



ALL THINGS CUSTOMER

EMMA-LOUISE VEITCH

CUSTOMER EXPERIENCE EXPERT





***Coronavirus Impact
Survey:
Food Shopping***

29th April - 13th May 2020

SUMMARY

29th April - 13th May 2020

163 Respondents

Please note; Results are rounded up/down to the nearest whole number

- 96% felt safe going food shopping prior to the coronavirus pandemic, whereas currently, with the coronavirus measures in place, only 35% feel safe (a reduction of 64%) and 42% don't feel safe but feel they must go anyway
- Even though there is a lot of appreciation for shop workers and all the safety and hygiene measures that have been implemented, shoppers are still nervous. Even once we 'return to normal', there is still a 39% reduction in people feeling safe going food shopping (59% think they're likely to feel safe again), and, 31% are likely to still not feel safe but feel they must go anyway
- During the coronavirus pandemic, people are changing the frequency of their food shopping. Opting more to shop once a week (49% currently vs 15% previously - a 227% increase), instead of a couple of times a week (previously 66%, currently 38% - a 42% decrease)
- Once we 'return to normal', 57% are likely to shop a couple of times a week again, however, there is a 65% reduction in those thinking they will shop daily (previously 17%, when we 'return to normal' 6%) and 7% who are likely to shop several times a month or once a month or less (previously 0%)

