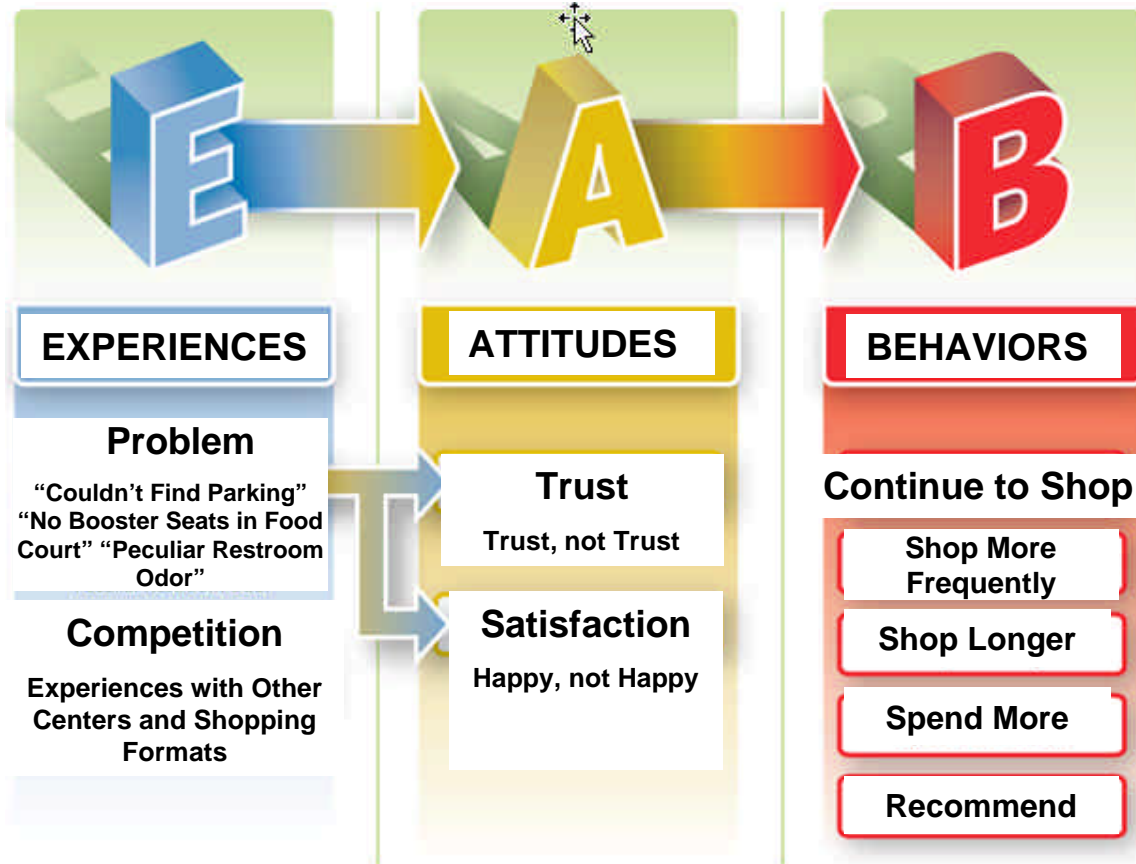




HOW SHOPPERS DEFECT



MEASURING EXPERIENCES



TOP SHOPPER PROBLEMS 1- 6 **Total**

1) Difficult to find parking close to the store entrance	33%
2) You could not find anyone when you needed help	33%
3) Sales Associate ignored you - did not say hello, smile, or make eye contact	25%
4) Sales Associate was insensitive to the long check-out lines	23%
5) The product/item was out of stock	22%
6) Difficult to find product because the store was so cluttered with items	22%

