

Retail's Biggest CX Trends in 2024

What Every Brand Needs to Know NOW!



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About HappyOrNot

Welcome to HappyOrNot's latest retail industry data report, where we provide critical insights derived from our extensive database of real-time customer feedback collected across thousands of leading retail organizations all over the globe, including some of the world's most successful brands such as Amazon, Rocket Stores, JACK & JONES, XXL, and more.

As the pioneer and market leading solution for in-moment customer feedback insights, we know that delivering best-in-class customer experiences is key to fostering sustainable growth and enhancing operational performance. Our innovative technologies are crafted to support retail decision-makers in navigating today's dynamic market landscape, ensuring they are well-equipped to make data-driven decisions that lead to measurable results, instantly and over time.

2009

Established and headquartered in Finland



Offices in the US & UK

4,000

customers worldwide

1.5 billion

customer feedback responses collected and reported



Global reseller network and strategic partners (Sensormatic, MarketDial)

135

countries



Executive summary

This report offers critical data-driven insights into customer satisfaction across thousands of retail locations worldwide. By leveraging anonymous customer feedback from millions of interactions, this report highlights key trends, highlights, and pain points within the retail industry, focusing on essential operational areas such as customer service, product selection, store presentation, and service speed. Designed specifically for retail decision-makers, this report outlines the strategic value of in-moment customer feedback in driving business growth and improving operational efficiency, even during economically challenging times.

Gain valuable insights into how real-time customer feedback can enhance in-store operations, align service offerings with evolving consumer expectations, and optimize staff performance. This data is not only an opportunity to address operational weaknesses but also a powerful tool to improve customer retention, increase customer loyalty, and boost profitability.

What you'll learn:

1

Enhancing Customer Experience

Learn how to leverage real-time feedback to optimize critical aspects of the in-store customer journey, including service speed, staff availability, and product selection, ultimately improving overall customer satisfaction.

2

Improving operational efficiency

Understand how feedback-driven insights can help fine-tune staffing models, inventory management, and service delivery, reducing bottlenecks and maximizing efficiency during peak hours.

3

Formulating informed decision-making

The role of real-time feedback data for more informed decision-making, from staffing strategies to product assortment, in ensuring that every operational change is aligned with customer preferences and needs.

4

Increasing customer loyalty and retention

How addressing pain points identified through feedback—such as service speed and product availability—can improve customer satisfaction, leading to increased loyalty, repeat business, and long-term customer retention.

5

Boosting competitive advantage

How proactive use of customer feedback can differentiate retailers in a competitive landscape. Whether through superior customer service, product variety, or store presentation, discover actionable steps to stand out in the marketplace.



Challenges and opportunities

In 2024, brick-and-mortar retailers face a complex landscape marked by rising operational costs, declining customer loyalty, and staffing challenges. While these issues put pressure on margins and customer retention, they also present opportunities. Leveraging customer experience (CX) insights is key to navigating this environment. By understanding customer pain points, improving operational efficiency, and enhancing service quality, retailers can turn these challenges into opportunities for growth and build stronger, more loyal customer relationships.

Rising Operational Costs:

Retailers are grappling with escalating operational costs driven by rising wages, higher utility expenses, and ongoing supply chain disruptions (Deloitte, 2024). These pressures squeeze profit margins, making it critical for retailers to find ways to streamline operations without compromising the customer experience.

CX data offers a powerful tool in addressing this challenge by identifying areas of inefficiency that directly affect customer satisfaction and target changes that not only reduce costs but improve the overall experience, ensuring that resources are allocated where they make the most impact.

Customer Loyalty Decline:

Customer loyalty is becoming increasingly difficult to maintain as consumers have more choices and are more willing to switch brands or stores based on price, convenience, or experience (Harvard Business Review, 2024). This growing trend of declining loyalty puts pressure on retailers to differentiate themselves and retain their customer base.

CX data plays a crucial role in understanding why customers are drifting away and what can be done to win them back, helping retailers to proactively solve the problems that matter most to their customers, reducing churn and boosting retention in a competitive marketplace.

Staffing and Training Issues:

Staffing and training challenges remain a significant hurdle, with rising turnover rates, difficulties in finding skilled workers, and the need for continuous training to keep up with evolving customer expectations (McKinsey & Company, 2024). Poor staffing can lead to inconsistent service quality, frustrating customers and damaging the store's reputation.

CX data provides valuable insights into how staffing levels and training gaps affect customer experience and ways to enhance performance to provide more consistent and satisfying in-store experiences, leading to improved service quality, customer satisfaction and employee retention.



The value of in-moment CX insights

In today's highly competitive retail landscape, delivering exceptional customer experience (CX) is no longer optional—it is essential for driving business success. As customer expectations continue to evolve, retail leaders must have in-moment insights into their customer satisfaction to stay ahead of operational challenges and maintain a competitive edge.

1. Revenue growth

The link between CX and revenue generation is well-established. Research from PwC shows that 73% of consumers cite CX as a key driver for purchasing decisions, and customers who have a positive experience are more likely to make repeat purchases, increasing customer lifetime value (CLV).

By leveraging in-the-moment CX insights, retailers can quickly identify areas where customer satisfaction is low and make immediate improvements, ensuring more positive shopping experiences that lead to higher conversion rates.

2. Operational efficiency

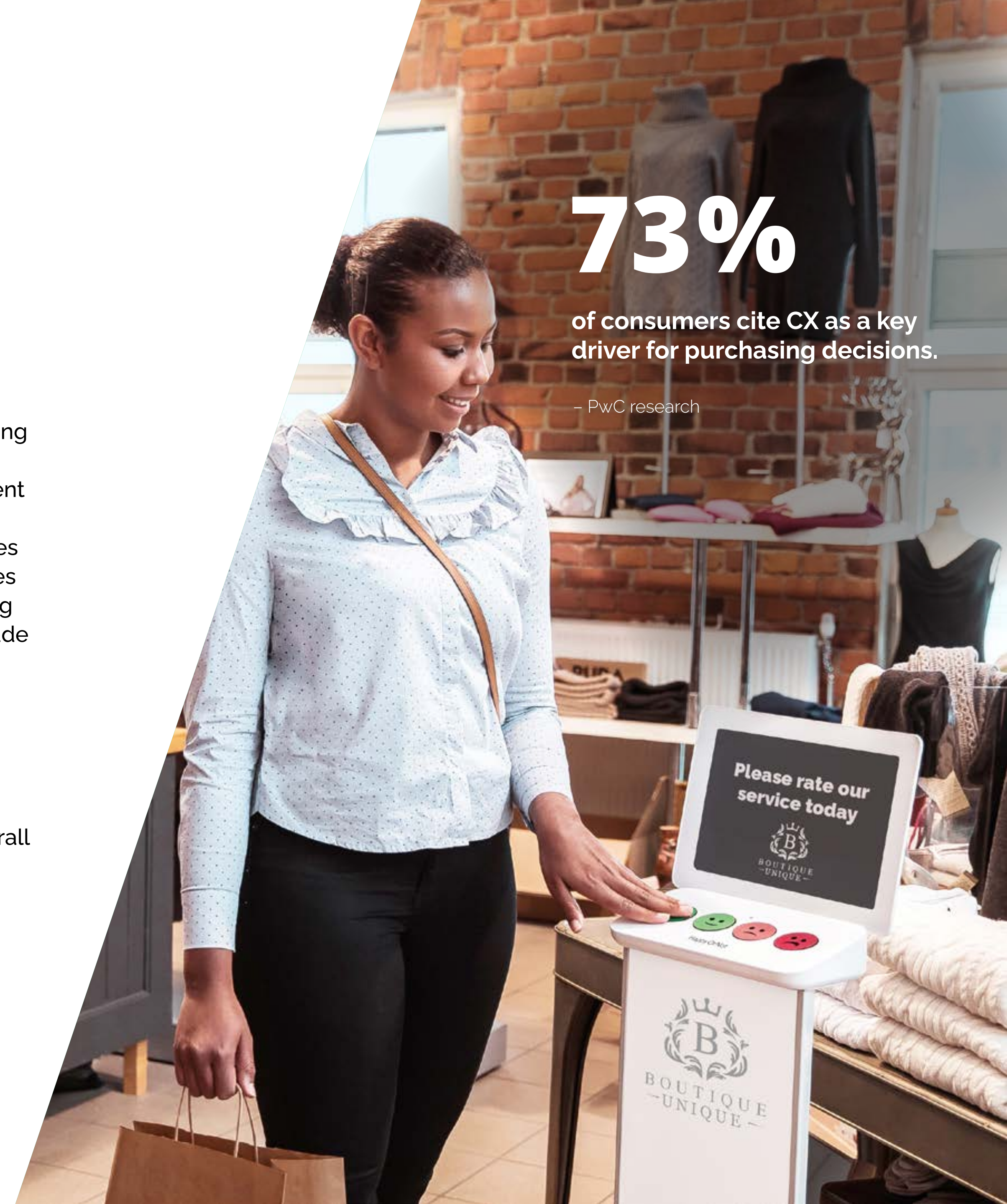
Retail environments are dynamic, with fluctuating customer traffic, seasonal peaks, and the ever-changing expectations of consumers. In-moment customer feedback data provides the insights needed to identify bottlenecks and inefficiencies as they occur. For example, if feedback indicates customer frustration with long wait times during peak hours, immediate adjustments can be made to optimize staffing or streamline the checkout process.

Businesses that act on real-time customer insights can reduce operational costs by up to 25%, largely due to improvements in staff allocation, supply chain management, and overall store efficiency (McKinsey & Co.).

73%

of consumers cite CX as a key driver for purchasing decisions.

— PwC research



3. Employee engagement and productivity

In-moment CX insights don't just benefit customers—they are a powerful tool for engaging and motivating employees as well. When employees can see the direct impact of their actions on customer satisfaction through real-time feedback, they are more likely to feel empowered and take ownership of the customer experience, and leads to greater job satisfaction, lower turnover, and improved performance.

Businesses with highly engaged employees experience a 10% increase in customer ratings and a 20% increase in sales (Gallup). The ability to act on live customer feedback enables teams to stay aligned with customer needs and expectations, fostering a culture of continuous improvement.

4. Competitive advantage

In a fast-moving market, waiting for quarterly or monthly reports on customer satisfaction is no longer sufficient. Retailers that harness in-moment insights are better equipped to adapt to emerging trends, identify new growth opportunities, and make customer-focused decisions that improve brand loyalty.

According to Bain & Company, companies that implement real-time feedback systems achieve a 55% greater improvement in customer retention compared to those that rely solely on periodic surveys or post-purchase reviews.



25%

reduction in operational costs by acting on real-time CX insights.

– McKinsey & Co.



20%

increase in sales for businesses with highly engaged employees.

– Gallup



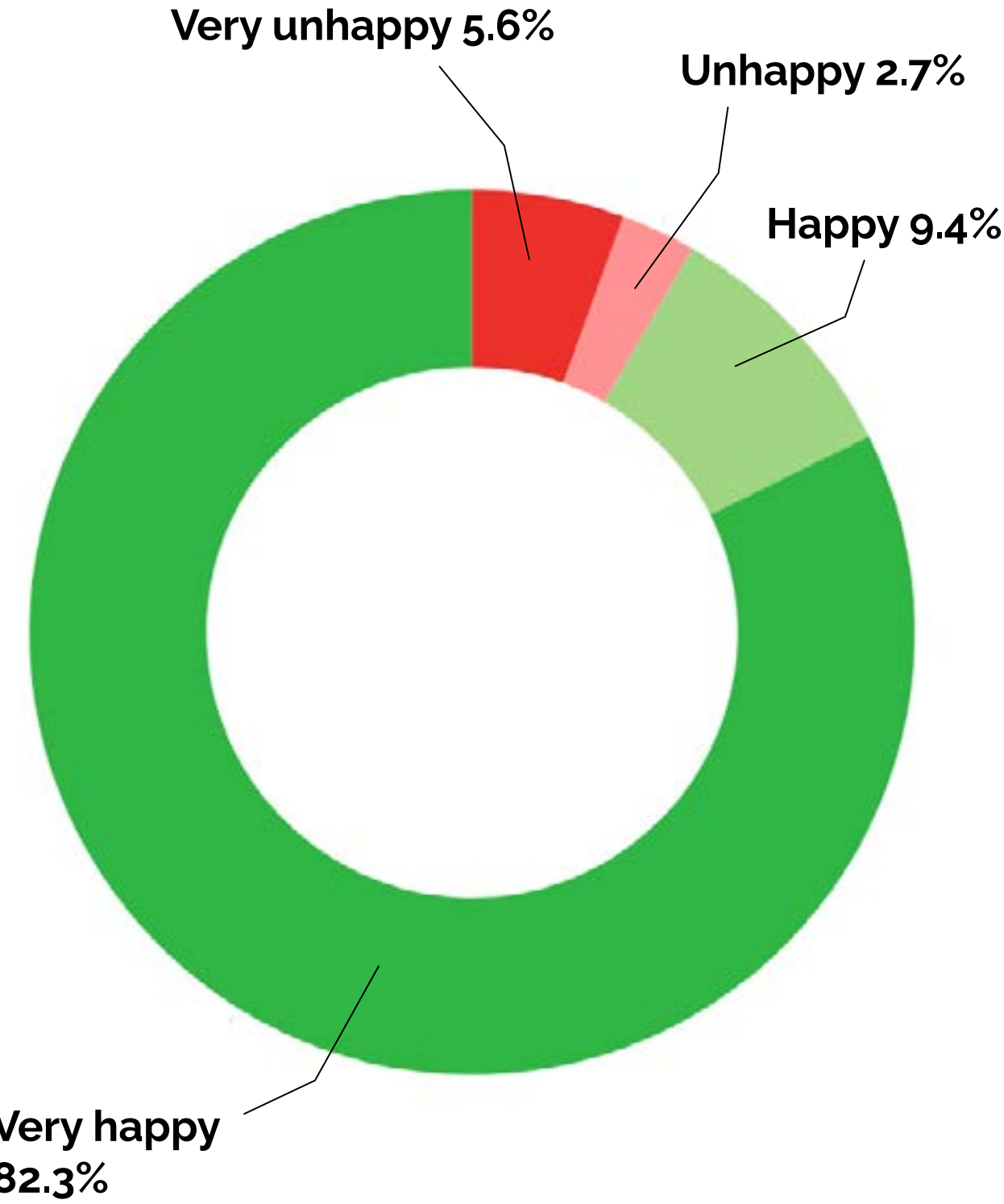
55%

greater improvement in customer retention when using real-time feedback systems vs. periodic surveys or post-purchase reviews.