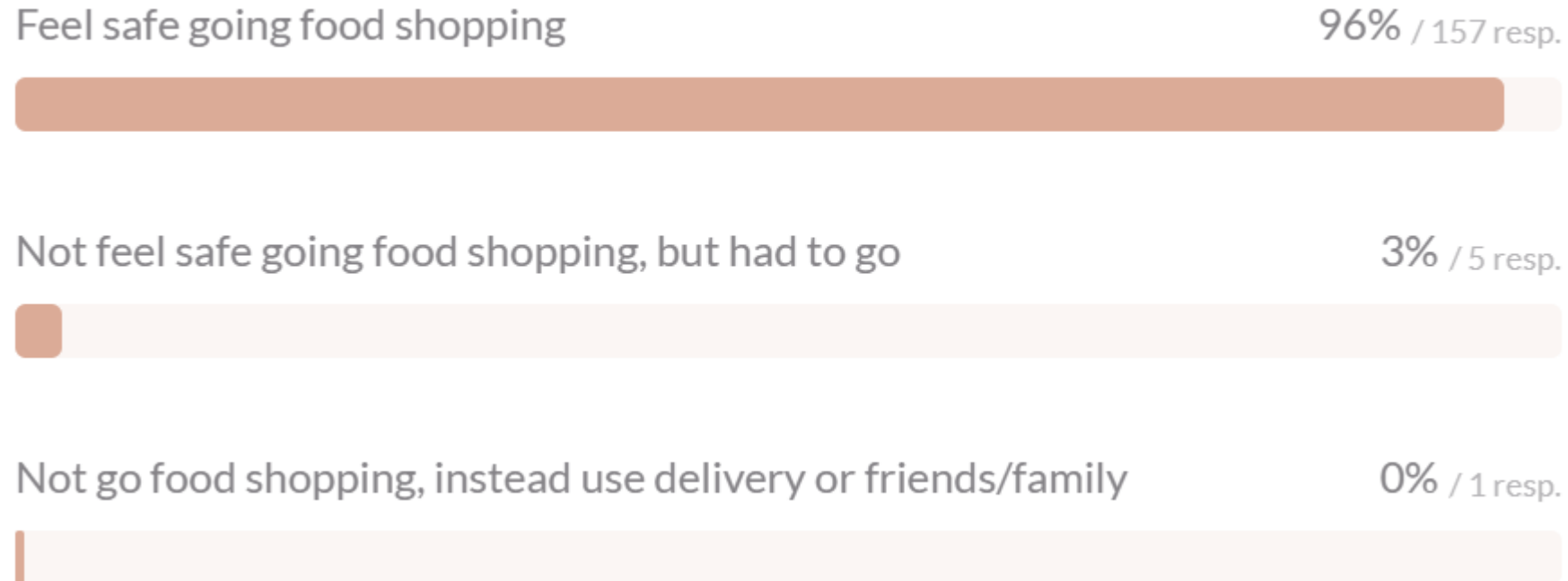
SUMMARY

- Prior to the coronavirus pandemic, 0% used delivery or friends family for food shopping. Whereas currently 22% are using delivery or friends and family and once we return to normal 9% will still use delivery or friends family
- 72% would like to see more food shopping delivery options; 44% of these think there should have been more food delivery options available even before the pandemic, and although 28% didn't mind previously, they now think there should be more options
- If food shopping delivery was more available, It's a pretty even split between people being more likely to use, only delivery, visiting the physical shop and using a combination of both. However, 36% would be more likely to use delivery than visit the shop and a further 32% would use an equal combination of delivery and visiting a physical shop. This shows 68% would use a delivery service
- 68% agree or strongly agree in valuing the experience of a physical shop when food shopping, which does still show the importance of considering an online and offline presence
- 68% think that customer service/experience has improved during the coronavirus pandemic. Most commonly mentioned...
 - Believing that staff are more helpful, friendly, attentive and patient
 - Enjoying being able to organise food shopping deliveries
 - Feel that staff/businesses care about consumers safety
 - Preferring that the shops are less crowded and that you're not rushed
 - Appreciating the increased hygiene standards and social distancing measures that are in place
 - Liking the more regular communication to their customers
 - Noticing there is a more general feeling of 'Community spirit'

