



# Mystery Shopper

Research Deck 2022





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# Research Objective

The goal of our research is to conduct a thorough review of the customer service offering of major brands, across multiple sectors – conducted by a third-party company. With a focus on e-tailers, brick and mortar retailers, and major supermarkets, we hope to highlight how customer service is being done ‘right’ in the modern landscape, and where there is still room for improvement.

# Executive Summary



- Across the board, brands are starting to see the benefit of having a more diverse channel mix. Unsurprisingly, e-tailers appear to be the quickest to adopt more tech-savvy approaches, whilst neglecting traditional contact routes such as telephony and email. Supermarkets, on the other hand, focus more on traditional routes, with less clear and defined digital channels.
- Almost all social media response times were slower than expected. Be it through a post or a direct message, it is the one channel that shows significantly reduced response time, even compared to traditionally slower channels i.e. email.
- Uptake of SMS for customer service is very slow, with few brands offering it as a channel. This represents a huge opportunity for brands to stand out and offer something new to customers in a highly-competitive space.
- First Contact Resolution varies wildly across all brands and sectors, with over half of all targets having a first contact resolution rate of  $\leq 50\%$ .

# E-tailers

## Data headlines

20%

of target e-tailers  
had telephone as a  
viable channel



1 in 5

targets had an  
email address for  
customer service

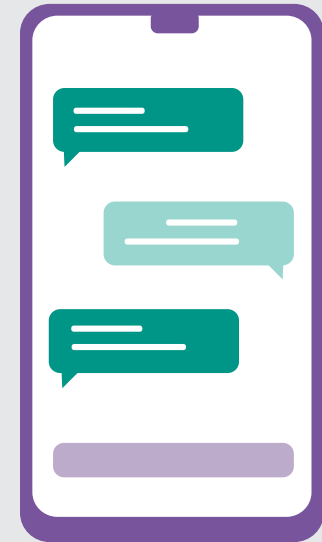
100%

of target brands had  
webchat availability



66%

response rate  
across all channels



20%

brands had text  
capabilities

# E-tailers

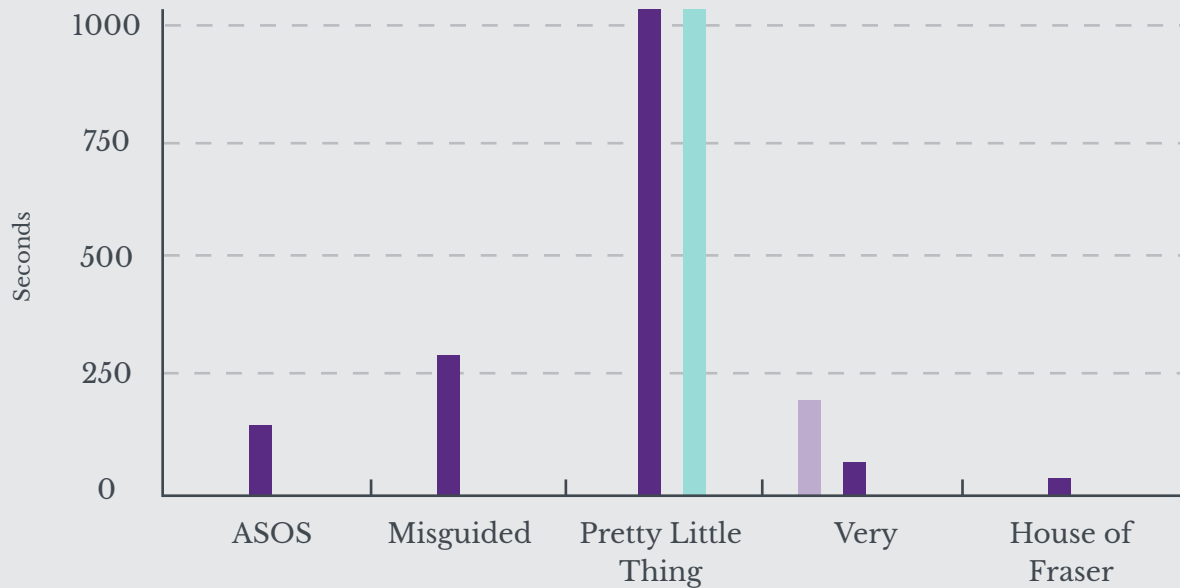
## Channels

Brand	Telephone	Email	Webchat	SMS/ Whatsapp	Twitter	Facebook
ASOS	✗	✗	✓	✗	✓	✓
Missguided	✗	✗	✓	✗	✓	✓
Pretty Little Thing	✗	✗	✓	✓	✓	✓
Very	✓	✗	✓	✗	✓	✓
House of Fraser	✗	✓	✓	✗	✓	✓



# E-tailers

## Avg. response time | Live channels



Telephone



Webchat



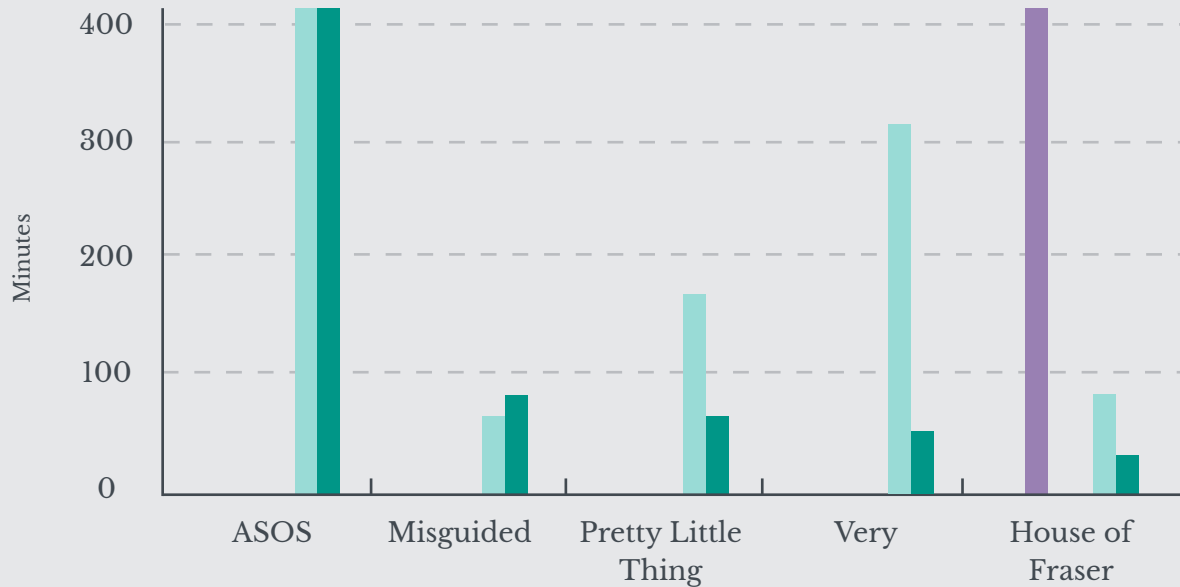
SMS

- All bars over 1000 seconds indicate that a response was received over an hour after communication was sent.
- Very was the only brand with a telephone channel, which performed well. It also happened to be the brand with one of the fastest webchat services.
- House of Fraser has the best webchat response speed, though user options are limited and responses are automated.



# E-tailers

## Avg. response time | Non-live channels



Email



Facebook



Twitter

- All bars over 400 minutes indicate that a response was received over that time or no response came through.
- House of Fraser was the only brand with an email channel, which didn't perform well. It did, however, perform exceptionally well on socials (especially Facebook).



# E-tailers

## Response Rate

The percentage of responses received back from queries.



## FCR Rate

The percentage of responses that answered the query in the first interaction.