– Bain & Company



HappyOrNot retail CX insights



27 million

customer feedback responses analyzed

91.7 %

Customer satisfaction score

The customer satisfaction score, calculated as the percentage of feedback for the Very happy and Happy responses, with the in-store retail experience is 91.7%. This is an excellent signal that retailers are attentive to the operational drivers that positively influence the customer experiences.

The score is further broken down into 4 response categories to provide more nuance to data:

- Very happy (dark green): 82.3%
- Happy (light green): 9.4%
- Unhappy (pink): 2.7%
- Very unhappy (red): 5.6%

Implications for CX in Retail

The data demonstrates that retail environments are performing well in terms of customer satisfaction, with a satisfaction benchmark above 91%. However, the small percentage of dissatisfied customers is an area of concern and offers an opportunity for retailers to focus on refining their in-store operations.

This distribution suggests that while most customers are having positive experiences, consistent attention to service, operations, and staff engagement will be crucial in maintaining and improving satisfaction rates. Proactively addressing the dissatisfied customer segment (around 8.2% of total feedback) could lead to reduced churn, increased loyalty, and improved brand reputation, all of which positively impact business KPIs such as revenue and customer retention.





Hourly and weekday trends

In the following section, we'll dive into hourly and weekday customer satisfaction data to provide a precise understanding of when satisfaction fluctuates and steps retailers can take to deliver a more consistent and efficient shopping experience that boosts customer satisfaction and operational performance.

Customer satisfaction by hour

Customer satisfaction in retail tends to start high in the early morning when stores are less crowded, and gradually decreases throughout the day as foot traffic increases.

During the peak shopping hours of 3-5 PM satisfaction has already dipped by 5 percentage points. It begins to rise in the late evening ahead of store closing when stores are less busy, indicating that lower crowd density and quicker service during non-peak times lead to a better customer experience.

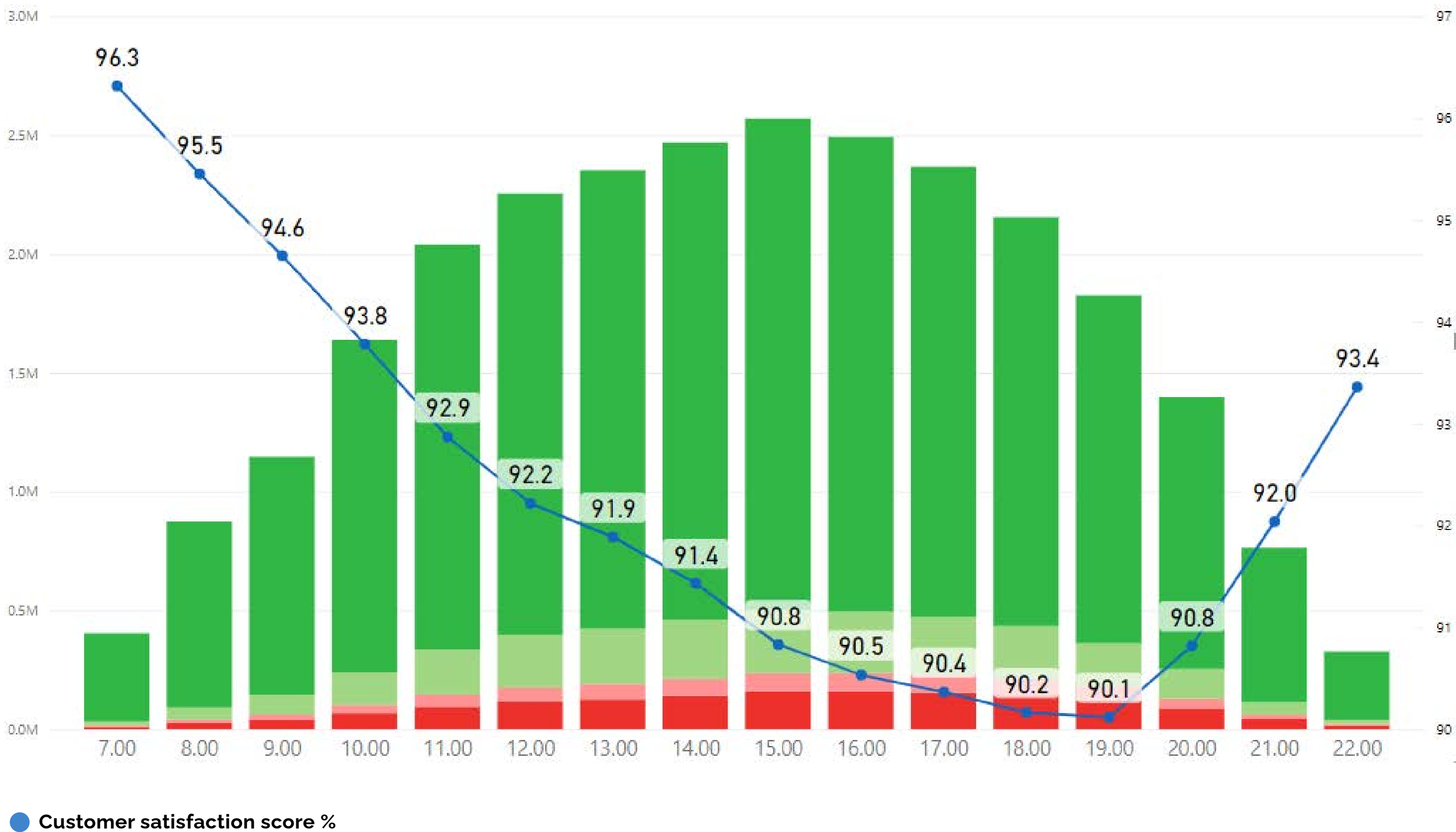
This reflects a typical retail pattern where customer satisfaction dips during peak shopping hours due to higher foot traffic, longer wait times, and increased pressure on staff to manage service speed, which can lead to operational bottlenecks.


Early morning

best performing time of day

7pm

lowest customer satisfaction score of the day at 90.1%





Hourly customer satisfaction data offers deep insights into the in-store experience. By tracking how satisfaction shifts throughout the day, retailers can make informed decisions to optimize operations, improve staff performance, and enhance the customer journey. These real-time insights enable proactive responses to pain points and capitalize on high-satisfaction moments, driving long-term success and customer loyalty

The impact

- **Morning hours: peak customer satisfaction**
Customers are most satisfied during early hours when stores are less crowded and staff are more available to offer personalized service.
- **Midday traffic and service decline**
50% of shoppers are more likely to experience service slowdowns during midday, due to high traffic and increased demand on staff (Deloitte's Consumer Insights report). Lower satisfaction during this time can be attributed to longer wait times, staff shortages, or delays at checkout.
- **Afternoon rush: maintaining service quality**
The afternoon period sees a climb in customer satisfaction as traffic stabilizes and service returns to a more manageable pace. Ensuring a smooth transition from the afternoon to evening rush is essential.
- **Late evening: addressing declining satisfaction**
Late evening shoppers are often in a hurry and are more likely to be dissatisfied with slow service or disorganized stores.

- **Pre-closing: staying attentive to last minute shoppers**
Ensuring that stores are adequately staffed until closing and that end-of-day procedures (such as stocking and cleaning) do not interfere with customer service.

Key focus areas

- **Align staffing levels with peak hours**
Customer traffic and satisfaction can vary significantly by hour. Retailers should optimize staffing during peak times to ensure customers receive timely assistance and service, especially during high-traffic periods.
- **Implement real-time monitoring**
Real-time data analytics tools help retailers monitor store performance throughout the day. Adjusting staff levels and processes in real-time will help manage any drop in service quality, improving overall efficiency and customer experience.
- **Optimize service speed during slow hours**
While the focus is often on busy periods, improving service speed during slow hours can enhance customer satisfaction across the board. Encourage cross-training of staff to ensure they can manage multiple tasks during lulls, keeping service efficient at all times.
- **Analyze conversion rates by hour**
Tracking sales conversions against hourly traffic can provide valuable insights into which hours contribute most to the bottom line. Retailers can use this information to focus promotional or upselling efforts at the most lucrative times.

Customer Satisfaction by day of the week

The data reveals that customer satisfaction is highest on Tuesdays (92.5%) yet drops by 2 percentage points on Saturdays (90.5%).

Satisfaction is highest from Monday to Thursday, typically due to fewer shoppers, allowing stores to provide more attentive, personalized service, and better operational efficiency. Less strain on resources means more fast and friendly customer service, quicker checkout processes, and cleaner environments.

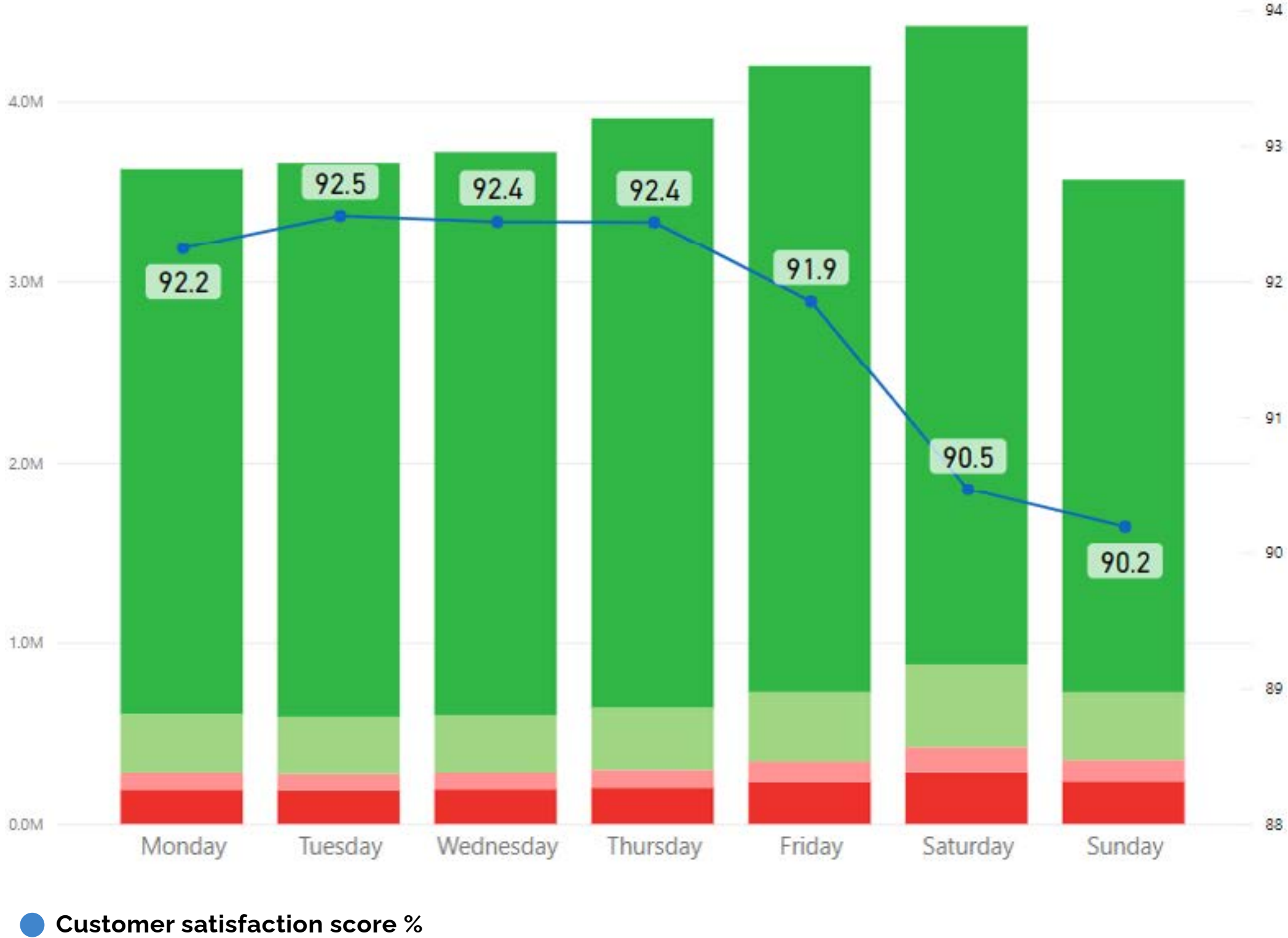
On Saturdays, despite being the most critical day for retail in terms of foot traffic and sales volume, satisfaction takes a 2-percentage point hit. The lower satisfaction score suggests that areas like staffing levels, inventory management, and checkout speed may struggle to keep up with customer volume, leading to longer wait times, slow checkout processes, and suboptimal store presentation.

Tuesday

best performing weekday at 92.5% customer satisfaction

Sunday

lowest customer satisfaction score of the week at 90.2%



Why it matters

Weekday customer satisfaction data gives retailers a clear view of how experiences fluctuate throughout the week. By recognizing these patterns, retailers can optimize staffing, inventory, and promotions to maintain high satisfaction, whether it's Monday morning or Saturday afternoon. These insights allow retail leaders to proactively manage operations, tailor services, and drive customer loyalty and business growth.

- **Monday: post-weekend rebound**
Satisfaction on Mondays increases 2 percentage points after Sunday to reach 92.2%. A quieter shopping environment compared to the weekend rush allows for more attentive service and fewer operational bottlenecks.
- **Midweek Stability: Tuesday-Thursday**
Customer satisfaction scores are stabilized midweek at above 92%. This presents an opportunity to take advantage of calmer periods to optimize in-store experiences.
- **Friday: beginning of satisfaction decline**
Satisfaction begins to decline slightly from the weekday average as increased store traffic and pre-weekend shopping needs overwhelm in-store resources.
- **Saturday: busiest day, but lowest satisfaction**
Customer satisfaction further drops to 90.5%, likely due to long wait times, product shortages, and overwhelmed staff, negatively impacting the shopping experience.
- **Sunday: The Lowest Satisfaction Day**
Sundays show lowest satisfaction of 90.2% despite

typically seeing lighter foot traffic. This may be due to reduced staffing, limited product availability, or operational fatigue after the weekend rush.