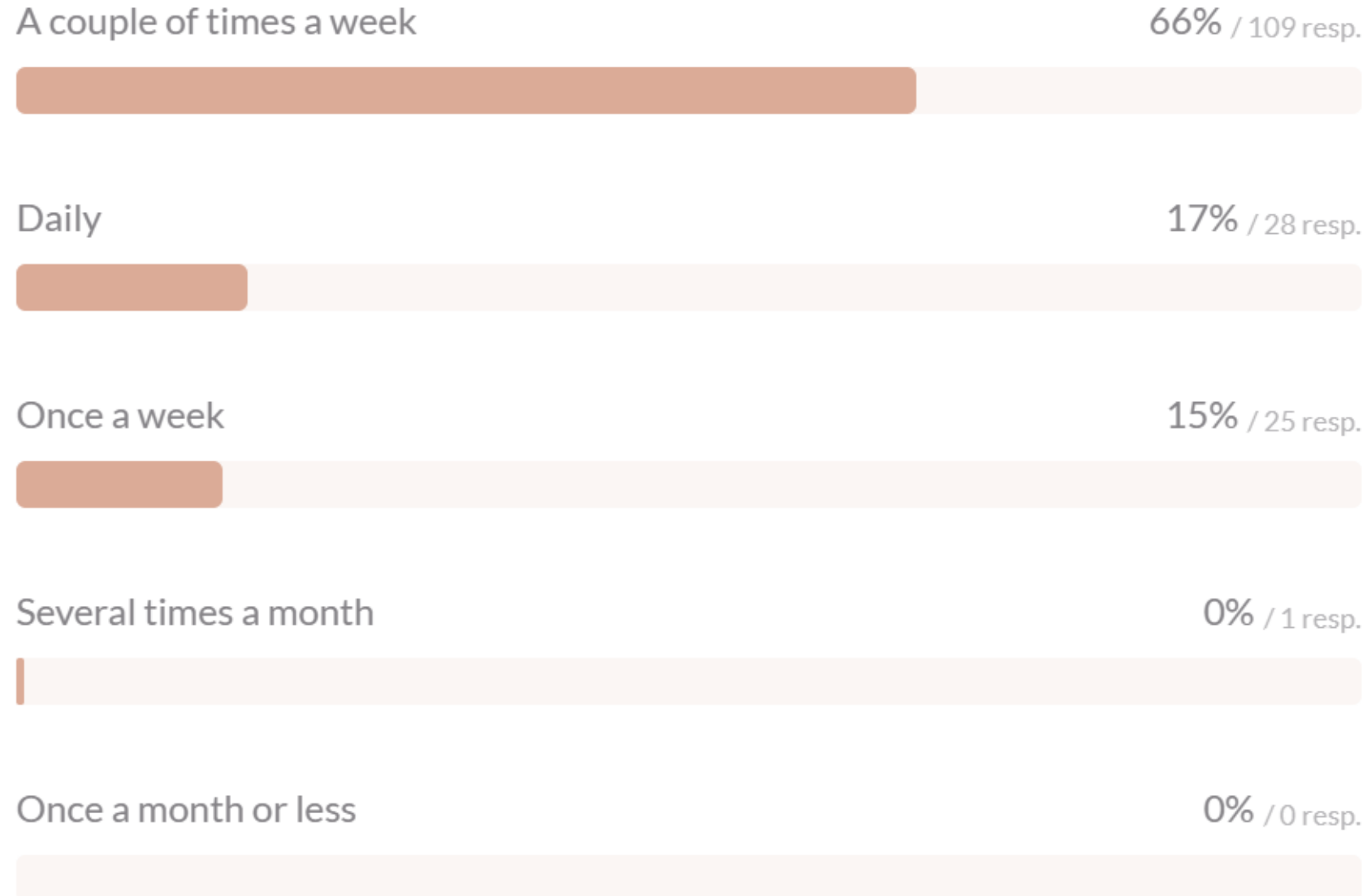
SUMMARY

- Whilst there are many areas in which consumers have noticed customer service/experience improvements. A few mentioned that they recently feel that customers are appreciating and respecting shop workers much more. My personal view is that this is true, therefore, whilst I've seen amazing customer service during this time, I feel the mutual respect between shop workers and consumers has led to the feeling that customer service has improved during this time
- When asked what a food shopping retailer might do as a result of the coronavirus pandemic that would make you buy from them above anyone else in the future? Most commonly mentioned...
 - Having the ability to order online and arrange delivery (although reduce the spend threshold to get free/cheaper delivery and also offer Click & Collect)
 - Offer competitive pricing
 - Ensure good stock availability and stock more local produce
 - Maintain the high standards of cleanliness and hygiene. Also maintain the safety measures including less people in shops, disinfected trolleys and social distancing
 - Ensure special offers are also available when ordering online
 - Improve/continue offering great, friendly, customer service
 - Businesses to reward/treat their staff for their hard work and efforts during the pandemic

Before the coronavirus pandemic, did you...



Before the coronavirus pandemic, did you food shop...

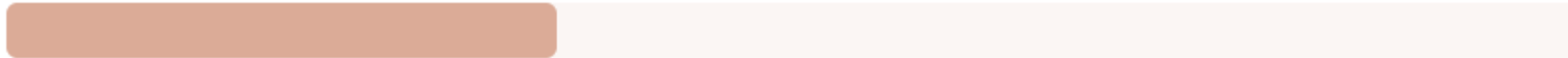


Currently, with the coronavirus measures in place, do you...

Not feel safe going food shopping, but must go 42% / 70 resp.



Feel safe going food shopping 35% / 57 resp.



Not go food shopping, instead use delivery or friends/family 22% / 36 resp.



Currently, with the coronavirus measures in place, are you food shopping...

Once a week 49% / 81 resp.



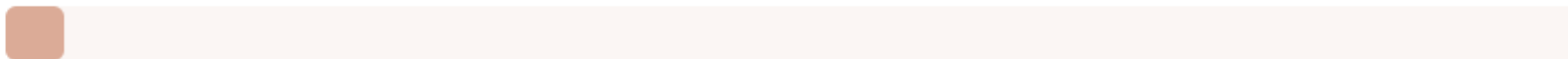
A couple of times a week 38% / 62 resp.



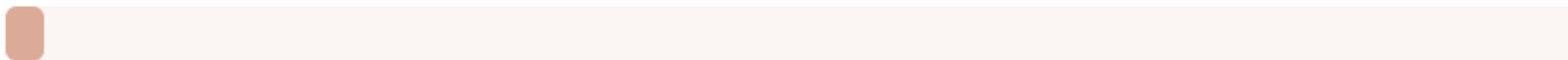
Several times a month 6% / 10 resp.