TOP SHOPPER PROBLEMS 7-12 **Total**

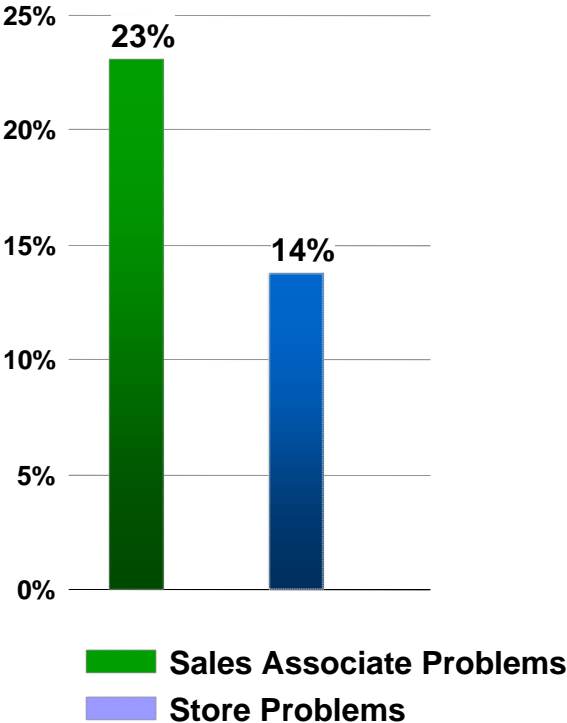
7) Not enough information available near where the product was displayed	20%
8) Sales Associate was unfamiliar with the products the store carries	18%
9) Difficult to find the product for because the store was disorganized	17%
10) Sales Associate was insensitive to your time when you were trying to pay for your item	14%
11) Sales Associate seemed phony, simply trying to make a sale	14%
12) Sales Associate had a 'that's not my department' attitude	13%

PROBLEMS IMPACT LOYALTY

		Experienced A Problem?	
		NO	YES
LOYALTY INDICATORS	I <u>will</u> definitely buy from this store over the next year	82%	63%
	I <u>will</u> definitely recommend this store to others	79%	53%
DISLOYALTY INDICATORS	I probably/definitely will <u>not</u> buy from this store over the next year	1%	5%
	I probably/definitely will <u>not</u> recommend this store to others	1%	13%