Key focus areas

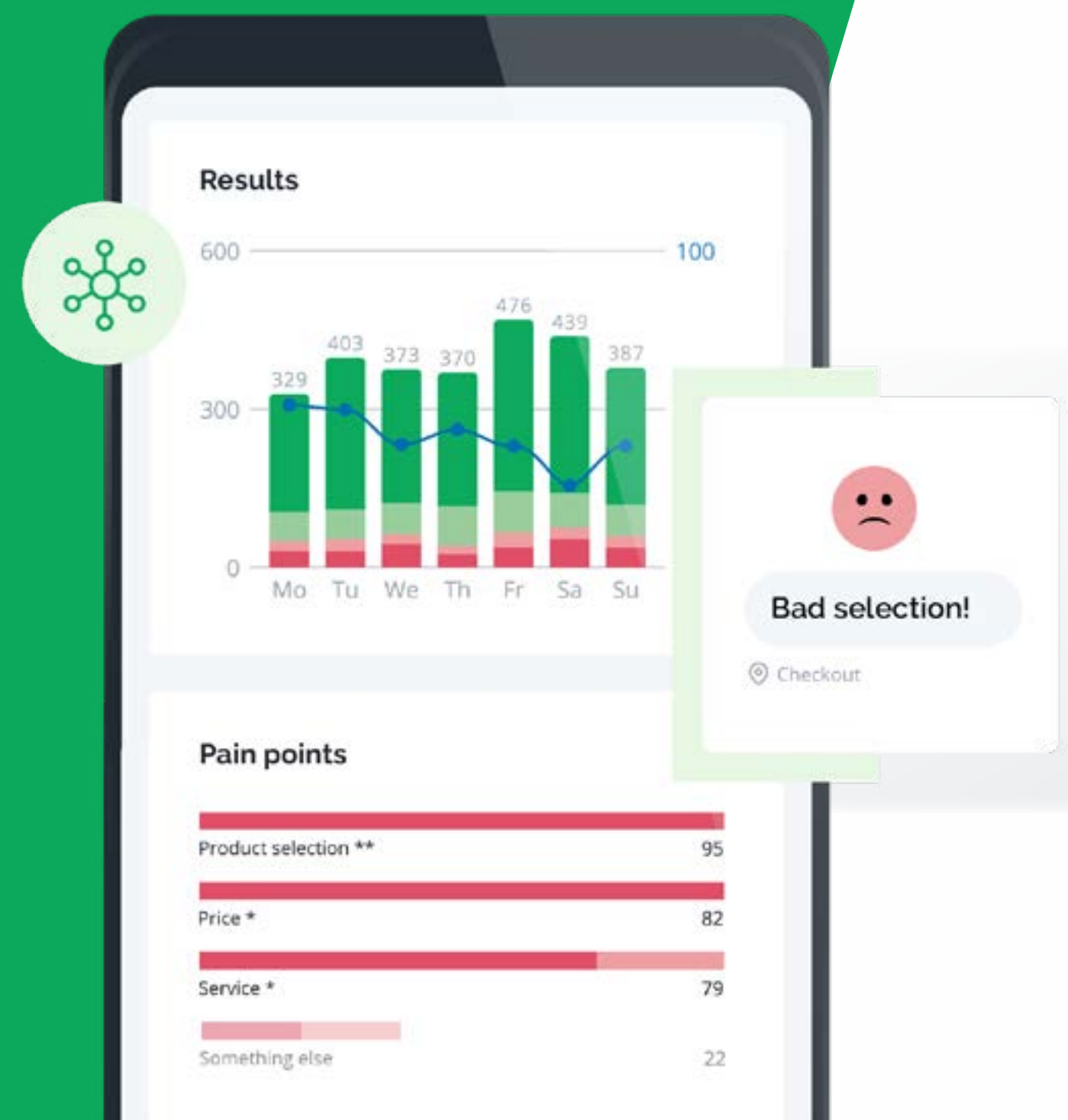
- **Adjust staffing based on weekday patterns:** Fine-tune staffing models to match weekday demands. For example, mid-week may see lower foot traffic but maintaining optimal staff levels ensures that service standards remain high.
- **Introduce weekday-specific promotions:** Use targeted promotions and discounts on low-traffic days to drive footfall. A targeted marketing approach that incorporates weekday data trends can maximize sales during traditionally slow days.
- **Monitor service quality fluctuations across weekdays:** Identify trends in service quality that vary by weekday to provide targeted training or resources on days where ratings typically fall to ensure a consistent customer experience throughout the week.
- **Flexible scheduling for staff:** Align staff schedules with high and low-traffic periods to boost operational efficiency. Matching employee availability to customer demand helps to reduce unnecessary labor costs during off-peak days.

Though often used for short-term adjustments, hourly and weekly customer satisfaction insights also drive long-term operational improvements. They help identify patterns, root causes of inefficiencies, and opportunities that enhance strategic decision-making and long-term business growth.



Highlights and pain points trends

In the following section, we'll dive into the customer feedback data to explore the top 5 strengths and weaknesses of key operational areas within retail to discover what it means, why it matters, and how to course correct or further boost customer satisfaction.



Highlights and Pain points

For retail leaders, customer feedback data is not just a reflection of past performance—it is a strategic tool for future growth and operational efficiency. Highlights and pain points provide a direct, actionable understanding of what is working well and what needs improvement in the retail environment.

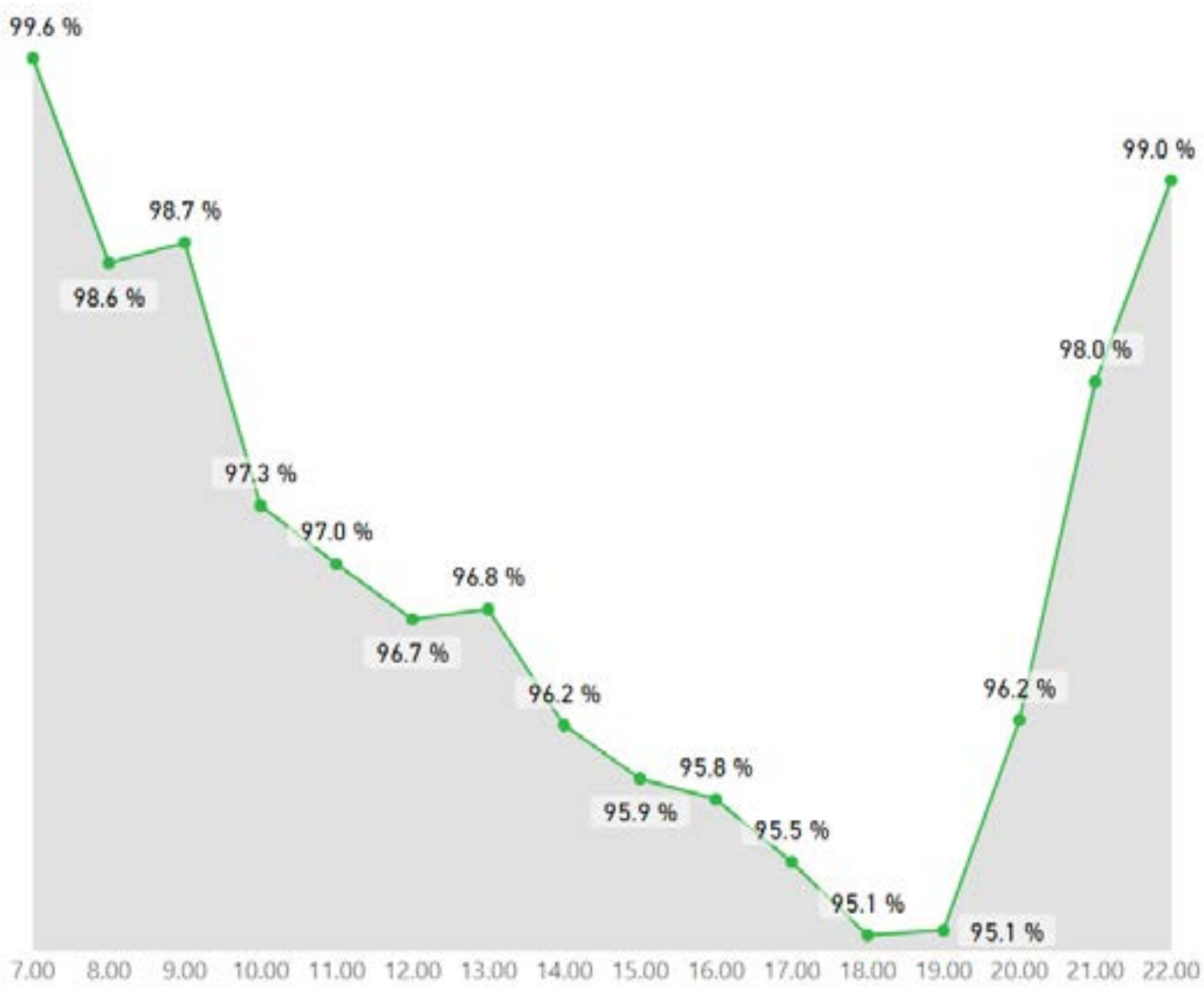
Customer highlights give managers a clear view of their strengths, enabling them to reinforce successful practices and replicate these highlights across other departments or locations. On the other hand, pain points expose areas where customers are consistently unhappy and offer insights into operational inefficiencies that can lead to lost sales and reduced customer loyalty.

By identifying these areas, retail operations managers can be proactive rather than reactive, implement targeted solutions that directly address the root causes of customer dissatisfaction, continually fine-tune operations to meet customer needs, and ultimately drive improvements in day-to-day operations and the overall customer experience.

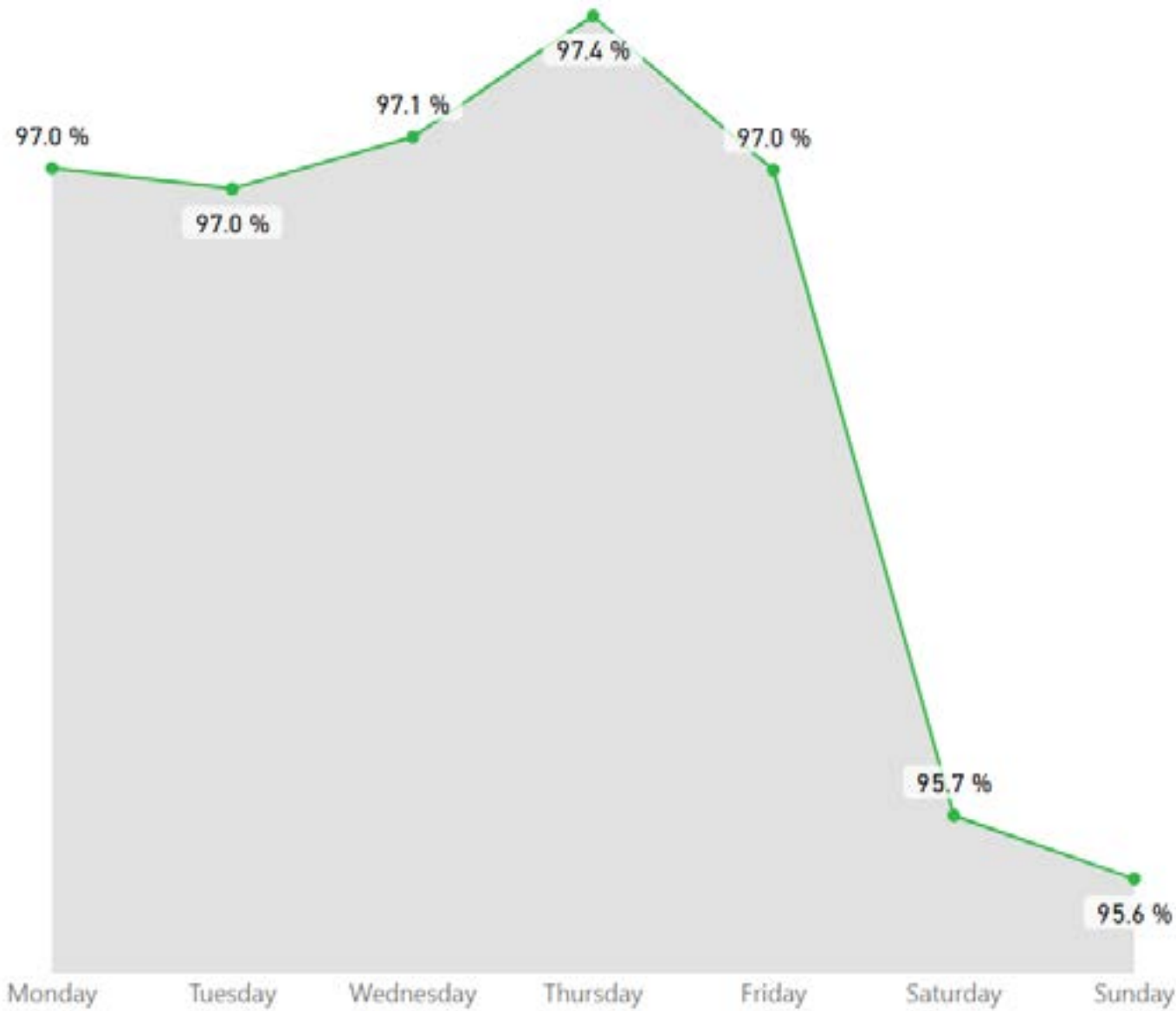


Highlights

#1 Staff friendliness: 96.7%



Hourly customer satisfaction with staff friendliness starts extremely high at 99.6% early in the morning (7 AM) and then gradually declines as the day progresses, reaching its lowest point around 6 PM at 95.1%.



The weekday trend a fairly consistent satisfaction level of around 97% from Monday to Friday, peaking on Thursday at 97.4%. However, over the weekend, the percentage drops to around 95.6% on Saturday and Sunday.

Insights

The consistent high scores across the day suggest that staff are well-trained and maintain high energy levels, which is crucial in maintaining customer relationships. In busy retail settings, friendly staff interactions can positively influence the customer's perception of the store, particularly when customers may be facing long queues or other operational delays.