Daily 3% / 6 resp.



Once a month or less 2% / 4 resp.



Once we 'return to normal', after the coronavirus pandemic, will you most likely...

Feel safe going food shopping 59% / 97 resp.



Not feel safe going food shopping, but will have to go 31% / 51 resp.



Not go food shopping, instead use delivery or friends/family 9% / 15 resp.



Once we 'return to normal', after the coronavirus pandemic, will you most likely food shop...

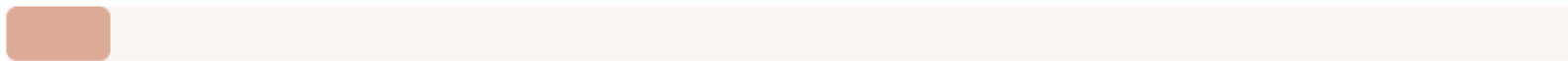
A couple of times a week 57% / 94 resp.



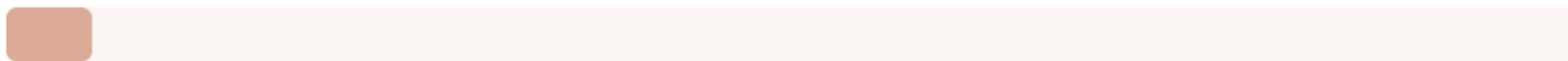
Once a week 27% / 45 resp.



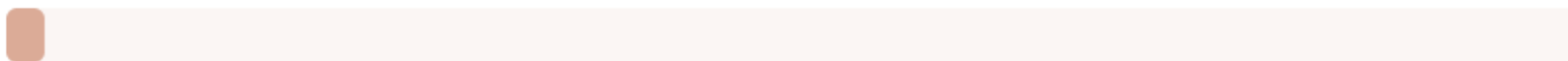
Daily 6% / 11 resp.



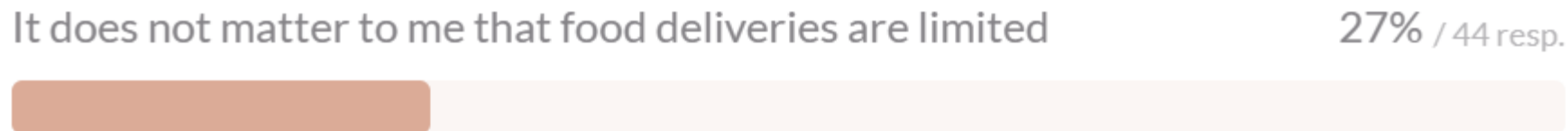
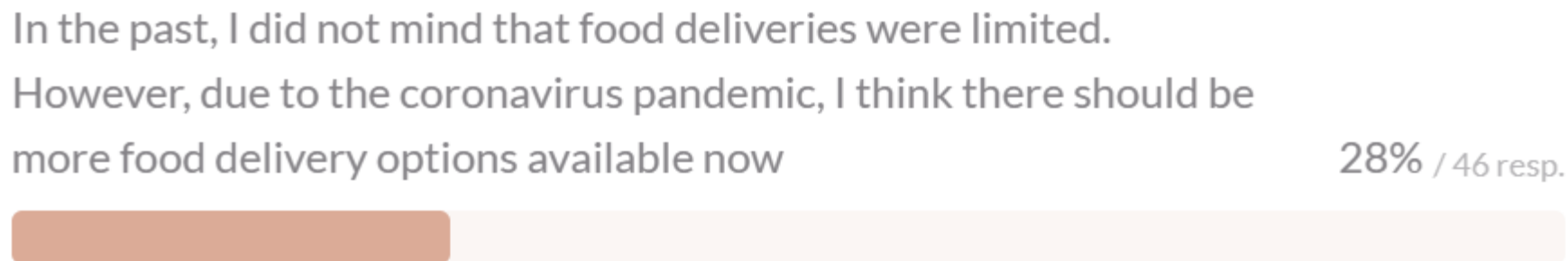
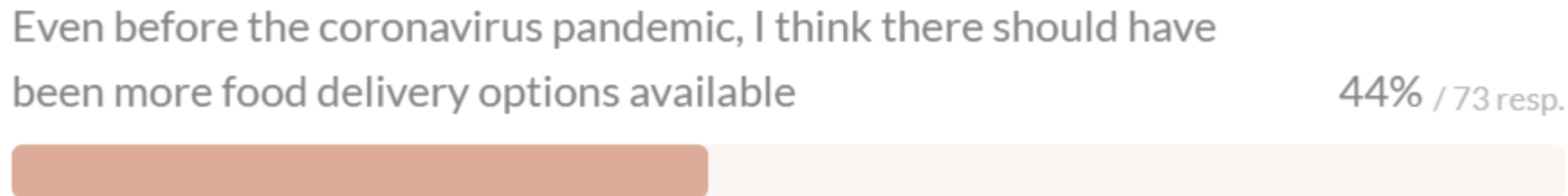
Several times a month 5% / 9 resp.



