# Retailer X

## Retailer of the Year

# PREFACE

The elections, edition 2020-2021 are finished! Over the past few months, 238,529 consumers have rated their favourite (web)shop. The result? 452,785 reviews. The awards have been presented in 29 categories. To the winners: congratulations!

In this report you will find an overview of the results in the category. Your strengths, but also your areas of improvement. These insights offer you the opportunity to keep improving your performance. An overview of the winners and an explanation of the methodology can be found at retailerswinkelketen.nl.

If you have any questions or comments, please contact us.

With kind regards,

Organisation team 'Retailer of the Year'

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**Q&A**
Printerweg 22
3821 AD Amersfoort
The Netherlands

Tel: +31 (0)33 2454637
info@qanda.nl
www.qanda.nl

RETAILER OF THE YEAR
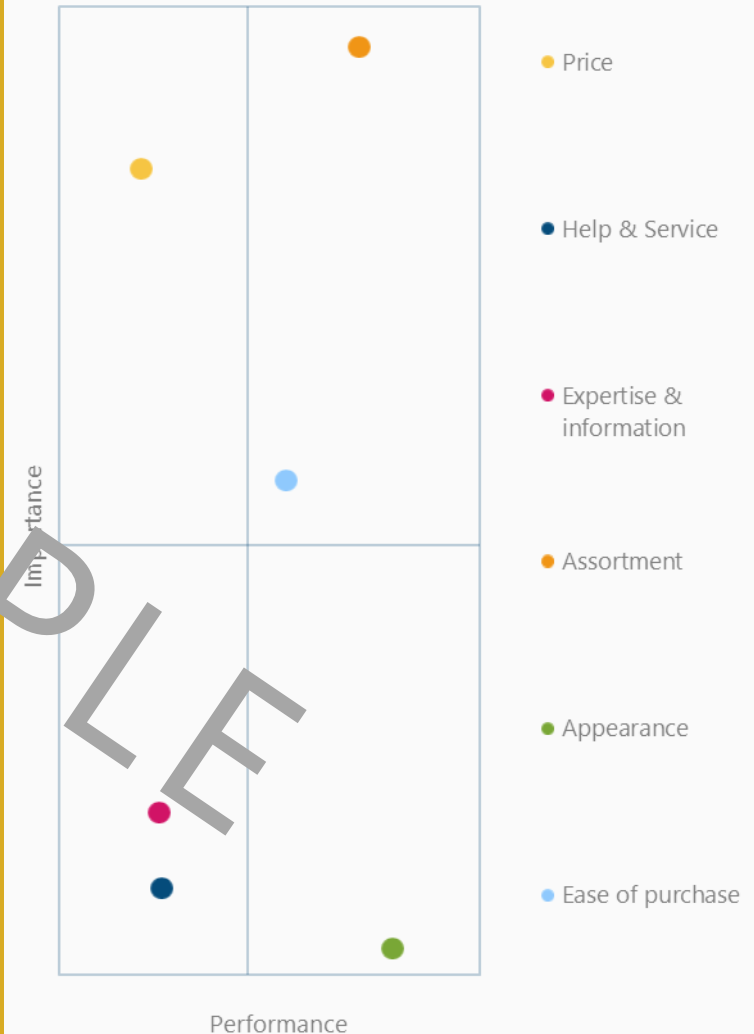
Results

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Global Brand & Retail Experts
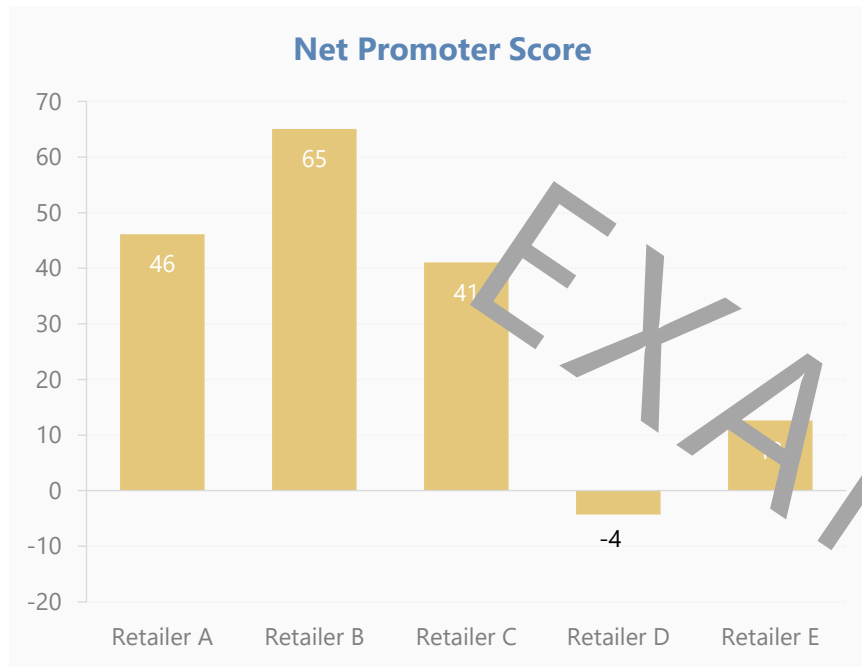
# IMPORTANCE-PERFORMANCE