Key facts

- 73% of customers cite staff friendliness as a major factor in their decision to return to a store, even if the store faces other operational challenges (PwC).
- Strong staff friendliness scores can improve overall customer satisfaction by 15% (Deloitte).

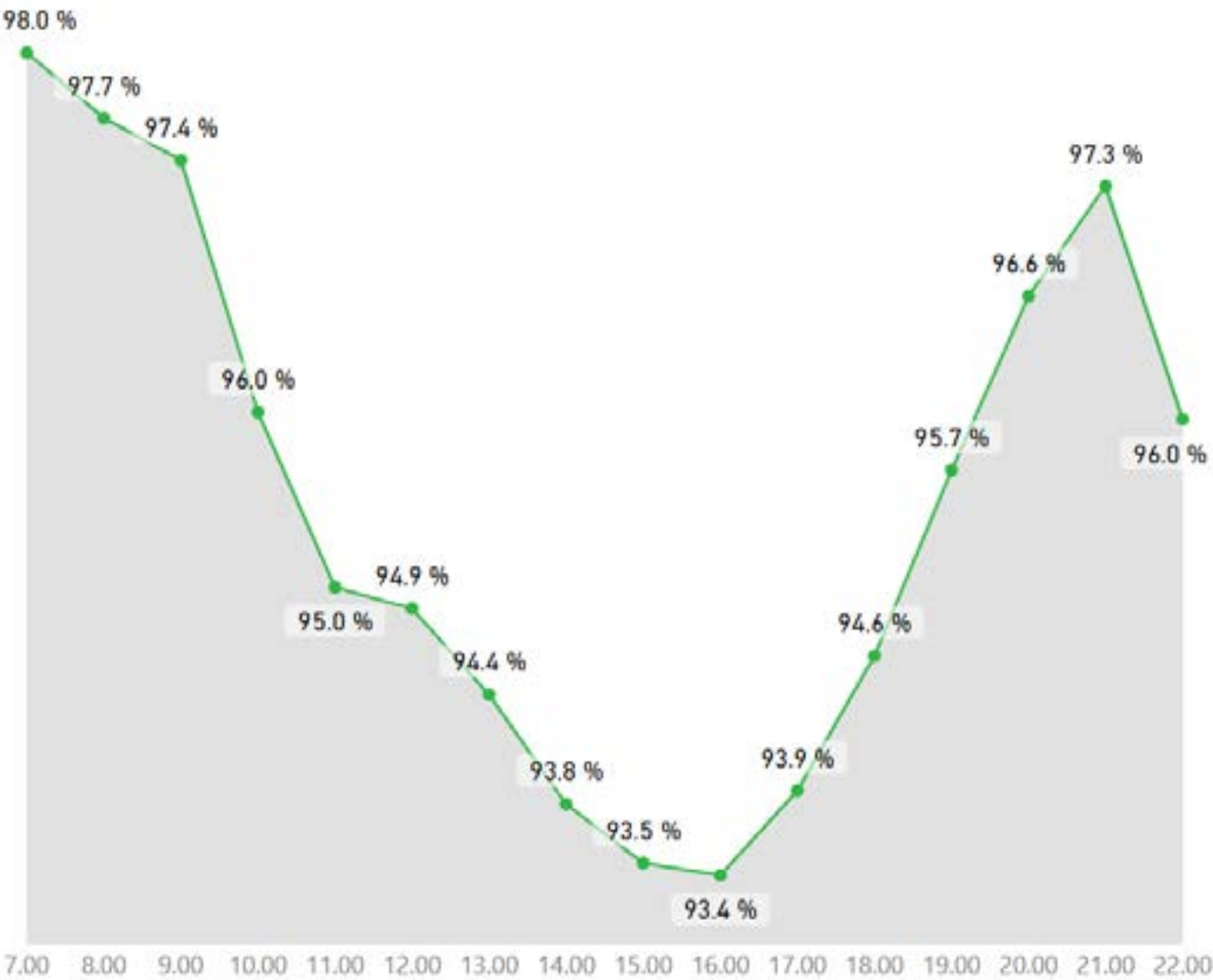
Actionable tips

- Invest in continuous training to ensure that staff have the skills to maintain high friendliness levels, even during stressful or high-traffic periods.
- Initiate employee well-being programs that help staff maintain high energy and positivity throughout the day.
- Recognize and reward friendly staff behavior helps motivate all team members to prioritize customer engagement.

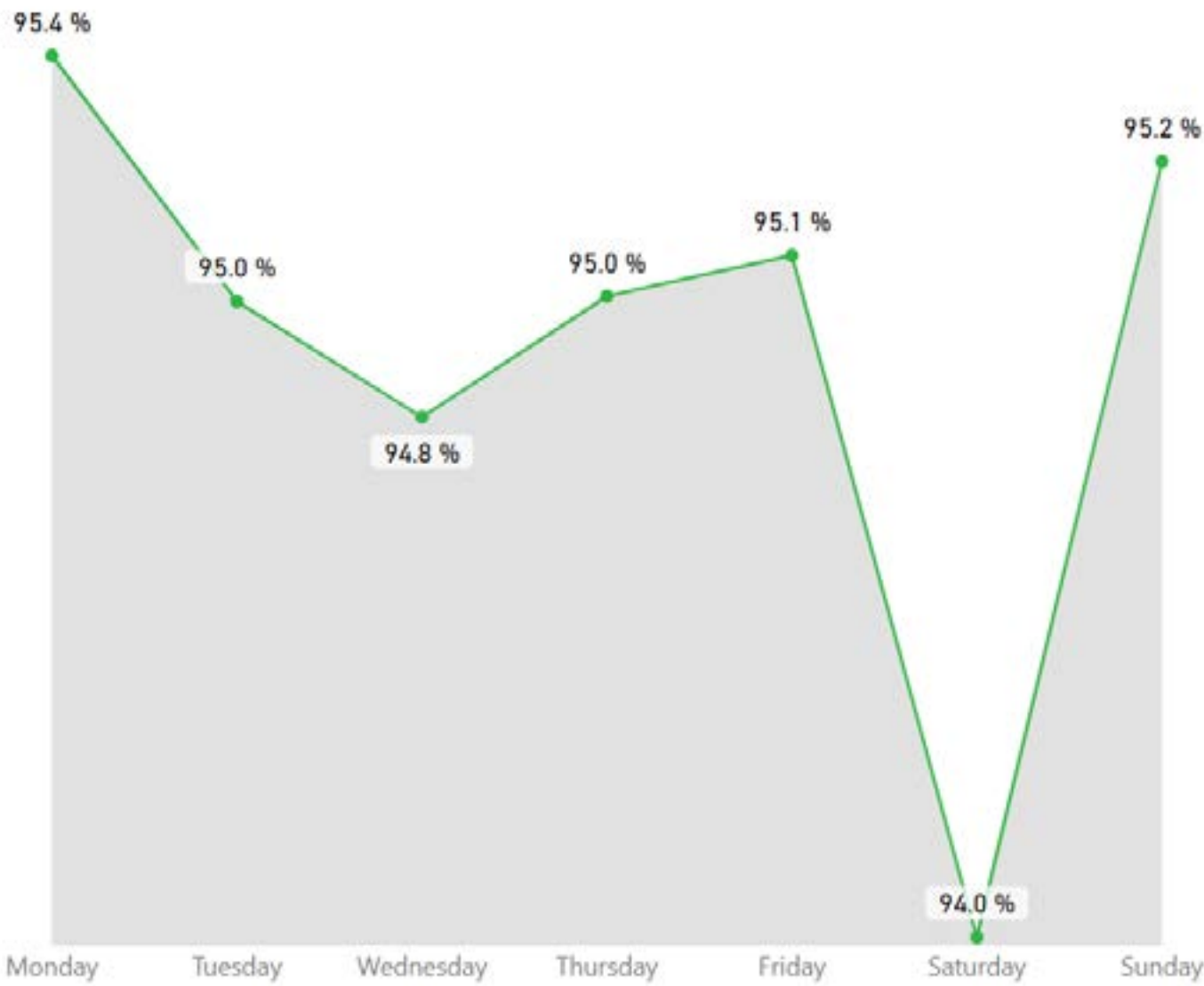


Highlights

2# Customer service: 94.9%



Customer service satisfaction tends to be higher in the morning (+97%) and gradually decreases throughout the day, reaching its lowest point in the late afternoon at 4pm (93.4%).



The weekday trend shows Mondays have the highest satisfaction with customer service (95.4%), and dip to its lowest on Saturdays at nearly 2 percentage points below average at 94%.

Insights

Retail operations typically follow a bell curve of customer volume, peaking in the afternoon and evening, which can lead to overwhelmed staff and lower service quality. Moreover, weekend shopping brings an influx of customers, stressing both staff and store operations. Inadequate staff-to-customer ratio during weekends, especially in larger retail spaces, can significantly hinder customer satisfaction.

Key facts

- Poor customer service is one of the most common reasons for customer attrition, so monitoring and acting on service-related feedback can reduce customer acquisition costs.
- Improving customer service can increase customer retention by up to 95%, leading to profit growth between 25% and 125% (Harvard Business Review).

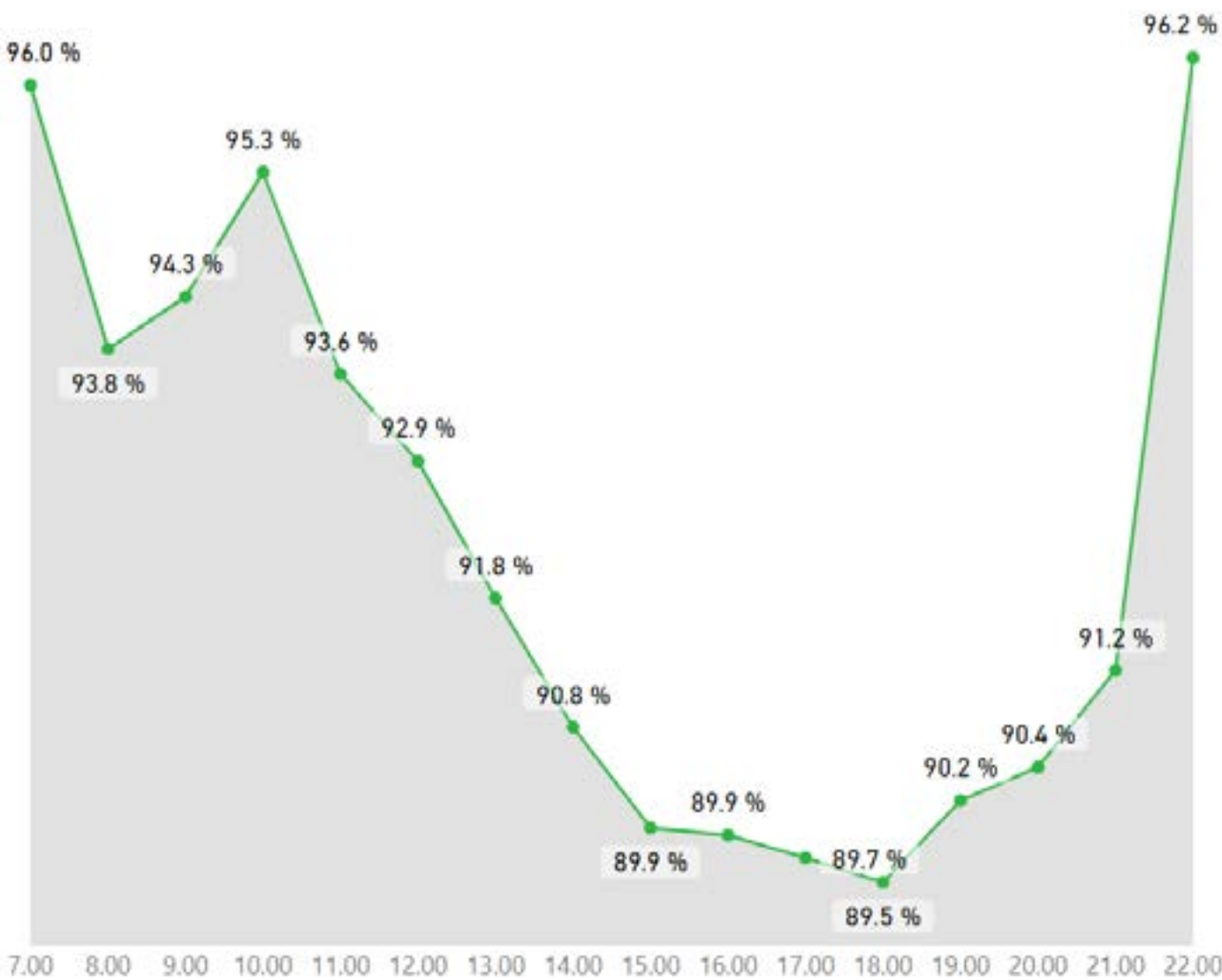
Actionable tips

- Improve staff scheduling by aligning staffing with peak traffic hours and ensuring enough breaks to avoid fatigue.
- Invest in training staff on how to manage customer service during high-traffic times efficiently, helping reduce wait times while keeping service quality high.
- Use predictive analytics to assign more staff to high-traffic periods, especially in the late afternoon and evening.