Once a month or less 2% / 4 resp.

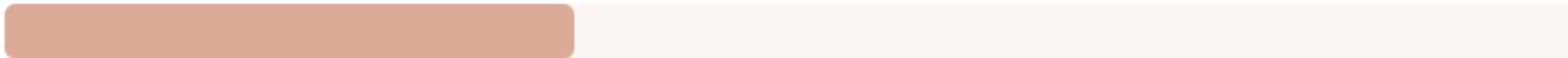


Before the coronavirus pandemic, there were limited options for delivery of food shopping. With regards to food shopping deliveries in Jersey, which statement would you most relate to?

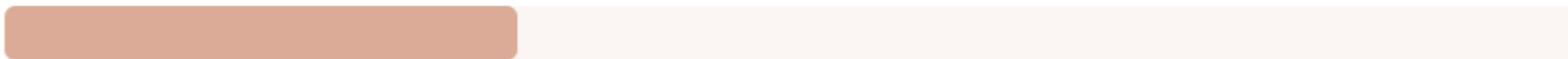


If delivery of food shopping were more readily available in Jersey, would you...

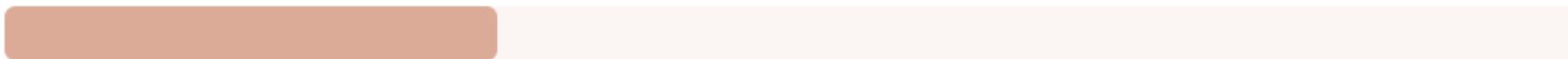
Be more likely to use delivery than visit the shop 36% / 59 resp.



Use an equal combination of delivery and going to the shop 32% / 53 resp.



Be more likely to go to the shop than use delivery 31% / 51 resp.



When food shopping, I still value the experience provided by a physical shop?

Agree 40% / 66 resp.



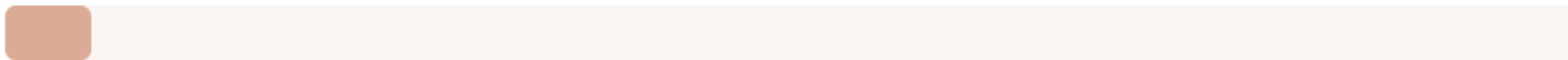
Strongly Agree 28% / 47 resp.



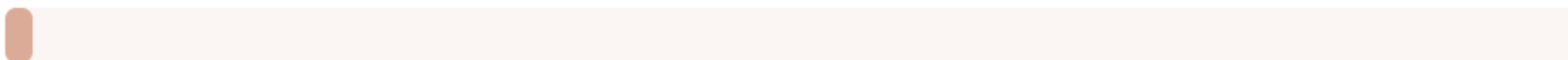
Neutral 23% / 38 resp.



