

CASE STUDY

identifying opportunity through custom research

Customer Satisfaction

The Issue:

A national retailer initiated a strategy of including in-store kiosks in several of their stores that offer healthy drinks and refreshments. The goal of this strategy is to enhance the customer experience, add a lifestyle point of differentiation, and generate incremental sales.

However, patronage at some in-store kiosks started to decline and sales were inconsistent across stores. This client requested research that would help them understand customer satisfaction levels for the in-store kiosks as well as better understand shopper purchase behavior at the kiosks.

The Solution:

Kiosk customers were recruited in-store to participate in this study. Invitations provided a website address and a single-use password for accessing an online survey hosted on MRSI's online interviewing platform.

Survey quotas were established by sales tier to secure sample representation for three different levels of in-store kiosk sales performance.

Business Implications:

The research found that satisfaction levels were quite high for the in-store kiosks, regardless of kiosk sales performance. Therefore, factors other than operational effectiveness were driving lower kiosk sales and the sales differences across stores.

The study further enabled this retailer to better understand "destination" visits to the in-store kiosks as compared to kiosk patronage as part of a shopper's typical store shopping behavior.

A higher percentage of destination visits was identified as a quality of better performing kiosks. Store location, trade area demographics, and convenience were drivers of these destination visits as well as key contributors to overall kiosk success.

This research provided insight into customer satisfaction as it related to in-store kiosk performance. It also pointed to non-operational drivers of sales performance as areas of client marketing focus to generate more destination-type visits and patronage.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.