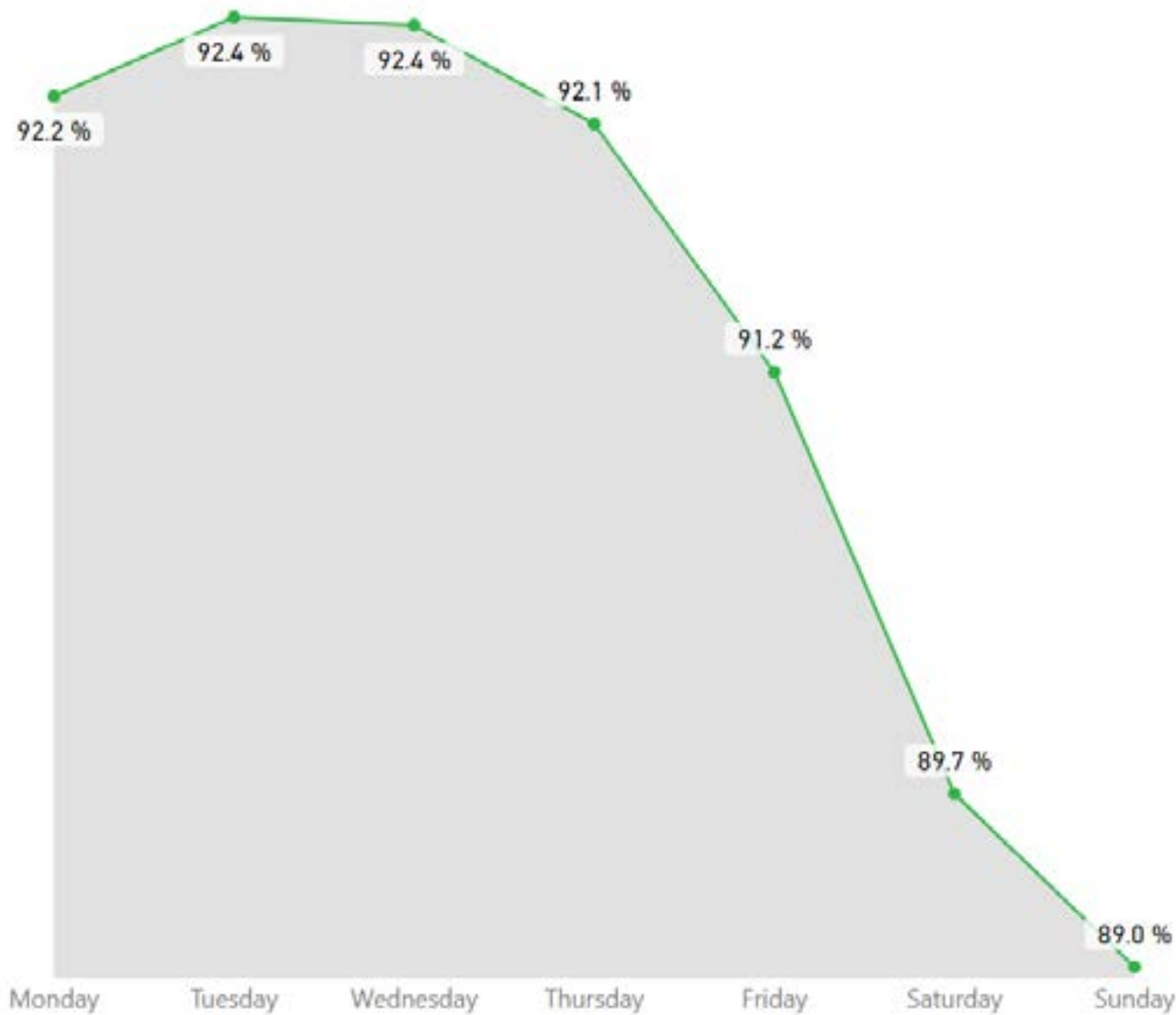


Highlights

#3 Staff availability: 91.1%



Customers are most satisfied with staff availability in the early morning, however, satisfaction gradually declines to below average by 2pm as the day progresses, reaching the lowest levels in the late afternoon at just 89.5%.



Satisfaction with staff availability is consistent Monday through Thursday above 92%, yet by Friday and into the weekend, especially Sunday, there is a 2 percentage point decline to 89%.

Insights

The trends indicate that stores often start with ample staff in the morning, but as the day goes on, fewer staff are available to handle customer needs. This could be due to shift changes, breaks, or increased operational duties. The weekend dip may be explained by a higher volume of customers and more complex requests, which reduce the number of available staff on the floor

Key facts

- 70% of consumers indicate that being able to easily find a staff member is crucial to their shopping experience (Deloitte).
- Customer expectations around staff availability increase by 15% on weekends (PwC).

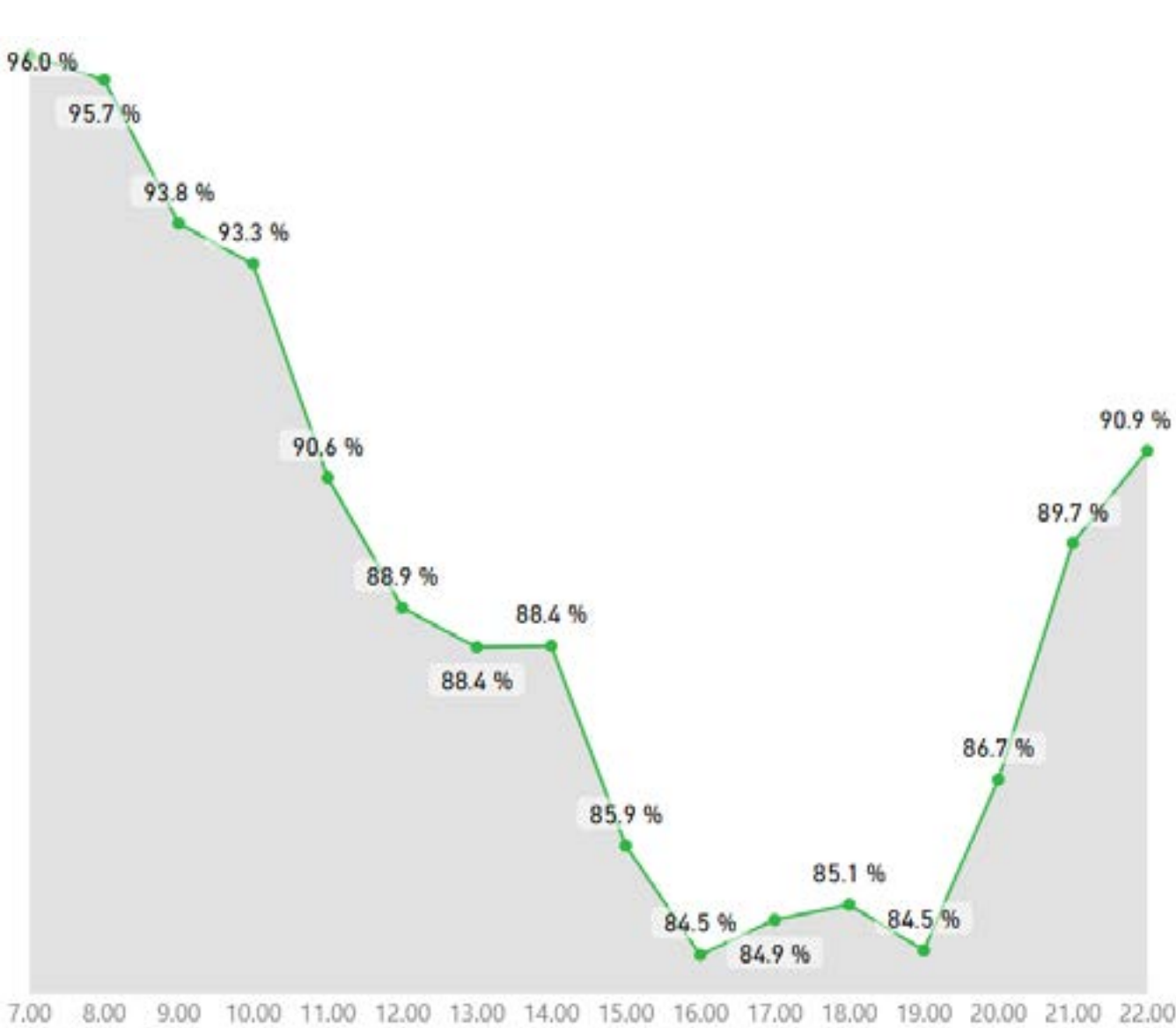
Actionable tips

- Optimize staffing during peak hours to ensure staff availability aligns with customer demand. This will reduce wait times and increase customer satisfaction.
- Cross-train employees in multiple areas so that they can respond quickly to shifting demands, ensuring customers always get the help they need.
- Implement real-time staffing tools that provide visibility into staffing needs, so retailers can ensure employees are always available when and where they are needed.

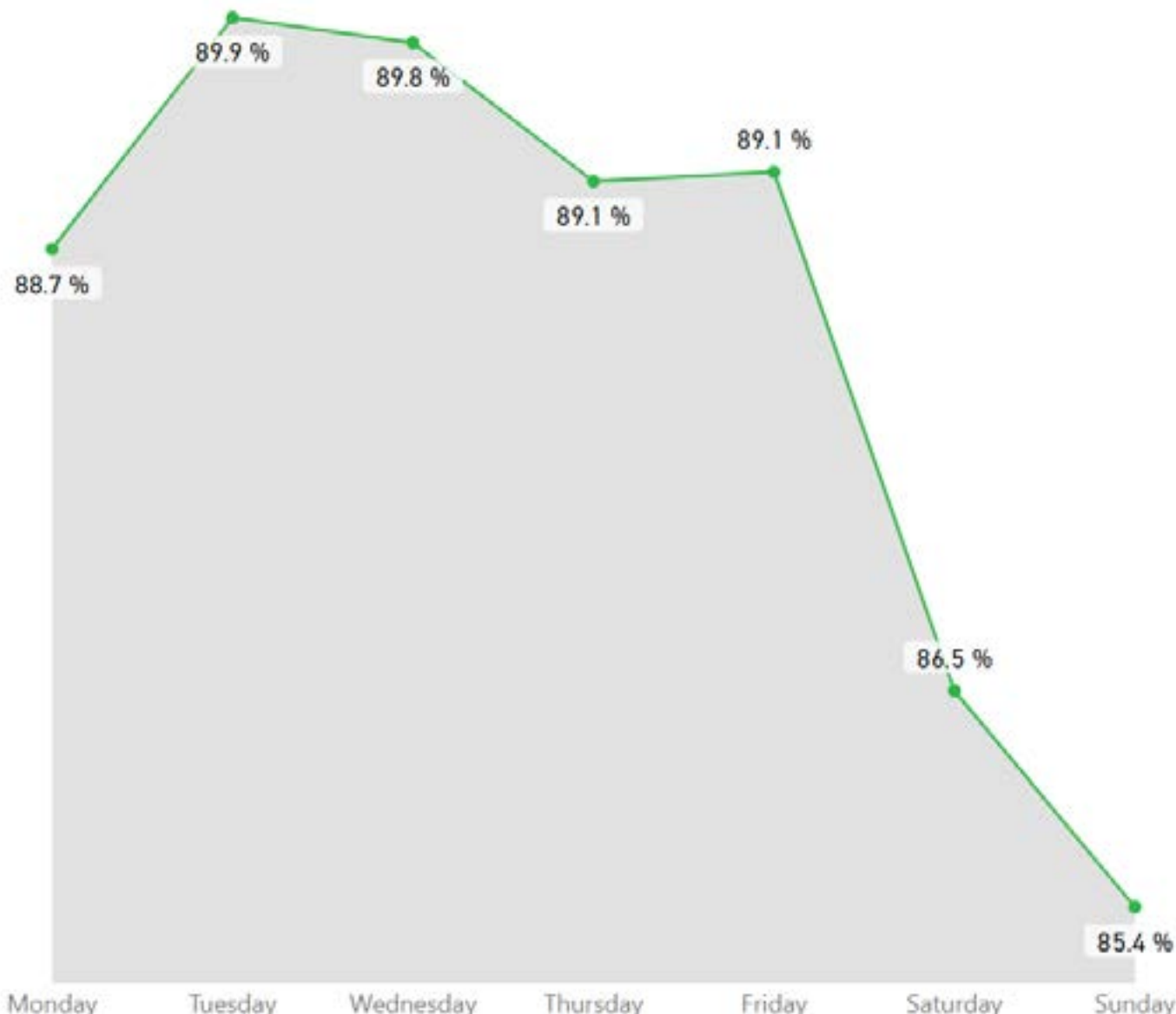


Highlights

#4 Cleanliness: 88.3%



The cleanliness satisfaction score starts very strong from early morning and steadily declines throughout the day. By 4pm it reaches the lowest score of 84.5% and hovers at this score until 7pm.



Cleanliness is highly rated and above average on Monday-Fridays, but shows a sharp drop on Saturdays (86.5%) and yet another again on Sundays (85.4%).

Insights

Retail stores are generally cleaned overnight or early in the morning before opening, which is why cleanliness is rated highest at the start of the day. However, as the day progresses and customer traffic increases, maintaining cleanliness becomes more challenging. In high-traffic areas, such as restrooms and aisles, dirt and clutter accumulate faster, while cleaning staff may be occupied with other tasks, like restocking or assisting customers.

Key facts

- 88% of customers consider cleanliness essential to their shopping experience, and 50% would leave a store if they perceive it as unclean (PwC).
- Poor cleanliness can reduce dwell time by 20%, meaning customers spend less time (and money) in-store when cleanliness is neglected (McKinsey & Co.).
- Improving store cleanliness can increase customer satisfaction by up to 15% (Harvard Business Review).