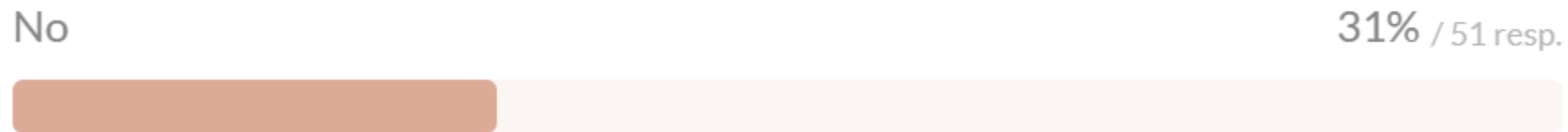
Disagree 5% / 9 resp.



Strongly Disagree 1% / 3 resp.



Do you think that food shopping retailer's customer service/experience has improved during the coronavirus pandemic?



Please can you explain why you think customer service/experience has improved during the coronavirus pandemic? (A few examples)

"The people working in the supermarkets, most on minimum wage are going above and beyond to keep us safe when shopping, taken so much abuse but still friendly"

"I don't drive and now I can have food delivered"

"Due to safety measures in place and positive staff attitude it feels like the stores care for their customers safety"

"Staff in general seem more willing to help, especially in local communities stores. Or maybe we as shoppers are now more aware of the value they add to our daily lives..?"

"Staff are more appreciated by customers and I think that has improved their engaging with the business they work for"

"Staff have been exceptionally helpful and friendly"

"Everyone is making more effort and making shopping a better experience"

"Shop workers appear to be even more attentive and willing to help. Perhaps wanting to help shoppers not have to stay in the shop any longer than they really need to!"

"Safety measures have improved and no over crowding"

"Happily, many local businesses have upped their options and are willing to deliver to individual homes. Particularly the local fishing industry. I hope that this continues"

"More friendly and keen to assist"

"Very good hygiene- cleaning of trolleys etc Limited numbers in the shop Helpful staff who appreciate everyone is trying their best"

"Online delivery has been a breakthrough- finally Jersey retailers have stopped being lazy and caught up with UK norm"

"Staff are so helpful and I love not being crowded in supermarket. I mostly buy local now - supporting our Farm Shop's farmers butchers fishermen"

"They are trying to support the community as they are one of the few businesses on the high street still trading. People are grateful they are open so and also being chatty and positive. Two way conversations are making it a better experience at the checkout"

"Companies are more willing to provide customer centric services e.g. online, deliveries"

"The retailers are listening to what the clients want, they are implementing measures to keep us safe and keeping stocks of necessary items as well as they can. I tend to shop for local produce, using farm shops and honesty boxes which are well stocked with fresh produce"

"I think it's improved as staff in supermarkets are being very careful with customer care e.g. making sure baskets , trolleys etc are cleaned before use and everyone is keeping a 2m distance . Also seem friendlier"

"Shop workers have realised that customers are nervous of being in the shop so are more accommodating to their needs"

What might a food shopping retailer do as a result of the coronavirus pandemic that would make you buy from them above anyone else in the future? (A few examples)

"Same day delivery service"

"Shop online easily and deliver"

"Reduce pricing"

"Availability of stock"

"Lower the spending limit to qualify for free delivery. Ensure when their website says in stock, the items are actually in stock, as you hold off buying something because you think it's coming in delivery only to find that at the time of picking the item is out of stock. Improve veg choices and consider lowering prices and running special offers like supermarkets, i.e. 4x Heinz baked beans for price of 3 etc"

"Have more gluten free, vegan foods. This is why I have to shop as no one does it online(only limited) Waitrose has more range so I'm forced to go there even though the prices have increased"

"Click and collect options for food and home delivery from retailers"

"Limit amount of shoppers in-store, keep a one way system in place , keep the 2 meter rule at checkouts"

"Make you feel safe"

"Continue or increase hygiene standards. Ensure good stock levels of key items at all times."

