

# Customer Intercept Surveys

What about the ones that got away?

A consumer electronics and home appliance store had a good understanding of what compelled consumers to buy in their stores. They knew what lead to customer satisfaction and conversion rates across their retail business.

But what about those consumers who walked away? What about the consumers who left without making any sort of purchase? These were the consumers that the retailer wanted to better understand, and to do this, they turned to Market Force Information®.

**A**T MANY RETAILERS, MORE THAN HALF OF THE CUSTOMERS walk out without buying, so capturing some of these shoppers can drive a tremendous impact to the bottom line.

Did shoppers leave because sales associates were unavailable or unhelpful or even rude? Were signs/displays hard to understand? Did the finance options not meet their needs? Could they not find the items they wanted?

Market Force brought their expertise in questionnaire design as well as their pool of specially trained auditors to conduct customer intercept surveys. They leveraged their network of over 200,000 interviewers across North America to visit select stores of this retailer's footprint to interview customers as they left the store empty-handed. This retailer positioned this army of interviewers in markets and stores where they needed insight.

The survey that was developed and put in the interviewers hands focused on those who were interested in appliances or TVs.



**WHY DIDN'T THEY BUY?**

Perhaps not surprisingly for a larger purchase, a third of the respondents were doing research.

The survey also broke out the results by ethnicities and income levels. For the Hispanic audiences, for example, 25% of the respondents did not buy because the signs/displays were unclear as to the features and benefits of the products.

16% of the respondents said they left without purchasing because the item they wanted to purchase was out of stock.

For appliances in particular, lack of salesperson knowledge had a negative effect on going through with a purchase.

The good news was that among all respondents, a third thought that they would be returning to the retailer to purchase in the next week or month, and 89% indicated they definitely would shop at the retailer again; the same percentage said they would recommend the retailer as well.

Price was an issue, with 20% of respondents stating that prices were too high. Not surprisingly, older shoppers as well as higher-income shoppers were not as price sensitive.

Overall selection of brands was encouraging as well, with TVs being the highest at 78%, and other categories close behind.

Another encouraging finding was that in most categories, consumers were satisfied with the products/brands offered at the retailer.

All in all, the results were heartening. Customer loyalty and likelihood to return and recommend were high. Selection of brands was solid.

**Which business questions do you want to ask your customers?**

Deploying customer intercepts in select stores may be your best market research investment to answer them.



**This retailer came away from the research with an understanding of the need to better manage inventory to minimize out-of-stocks, create bilingual signage in specific markets, and focus on team member training to improve product knowledge in the appliances area.**

**Thought Leadership**

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