

# Problematic Journeys: Retail

## KEY TAKEAWAYS

- + The journey that retail consumers most want to see improved is 'finding and selecting the right product', with 12% saying this journey is broken.
- + The journey the fewest consumers think needs improvement is 'understanding purchase receipts'.

## ABOUT

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

### Thinking of your interactions with [a retailer], which of these experiences most needs to be improved?

(Select up to two options)



# How Journeys Impact NPS: Retail

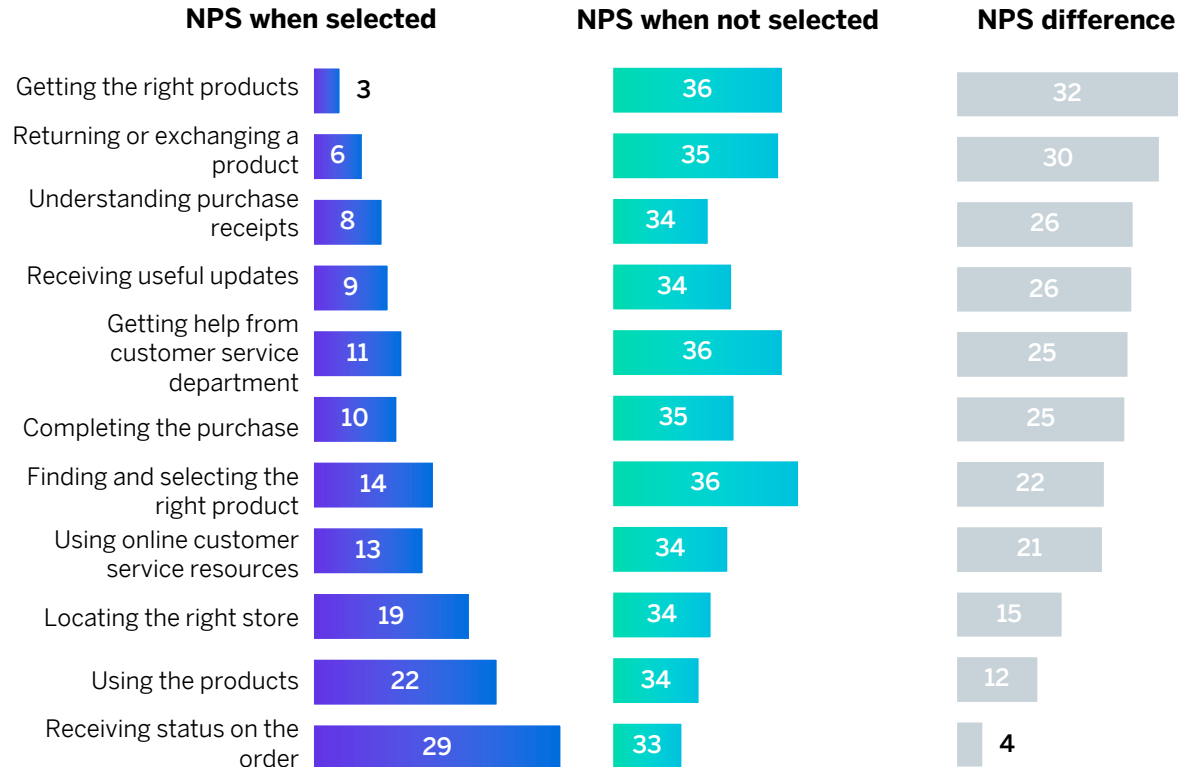
## KEY TAKEAWAYS

- + When none of these journeys are identified as broken, consumers provide retailers with an NPS of 48. When one or more journey needs improvement, consumers give an NPS of 13.
- + Consumers that say 'getting the right products' is a broken journey provide an NPS 32 points lower than those that didn't say so.
- + 'Receiving status on the order' is the journey that, when broken, has the least impact on a retailer's NPS.

## ABOUT

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

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



## 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.

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