"Reward their staff for all the hard work and long hours they have put in"

"Keep clean and well stocked"

"Treat there staff well and reward them for working at this time"

"Stock local produce and limit imported products which we can grow / produce locally"

"Priorities local producers/suppliers"

"Maintain the high standards of cleanliness and hygiene, limit the amount of shoppers in store, continually work to establish minimal physical contact points - for example, Waitrose have released an app which enables you to use your phone to scan your purchases, therefore removing the need to use their scanners or checkout via the till"

"Keep the prices low and have good customer service"

"Provide online ordering and delivery options"

"More local produce, more organic and sustainable produce"

"Personal, friendly service & doing that little bit extra - the bit they don't have to is always the bit you remember"

"Maintain higher level of customer service"

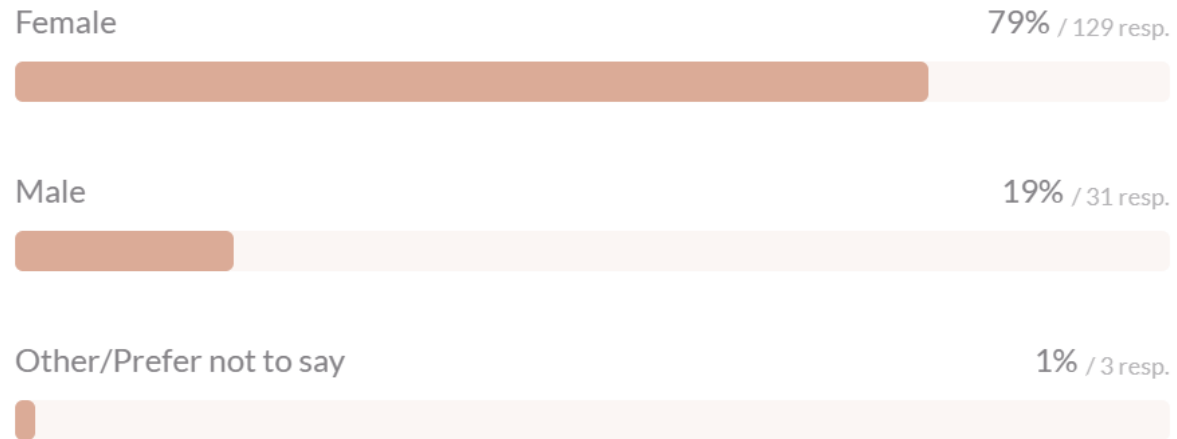
"Offer delivery. Improved, more professional websites – content descriptions, pictures, easier browsing by category"

"Carry on disinfecting trolleys and offer hand sanitizer all the time"

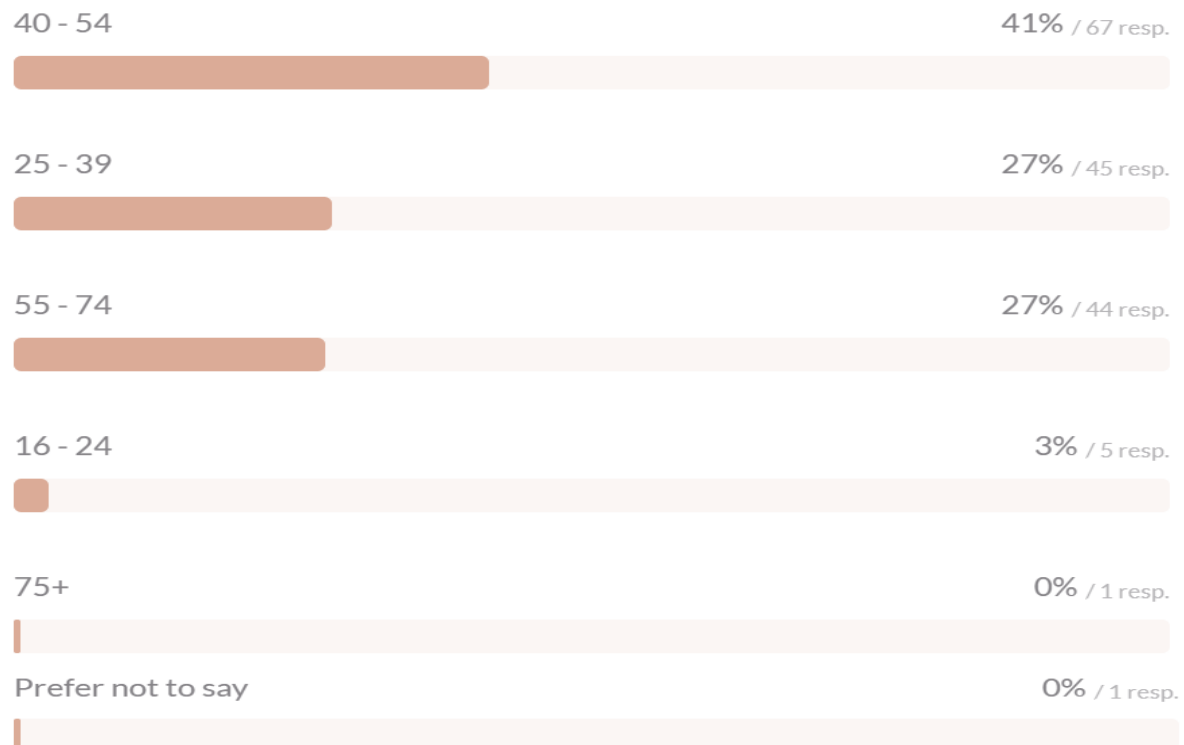
"Limit number of shoppers"