**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 are simultaneously assessed to score very poorly with the relevant retailer. Significance of the policy: first priority in the approach.

- In the **upper right** corner we find the observations of the aspects that consumers find important and on which the relevant store scores well. Significance of the policy: 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 customers, but on which they still find that the relevant retailer scores extremely well. Significance of the policy: rather spend the costs associated with the good performance in this quadrant on 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 of the policy: not very important, first take care of the other priorities.



Importance-performance: RETAILER X

Legend: Price, Help & Service, Expertise & information, Assortment, Appearance, Ease of purchase

Axes: Importance (y), Performance (x)

# NPS & NLS

## Net Promoter Score



## Net Loyalty Score



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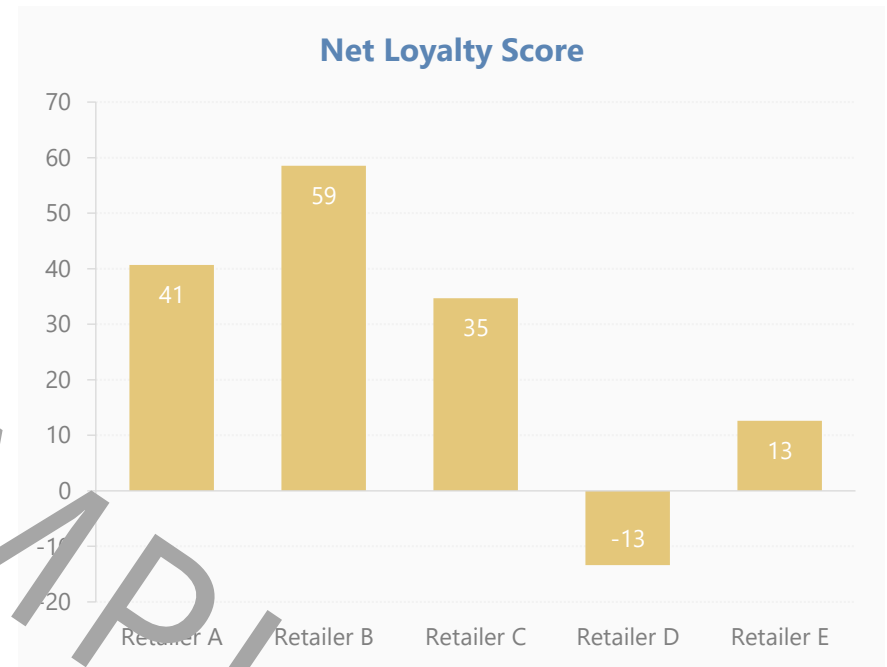
In the figure above, the Net Loyalty Score (NLS) are shown for different players. The NLS is calculated by subtracting the percentage of Disloyals from the percentage of Loyals. It is interesting to compare your score with those of your competitors.

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International Retail Experts

# FACTSHEET

| Ranking | | Corrected score | Amount of evaluations | Price | Help & Service | Expertise & information | Assortment | Appearance | Ease of purchase |
|---|---|---|---|---|---|---|---|---|---|
| 1 | Retailer A | **4,09** | 3.682 | 4,04 | 4,36 | 4,32 | 3,99 | 4,26 | 4,20 |
| 2 | Retailer B | **4,08** | 650 | 4,63 | 4,04 | 3,80 | 4,12 | 3,78 | 4,41 |
| 3 | Retailer C | **3,78** | 451 | 3,82 | 4,22 | 4,19 | 3,90 | 3,99 | 3,98 |
| 4 | Retailer D | **3,61** | 112 | 3,49 | 4,20 | 4,29 | 4,15 | 4,25 | 4,05 |
| 5 | Retailer E | **3,52** | 110 | 3,10 | 3,73 | 3,99 | 3,93 | 4,04 | 4,00 |

Ebeltoft Group
International Retail Experts

# CONTACT

## Q&A

Printerweg 22

3821 AD Amersfoort

The Netherlands

T: +31 (0) 33-2454637

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