- Telephone
- Webchat
- Social
- Email
- SMS

# E-tailers

## Star Performer



### Missguided

Based on our interactions and the available data, we can say that the e-tailer customer service star performer award can be given to Missguided.

- 100% response rate on available channels
- 80%+ first contact resolution across channels
- Average response times

# Brick & Mortar

## Data headlines



Facebook is most widely-used social channel with  
**4 out of 5**  
brands offering this

John Lewis had the highest over-all response rate at

**81%**

**80%**

of brands offer both telephone and online webchat

**4 out of 5**

brands provide a customer service email address



**No brands** currently offer SMS or Whatsapp

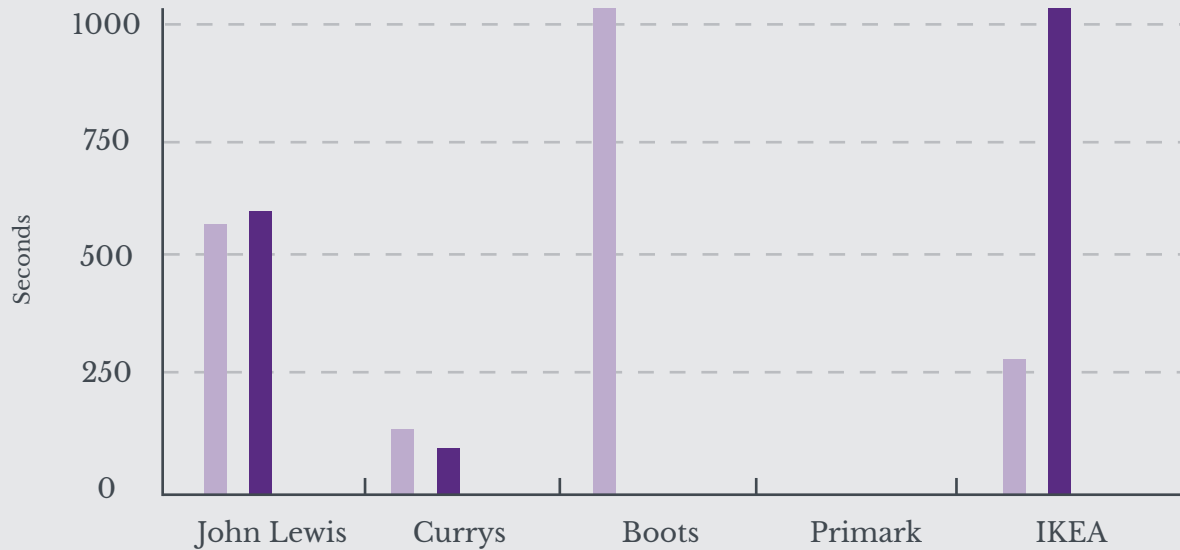
# Brick & Mortar

## Channels

Brand	Telephone	Email	Webchat	SMS/ Whatsapp	Twitter	Facebook
John Lewis	✓	✓	✓	✗	✗	✓
Currys	✓	✗	✓	✗	✓	✓
Boots	✓	✓	✓	✗	✗	✓
Primark	✗	✓	✗	✗	✓	✗
IKEA	✓	✓	✓	✗	✗	✓