"Keep demonstrating good hygiene and safeguarding and with the cheerful, positive attitude that I have seen in my local shops"

Are you...



Which of the following age brackets do you fall into?





ABOUT 'ALL THINGS CUSTOMER'

Customer Experience is so important. Happy customers are loyal and tell everyone how great you are. They bring in new and repeat business without you even lifting a finger!

Sounds perfect doesn't it, and it gets better...Happy customers increase profitability.

Are you ready to improve your customer experience...? Great!

Our services find the gap between the needs and wants of your customers and what they actually experience. They'll highlight your successes and show you areas where you can improve.

It doesn't matter what services or products you offer, your size, whether you're online, in store or multi-channel. Using our expertise and passion for all things customer, we'll help you identify any negative experiences, give you the tools to create positive ones and provide solutions to become more customer-centric, thus giving you competitive advantage.

All services are unique to your specific needs, we're all about delivering expertise with a personal touch.

We've spent years analysing and perfecting customer experiences, resulting in improved customer satisfaction, customer loyalty and a reduction in complaints. It's something we're hugely passionate about.

We look forward to doing the same for you.





Emma-Louise Veitch CMGR FCMI Founder and Customer Experience Expert



Customer Experience is something I'm hugely passionate about! It's the reason why I set up 'All Things Customer', I just love helping improve customer experiences.

Having overall responsibility for the development, implementation and management of the Customer Experience strategy for Feelunique, a global online beauty retailer and largest in Europe, is without a doubt a huge highlight for me. Part of this strategy involved implementing a successful customer insights program enabling customer-centric solutions and consistency to be driven throughout the business.

In addition, I've implemented and developed an award winning Customer Service Team alongside the channels/platforms to ensure a best in class customer experience. For this, I was personally recognised at the UK National Call Centre Awards.

I've even been lucky enough to work with a different type of customer...Bats!! Using my event and project management experience whilst working for HSBC, I managed and led the build of the award winning bat tunnel at Jersey Zoo-the first sustainable building of its kind in the Channel Islands and the largest Corporate Sustainability project HSBC has ever taken part in.

Raising money for Teenage Cancer Trust and Jersey Hospice Care, has also been a huge part of my life. It's the reason why I founded the 'Jersey By Invitation Only' annual ladies lunch which has raised in excess of £61,000. I've loved every minute of organising these events and I'm incredibly grateful to these wonderful ladies for their loyalty to this event.

In addition to my wealth of experience, I'm a certified Life Coaching Practitioner and have qualifications in Strategic Management and Leadership for Directors responsible for organisational change and Chartered Fellow status with the prestigious CMI.

I really enjoy being a guest lecturer at Highlands College too, and look forward to helping Highlands more in future.

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CONTACT

Emma-Louise Veitch

Founder & Customer Experience Expert

📞 07700 345222

✉️ emma@allthingscustomer.co.uk

🌐 www.allthingscustomer.co.uk

