

# Problematic Journeys: Grocery

## KEY TAKEAWAYS

- + The journey grocery users most want to see improved is 'finding and selecting the right products', with 12% saying this journey is broken.
- + The journey the fewest consumers think needs improvement is 'returning a product'.

## ABOUT

This chart shows the percentage of consumers that think each interaction with a specific grocery company needs to be improved, aggregated across all grocery companies included in the analysis.

**Thinking of your interactions with [a grocery store], which of these experiences most needs to be improved?**  
(Select up to two options)



# How Journeys Impact NPS: Grocery

## KEY TAKEAWAYS

- When none of these journeys are identified as broken, consumers provide grocery companies with an NPS of 47. When one or more journey needs improvement, consumers give an NPS of 9.
- Consumers that say 'getting help from the customer service department' is a broken journey provide an NPS 35 points lower than those that didn't say so.
- 'Locating the right store' is the journey that, when broken, has the least impact on a grocery store's NPS.

## ABOUT

These charts show the NPS that consumers give a grocery company when they say a journey needs improvement, the NPS consumers give grocery companies when a journey is not in need of improvement, and the difference between those two NPS scores.

### NPS difference when consumers identify a grocery journey that needs improvement

	NPS when selected	NPS when not selected	NPS difference
Getting help from customer service department	1	37	35
Finding and selecting the right products	8	37	29
Completing the purchase	8	35	27
Using the products	11	34	24
Using online customer service resources	14	35	21
Receiving useful updates	14	34	20
Returning a product	18	34	16
Locating the right store	18	34	16

Base: 9,055 US consumers

Source: Qualtrics XM Institute Q3 US Benchmark Study

# Methodology

## STUDY OVERVIEW

The data for this report comes from a U.S. Consumer study that Qualtrics XM Institute conducted in the third quarter of 2021. Using an online survey, XM Institute collected data from 9,055 consumers within the United States of America. To ensure that the data was reflective of the population, we set quotas for responses to match the gender, age, ethnicity, geographical region, and income according to the latest available U.S. Census.

## DATA CALCULATION

In **Figure 1**, we calculated the chart by taking the total number of consumers that identified that journey as needing improvement for all qualifying companies within this industry and dividing it by the total number of respondents for all qualifying companies in this industry. A qualifying company had 100+ respondents that recently interacted with that company.

In **Figure 2**, we derived the NPS scores for the first chart by taking the total number of promoters and detractors that selected each journey for improvement for all qualifying companies within this industry and performing the NPS calculation using the total number of respondents in this industry that chose that journey for improvement. The second chart was calculated by taking the total number of promoters and detractors that didn't select each journey for improvement for all qualifying companies within this industry and performing the NPS calculation using the total number of respondents in this industry that didn't choose that journey for improvement. The difference was calculated by subtracting the NPS for those that did select each journey for improvement from the NPS for those that did not select that journey for improvement\*.

The NPS calculated for consumers who thought none of the journeys needed improvement was calculated by using an exclusive 'none of these need improvement' option in place of the journey and calculating an NPS as was done for the first chart.

\*NPS difference numbers may appear slightly different than expected due to rounding.

### AUTHORS

Bruce Temkin, XMP, CCXP – Head of Qualtrics XM Institute  
Moira Dorsey, XMP – XM Catalyst  
Talia Quaadgras – Senior Research Associate

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