# Brick & Mortar

## Avg. response time | Live channels



Telephone



Webchat

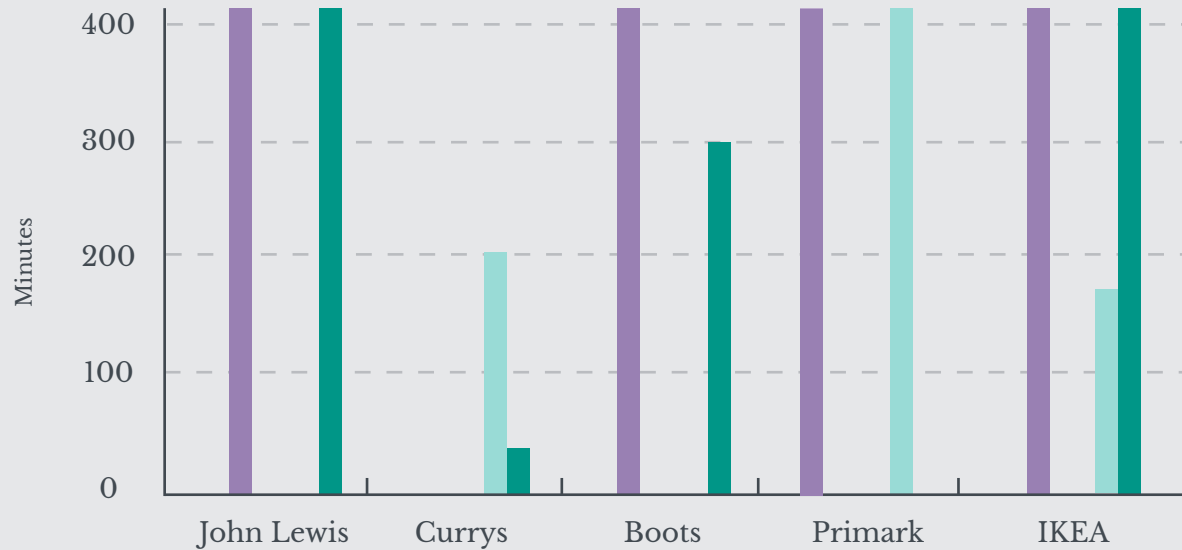


SMS

- All bars over 1000 seconds indicate that a response was received over an hour after communication was sent.
- Currys had the fastest average response times across their live channels.
- IKEA performed poorly across most of their channels with queries either never being responded to or certain channels not functioning as intended. They were quick to respond to telephone calls, however.

# Brick & Mortar

## Avg. response time | Non-live channels



Email



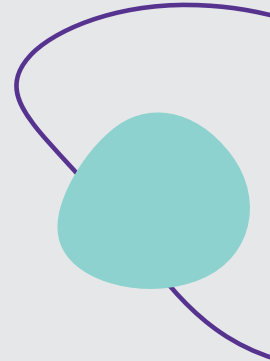
Facebook



Twitter

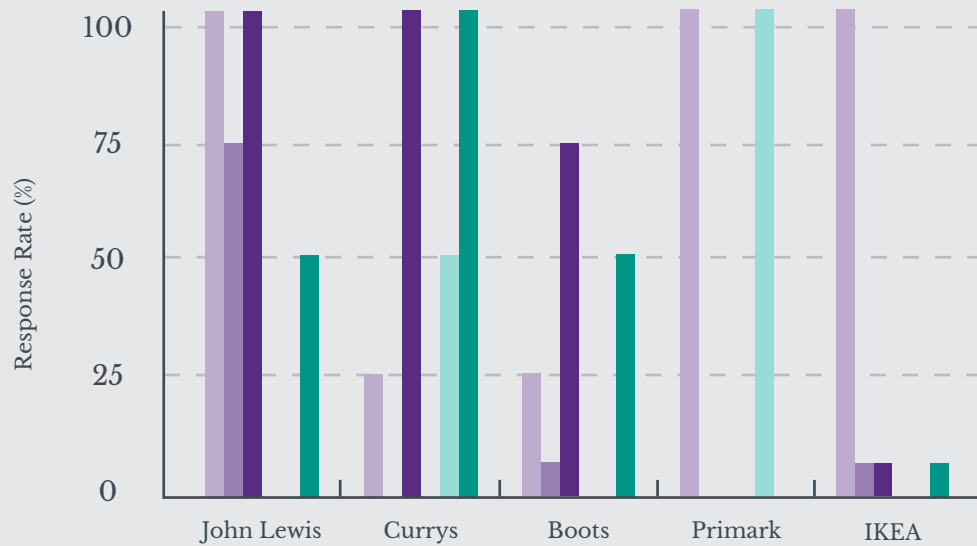
- All bars over 400 minutes indicate that a response was received over that time or no response came through.
- Currys again showed speed in responding to non-live channels, however, do not offer email as an option.
- John Lewis, IKEA and Primark showed poor response time on social channels, suggesting a lack of care in these specific channels.