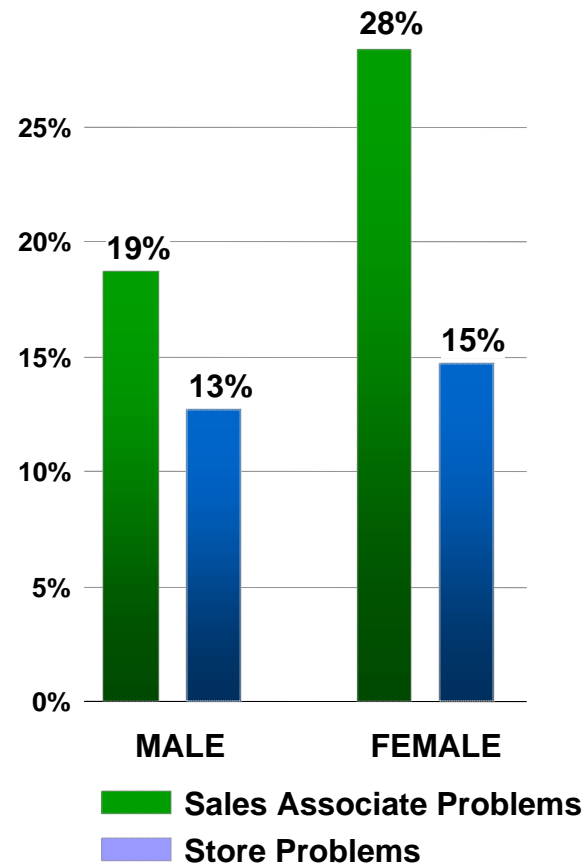
SALES ASSOCIATE PROBLEMS

Percent Customers Lost By Problem Type



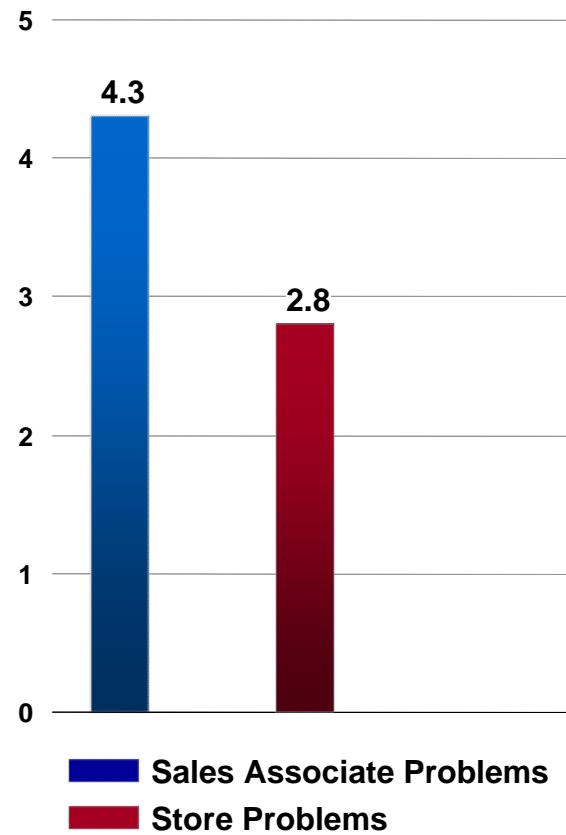
GENDER DIFFERENCES

Percent Customers Lost By Problem Type



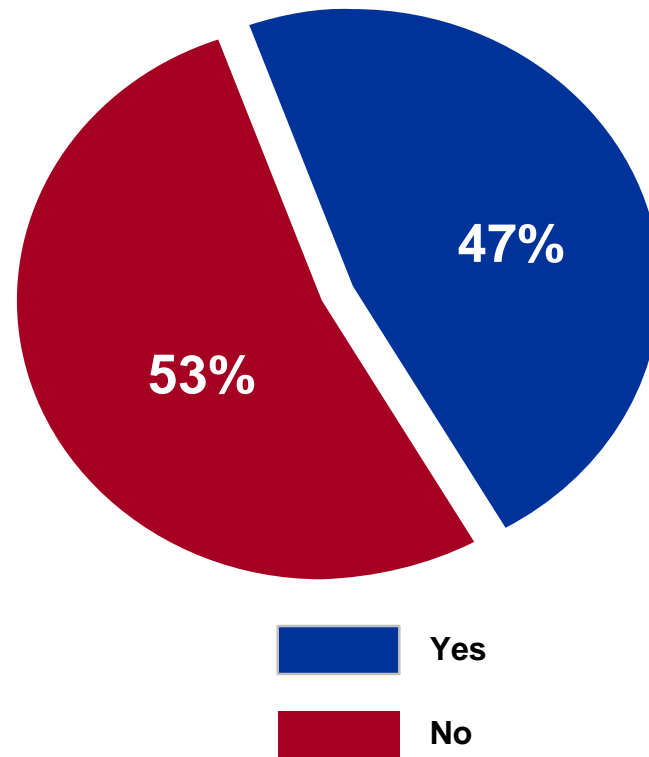
WORD-OF-MOUTH IMPACT

Average Number of People Told About Problem



WORD-OF-MOUTH IMPACT

Percent of Customers Who Ceased Shopping at a Particular Store Because of Negative Word-of-Mouth



SALES ASSOCIATE ARCHETYPES

- ✓ **The Educator**
- ✓ **The Engager**
- ✓ **The Expeditor**
- ✓ **The Authentic**

THE SHOPPING CENTER EXPERIENCE

CENTER EXPERIENCE

- Access
- Facilities
- Aesthetics
- Amenities
- Services
- Security
- Events

STORE EXPERIENCE

- Sales Associates
- Store Layout
- Merchandising
- Selection
- Prices

“Stage”

Shopper

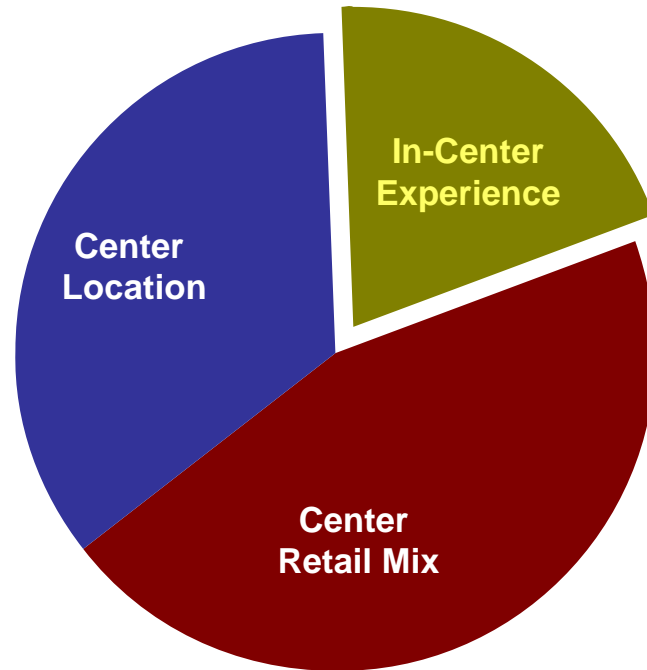
“Sell”

Shopper



THE SHOPPING CENTER EXPERIENCE

BEHAVIORS DRIVERS



THE SHOPPING CENTER EXPERIENCE

BEHAVIORS DRIVERS