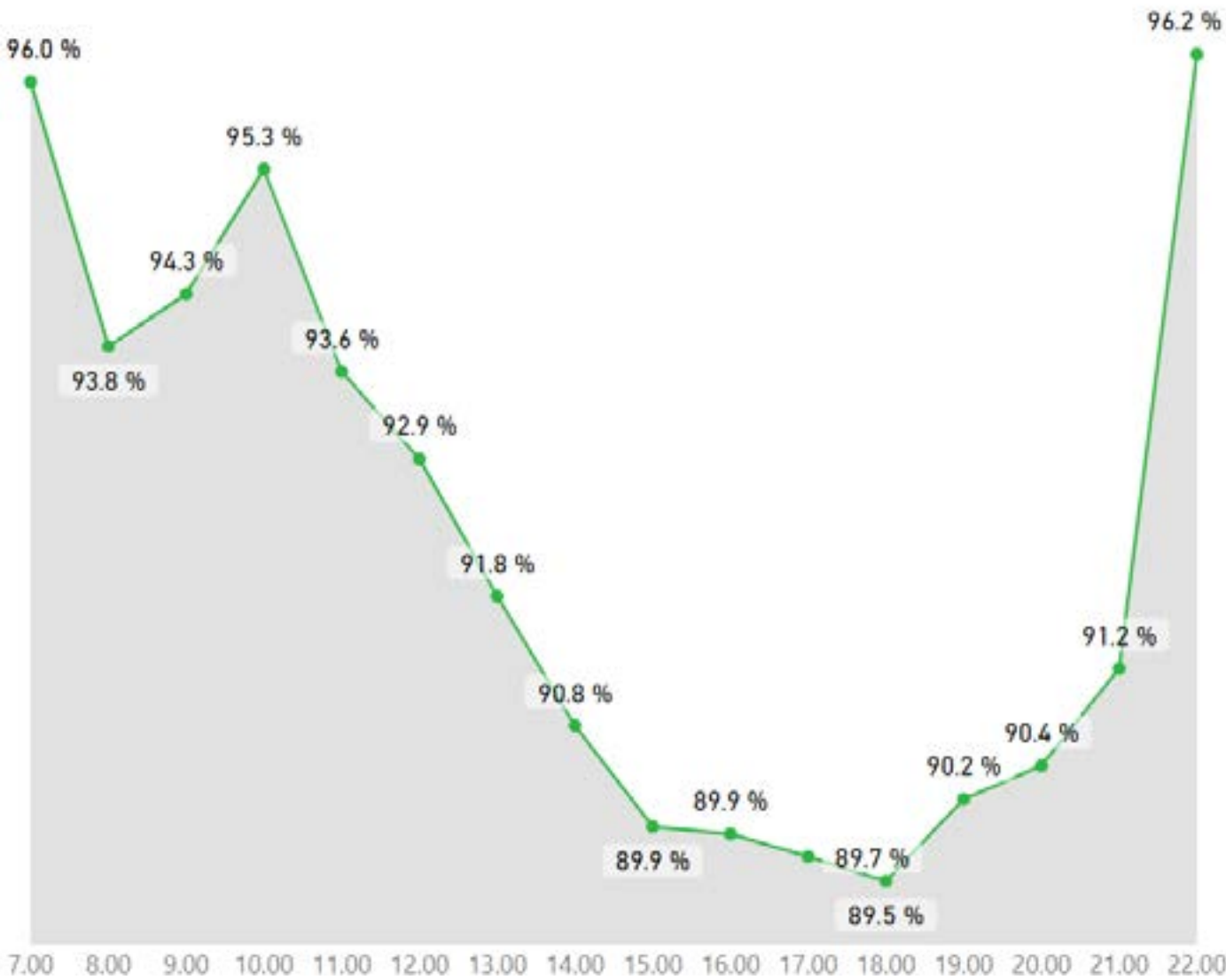
Actionable tips

- Schedule cleaning staff during peak traffic hours to maintain cleanliness throughout the day.
- Use a cleanliness checklist that highlights high-traffic areas for more frequent maintenance, especially on weekends.
- Leverage customer feedback to identify problem areas and improve cleanliness standards in real-time.

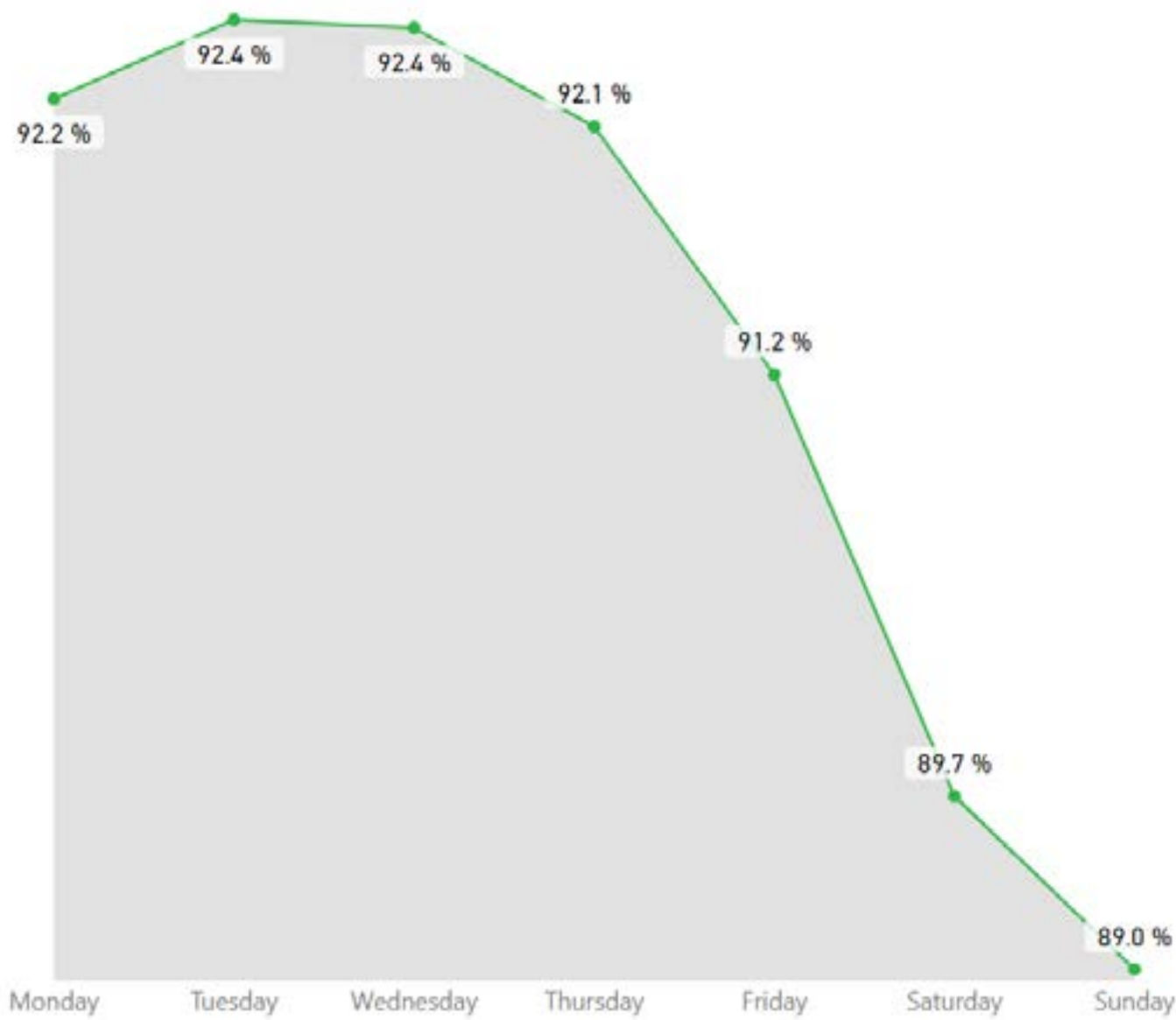


Highlights

#5 Staff knowledge: 87.4%



Customers are happiest with staff knowledge at the start of the day, by experience drops in satisfaction starting around noon. Satisfaction declines several points throughout the peak shopping times (12-6pm) but recovers after 6pm.



Wednesdays and Thursdays see the highest levels of satisfaction at 88%. However, Tuesday and Saturday, nearly tied at just under 87%, experience a drop below the average satisfaction score.

Insights

Staff knowledge is critical in retail as customers require guidance on product selection or detailed information. In the morning, when stores are less busy, staff can spend more time assisting individual customers, leading to higher satisfaction. Tuesday dips may connect to retailers focus on restocking, inventory checks, and operational adjustments, while Saturday dips may be because full-time, knowledgeable staff might are off or attending to busier tasks.

Key facts

- 63% of customers expect staff to have in-depth knowledge of the products and services they sell, and 30% will abandon a purchase if the staff cannot answer their questions (PwC).
- Increasing staff knowledge through targeted training improves customer satisfaction by 12% (McKinsey & Co.).

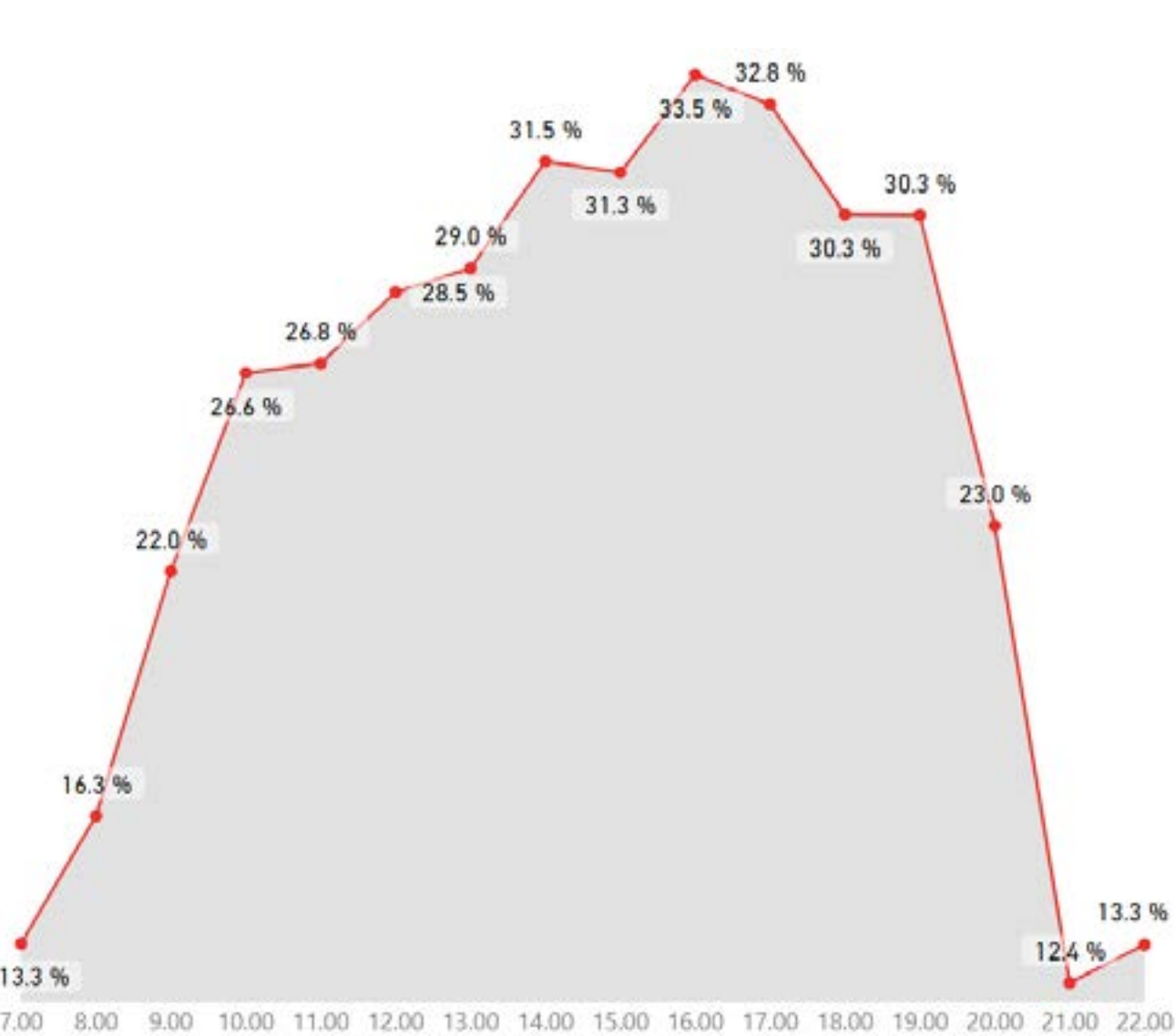
Actionable tips

- Implement ongoing product knowledge training to ensure staff are well-equipped to answer customer queries at all times.
- Use feedback systems to identify specific knowledge gaps and target those areas for staff development.
- Assign experienced staff during peak hours or low-rated days to maintain high levels of customer support, particularly when customer questions are more complex.

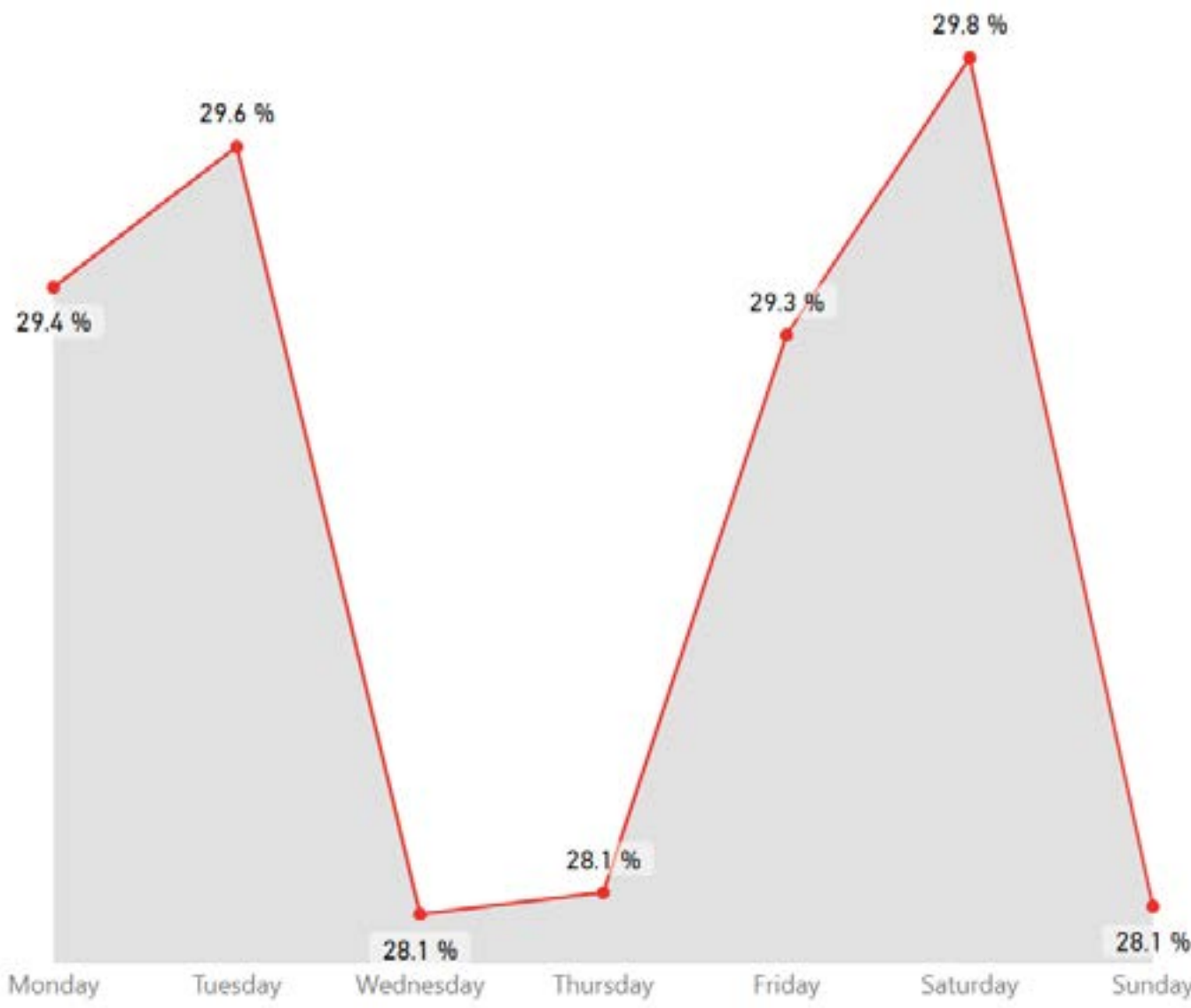


Pain points

#1 Prices: 29.0%



Customer dissatisfaction with price starts lower in the morning but gradually increases throughout the day, peaking at 4pm to 33.5%.



