the costs associated with the good performance in this quadrant to improve 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 to give very important first take care of the other priorities.

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 Dissatisfied from the percentage of Loyalists. It is interesting to compare your score with those of your competitors.

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	Retailer A	7,85	5.100	7,43	7,89	8,33	8,18	7,81	8,64	7,73	8,05	7,72	8,01
2	Retailer B	7,56	758	8,01	8,09	7,8	8,01	7,84	7,99	7,83	7,84	7,60	7,60
3	Retailer 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	Retailer D	7,47	897	7,88	8,01	8,03	7,5	7,37	7,96	7,59	7,87	7,93	7,95

Legend:

Value

What

Who

Where

Why

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