# Brick & Mortar



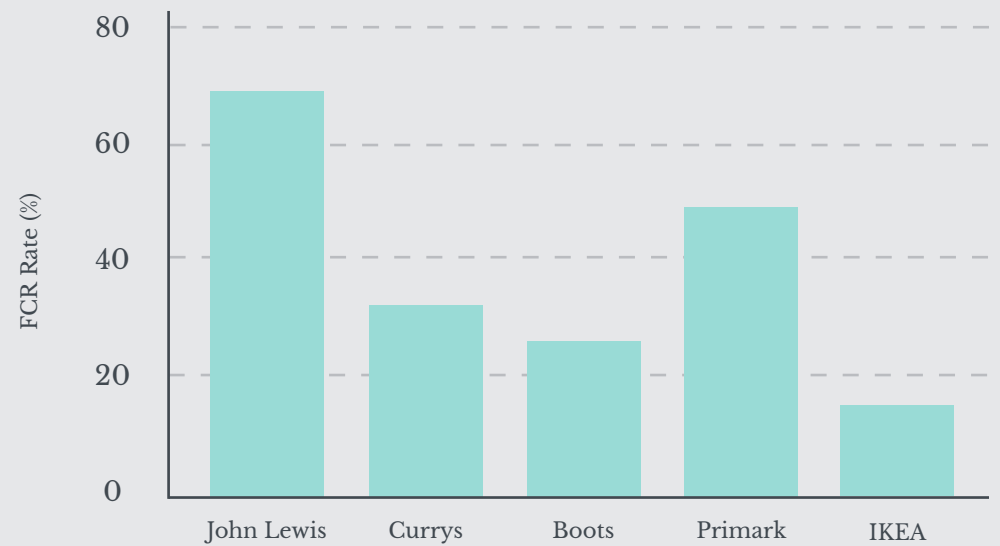
## Response Rate

The percentage of responses received back from queries.



## FCR Rate

The percentage of responses that answered the query in the first interaction.



-  Telephone
-  Webchat
-  Twitter
-  Email
-  SMS
-  Facebook

# Brick & Mortar

## Star Performer



### John Lewis

Based on our interactions and the available data, we can say that the e-tailer customer service star performer award can be given to John Lewis.

- 81% response rate on available channels
- 69% first contact resolution across channels
- 2nd fastest response times

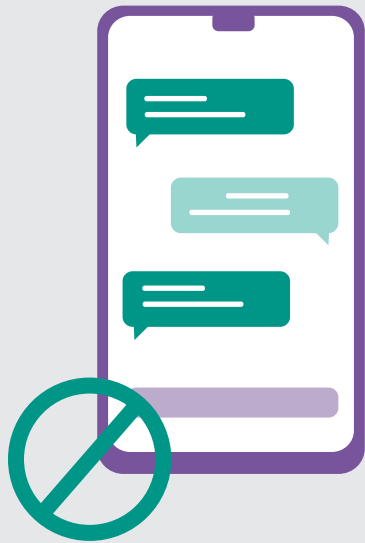


# Supermarkets

## Data headlines

No supermarkets  
currently use

# SMS



# 4.5 minutes

average telephone  
response time



# 43%

email availability  
from brands

# 30%

of supermarkets  
use webchat

# Supermarkets

## Channels

Brand	Telephone	Email	Webchat	SMS/ Whatsapp	Twitter	Facebook
Tesco	✓	✓	✗	✓	✓	✓
Asda	✓	✗	✓	✗	✓	✗
Waitrose	✓	✓	✗	✗	✓	✓
Sainsburys	✓	✗	✗	✗	✓	✓
Aldi	✓	✗	✗	✗	✓	✓
M&S	✓	✗	✓	✗	✓	✓
Morrisons	✓	✓	✗	✗	✓	✓

# Supermarkets

## Avg. response time | Live channels



Telephone



Webchat



SMS

- All bars over 1000 seconds indicate that a response was received over an hour after communication was sent.
- Asda was the only brand with a webchat that functioned as intended. Whilst limited in use, it did offer rapid response times.
- Of the telephone responses, M&S, Aldi and Asda all performed exceptionally in response time compared to the competition.