Complaints about pricing is the highest on Saturdays, exceeding the average score by nearly 1 full percentage point.

Insights

Price dissatisfaction tends to increase throughout the day due to a few key operational factors. Early morning customers may have a clearer expectation of store pricing, or they may be regular shoppers already familiar with promotions or sales. On Saturdays, customer expectations around pricing may be due to promotional offers, higher shopping volumes, and perceived inconsistencies in pricing. If customers feel they are not receiving good value, especially if prices appear higher compared to competitors, dissatisfaction peaks.

Key facts

- 62% of shoppers are more likely to abandon a purchase if they perceive prices as too high or unclear (PwC).
- Transparent pricing strategies can improve customer loyalty by up to 20% (Deloitte).

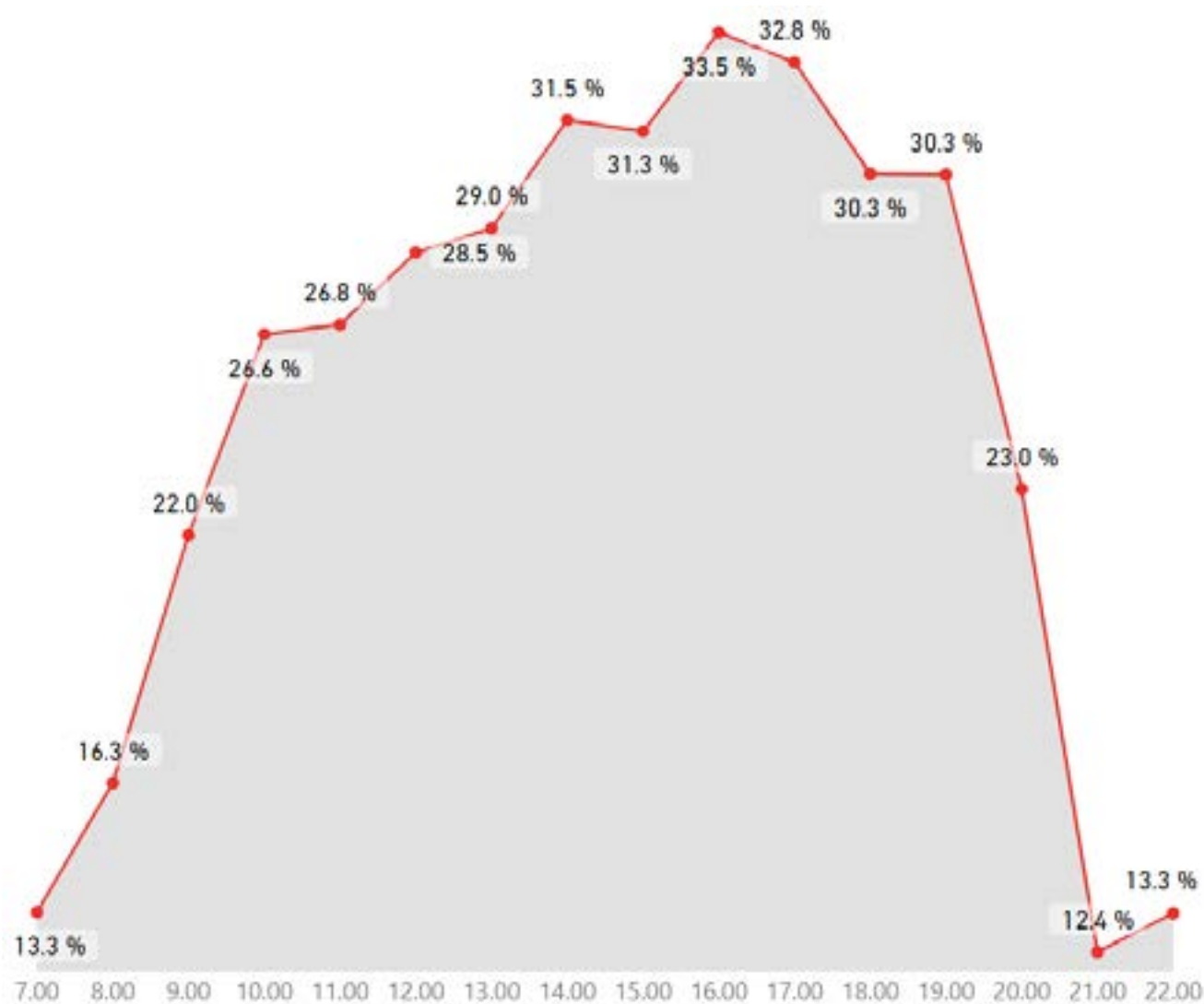
Actionable tips

- Ensure clear communication of prices and promotions throughout the store, especially during weekends when expectations are higher.
- Implement price-matching policies or dynamic pricing tools that automatically adjust prices based on competitors, ensuring customers feel they are getting the best deal.
- Use customer feedback to identify frequent pricing complaints and adjust pricing strategies accordingly, ensuring alignment with customer expectations.

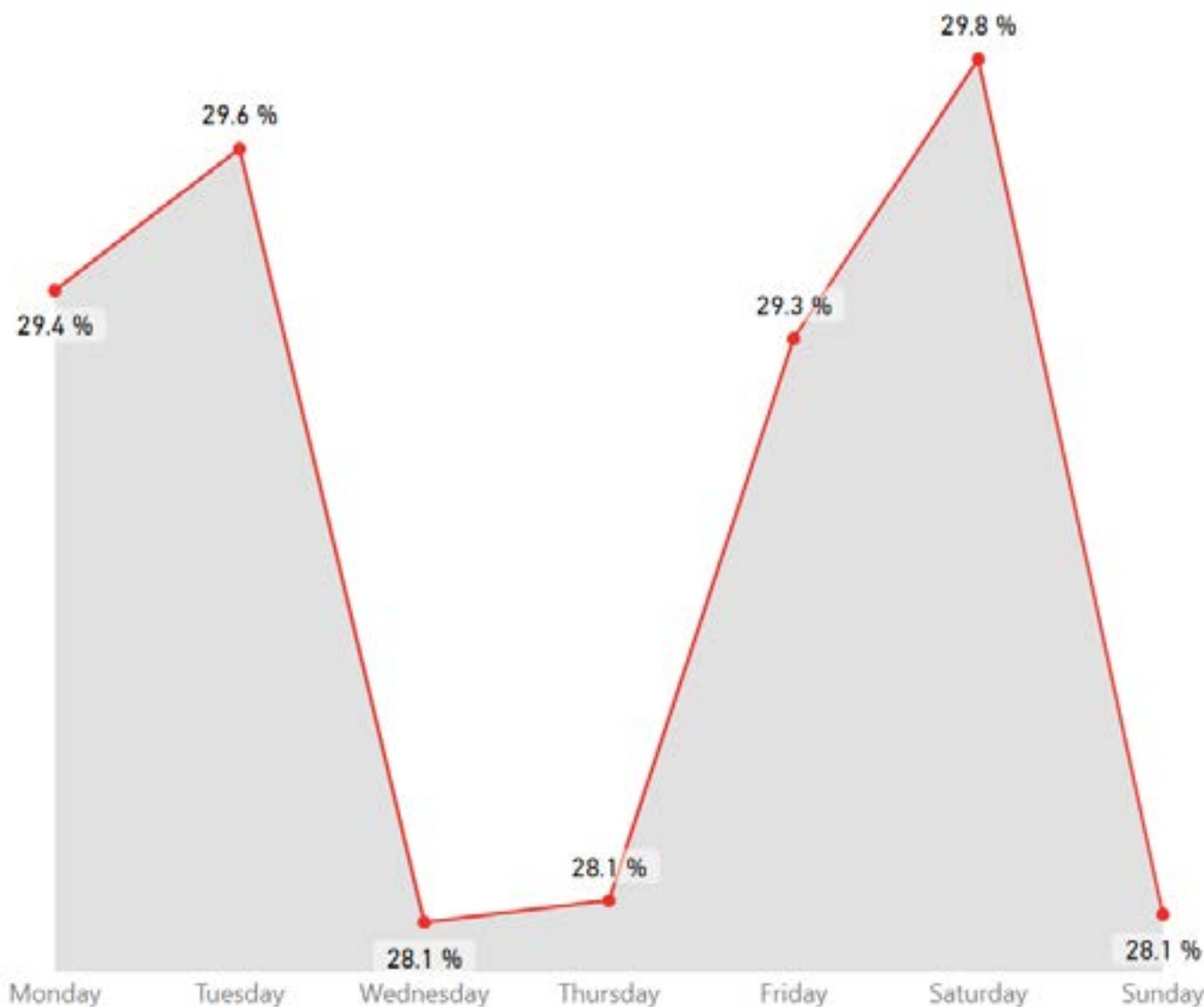


Pain points

#2 Product availability: 26.3%



Product availability dissatisfaction steadily grows throughout the day, reaching its highest level, at over 32%, in the evening between 4-6pm.



Unsurprisingly, customers are most unhappy with product availability on weekends, particularly Saturday, where dissatisfaction is +2 percentage points greater than the average at 28.5%.

Insights

Product availability satisfaction declines throughout the day as items sell out and restocking becomes less frequent, especially during peak hours. On Saturdays, customer volume is higher, and product turnover is faster, making it difficult for stores to keep up with demand. The increased traffic results in stockouts and longer restocking times, frustrating customers who expect to find their desired products readily available.

Key facts

- Stockouts and unavailable products lead to a 15% reduction in customer satisfaction, as customers expect real-time availability (McKinsey & Co.).
- 45% of customers are likely to switch stores if product availability is consistently poor (PwC).

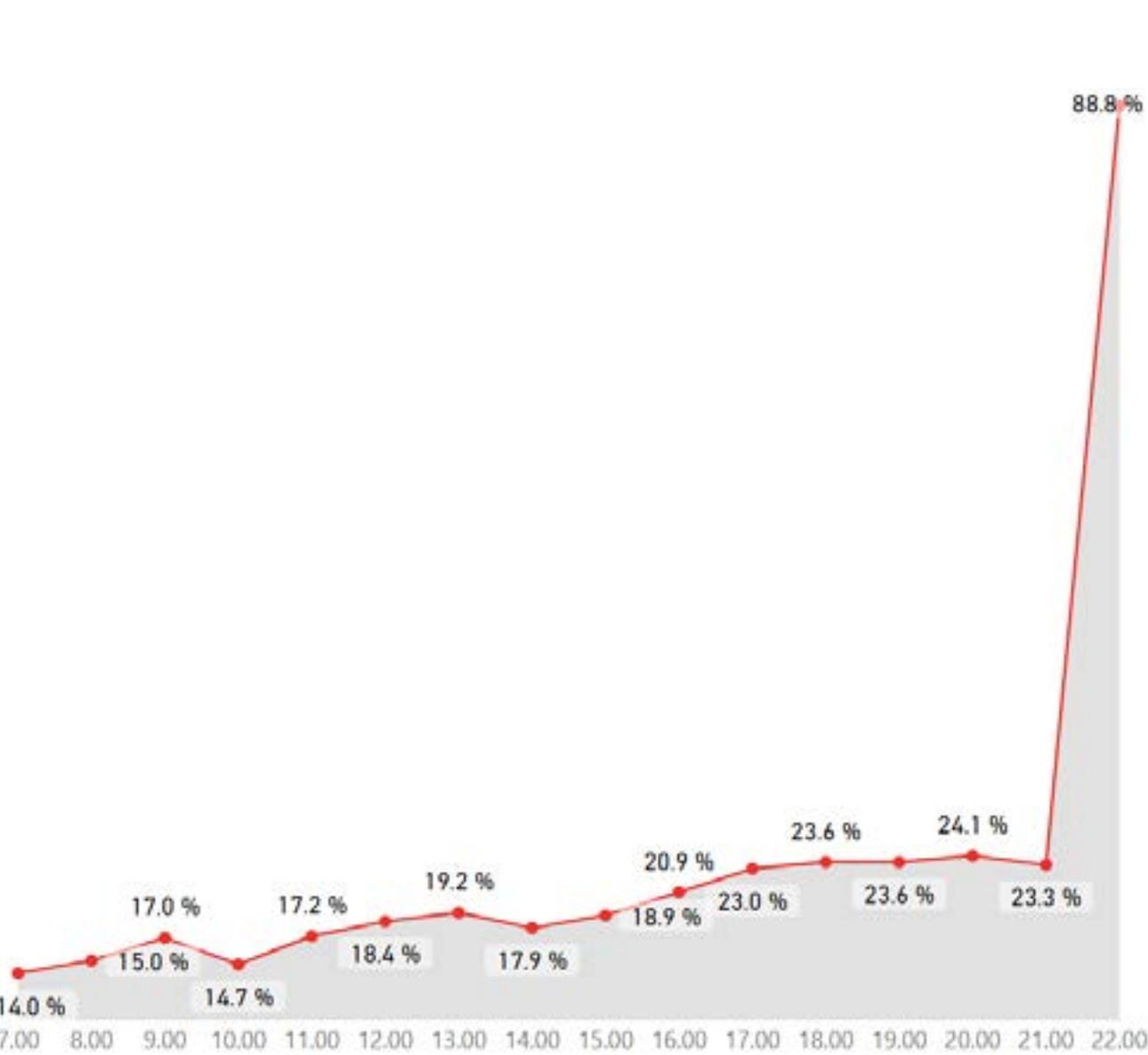
Actionable tips

- Use real-time inventory management systems to track stock levels and automate restocking alerts, ensuring shelves are replenished throughout the day.
- Offer alternatives for out-of-stock items, or item reservations for later pickup.
- Optimize weekend restocking schedules to account for higher customer volumes and faster product turnover.