# Supermarkets

## Avg. response time | Non-live channels



Email



Facebook



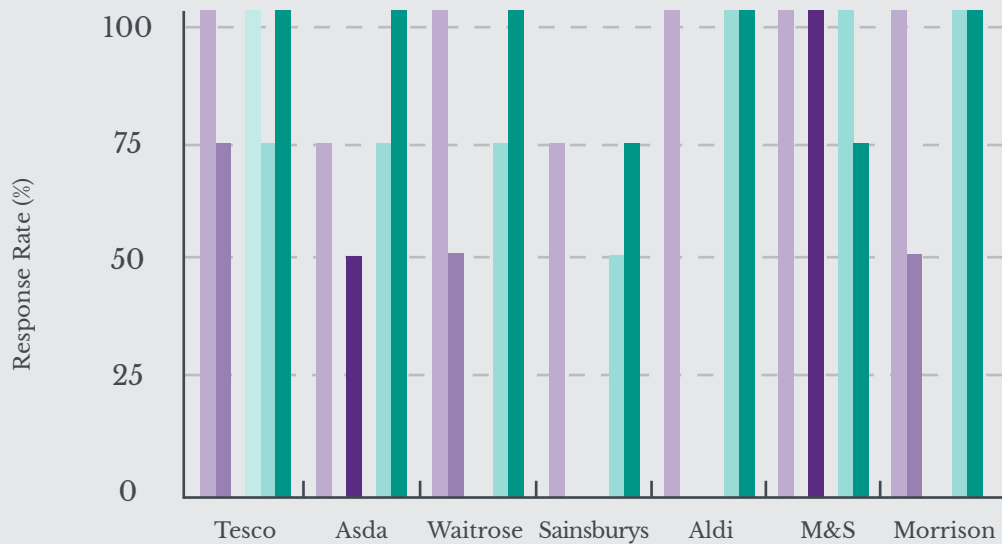
Twitter

- All bars over 400 minutes indicate that a response was received over that time or no response came through.
- Aldi showed great response times across social channels, with M&S and Morrisons also performing well.
- Tesco had the fastest average Facebook response, yet email was amongst the worst!

# Supermarkets

## Response Rate

The percentage of responses received back from queries.



## FCR Rate

The percentage of responses that answered the query in the first interaction.



- Telephone
- Webchat
- Twitter
- Email
- SMS
- Facebook



# Supermarkets

## Star Performer



### Aldi

Based on our interactions and the available data, we can say that the supermarket customer service star performer award can be given to Aldi.

- 100% response rate across all channels.
- 58% first contact resolution.
- Aldi had the 3rd highest telephone response rate.

# Conclusion



- The data is very clear that there are key discrepancies between the various types of retailers, and the channels in which they operate. As is to be expected, e-tailers enjoy a strong performance in digital-focussed channels (such as webchat and social) whilst offering little in the way of email support or telephony – leaving some consumers with less options for contact.
- By contrast, brick and mortar stores and supermarkets have limited live digital channels, but showed strong performance in telephone and social, where they exist. One of the biggest highlights from brick and mortar brands is the reduced channel mix – Primark being a prime example!
- It is interesting to note that, on average, supermarkets had the best response rates, with excellent response times on live channels (i.e. telephony) as well as some wins on social. Aldi is an especially good example in this regard.
- Despite some strong performances, the conclusion of this research remains that, across the board, some work still needs to be done to ensure customers are getting the best experience possible when reaching out to retailers.