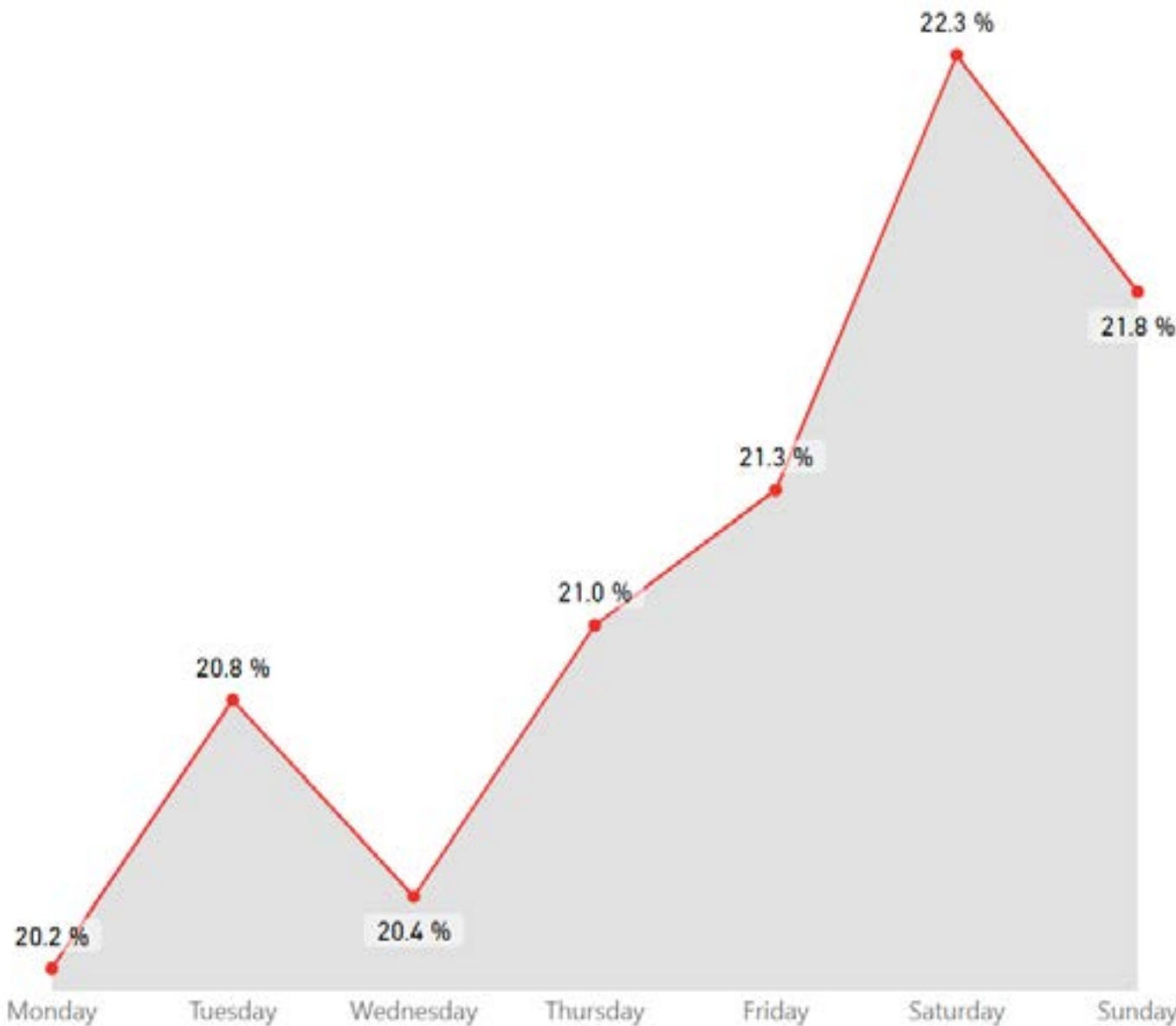


Pain points

#3 Store presentation: 21.4%



Customer unhappiness with store presentation steadily increases through the day, with dissatisfaction levels exceeding the average score starting after 5pm onwards.



Store presentation dissatisfaction is generally at the average level throughout the week, but hit a high on Saturdays at 22.3% and also still above average on Sundays at 21.8%.

Insights

Store presentation, which includes product arrangement, displays, atmosphere, and general store organization, is at its best in the morning, following overnight cleaning and restocking. As foot traffic increases throughout the day, maintaining this level of presentation becomes more challenging. On Saturdays, the large influx of customers exacerbates these issues, as prioritization on customer service or checkout speed over maintaining presentation may result in cluttered and poorly arranged displays.

Key facts

- 50% of customers are likely to leave a store without purchasing if store presentation is poor (PwC).
- Well-maintained store environments increase dwell time by up to 12%, encouraging customers to browse more and potentially increase sales (Deloitte).

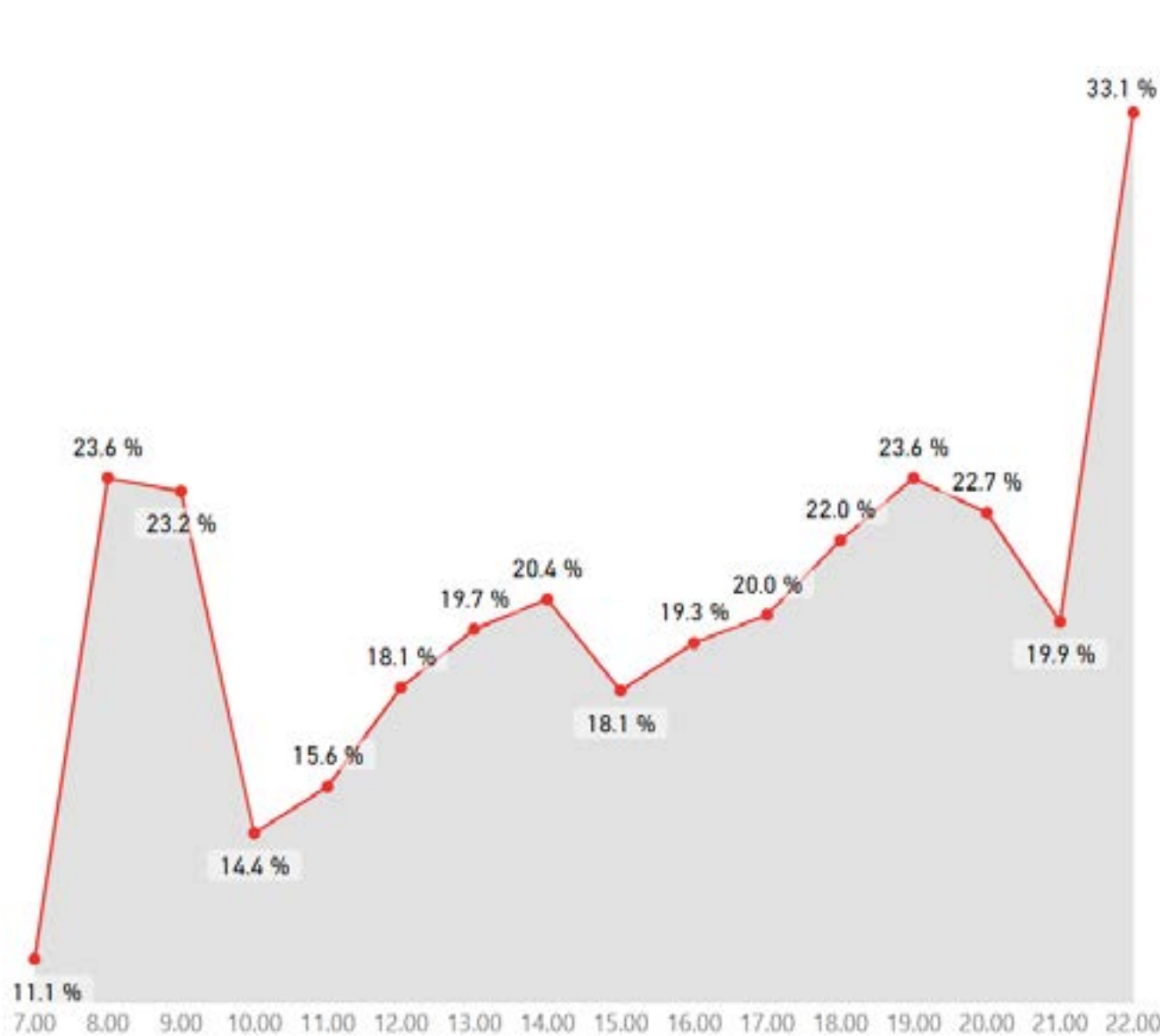
Actionable tips

- Schedule staff to regularly monitor and maintain store presentation throughout the day, particularly during peak hours.
- Use real-time customer feedback to identify problem areas and make immediate adjustments to store layout and cleanliness.
- Implement visual merchandising best practices that ensure shelves and displays remain organized, even during high-traffic periods.

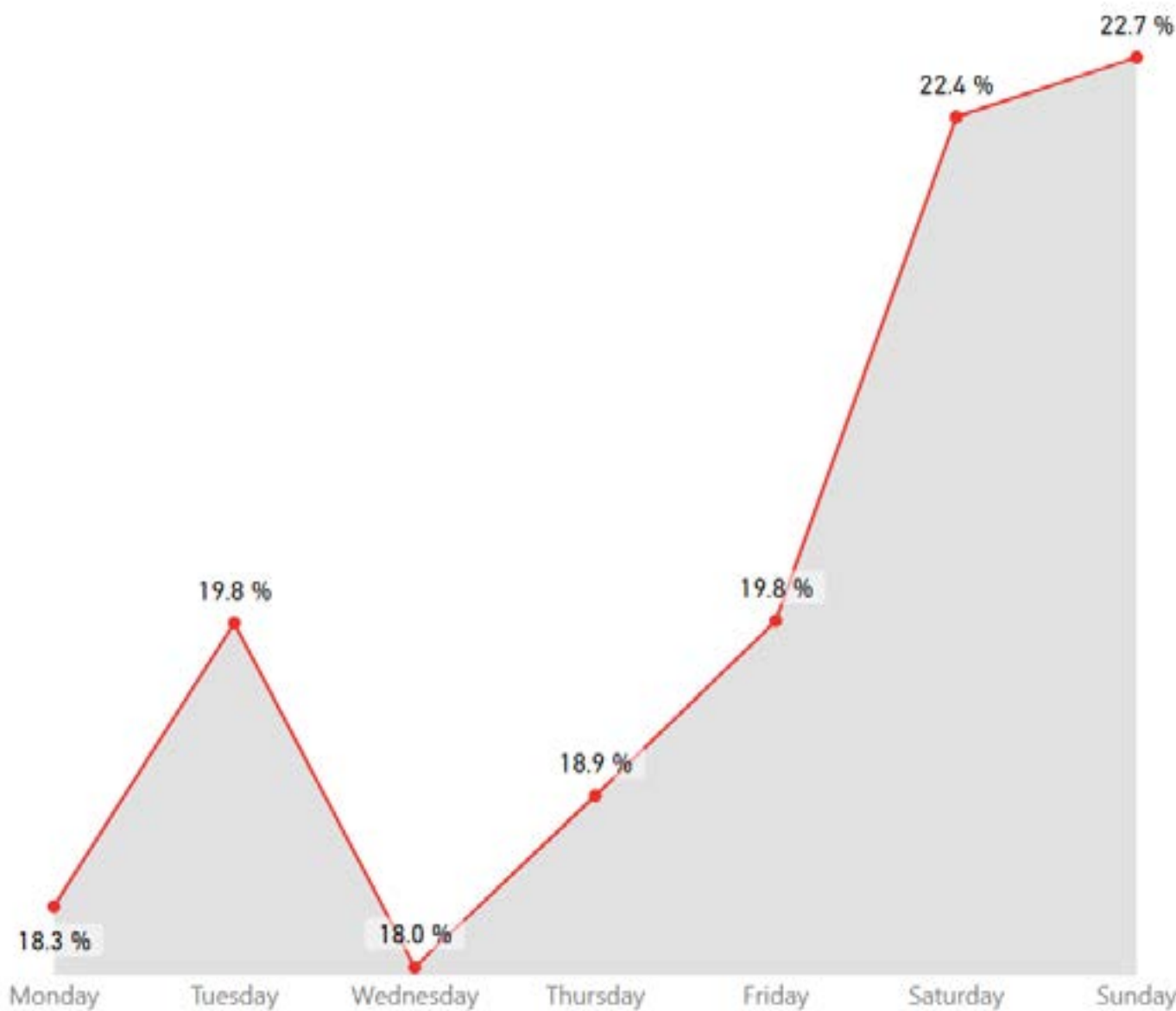


Pain points

#4 Checkout process: 20.3%



Dissatisfaction with the checkout process has two noted spikes throughout the day: 8 – 9am, and again at 7pm where it exceeds the average by at least 3 percentage points, to above 23%.



Scores are relatively stable during the week but see an increase of over 2 percentage points significantly on weekends, especially Sunday, reaching 22.7% dissatisfaction.

Insights

The checkout process is often a key pain point for customers, especially during peak shopping hours. In the morning, fewer customers mean shorter wait times and a smoother checkout experience. However, as foot traffic increases during the day, lines grow longer, and checkout staff may struggle to keep up with demand, leading to frustration. On weekends, slow checkout times, combined with crowded lines, create a negative end to the shopping experience, which can impact customer retention.

Key facts

- 58% of customers will abandon a purchase if the checkout process takes too long (Deloitte).
- Quick, efficient checkouts can improve customer satisfaction by up to 20%, especially during high-traffic periods (PwC).
- Improving checkout speed can increase customer retention by 15% (McKinsey & Co.).

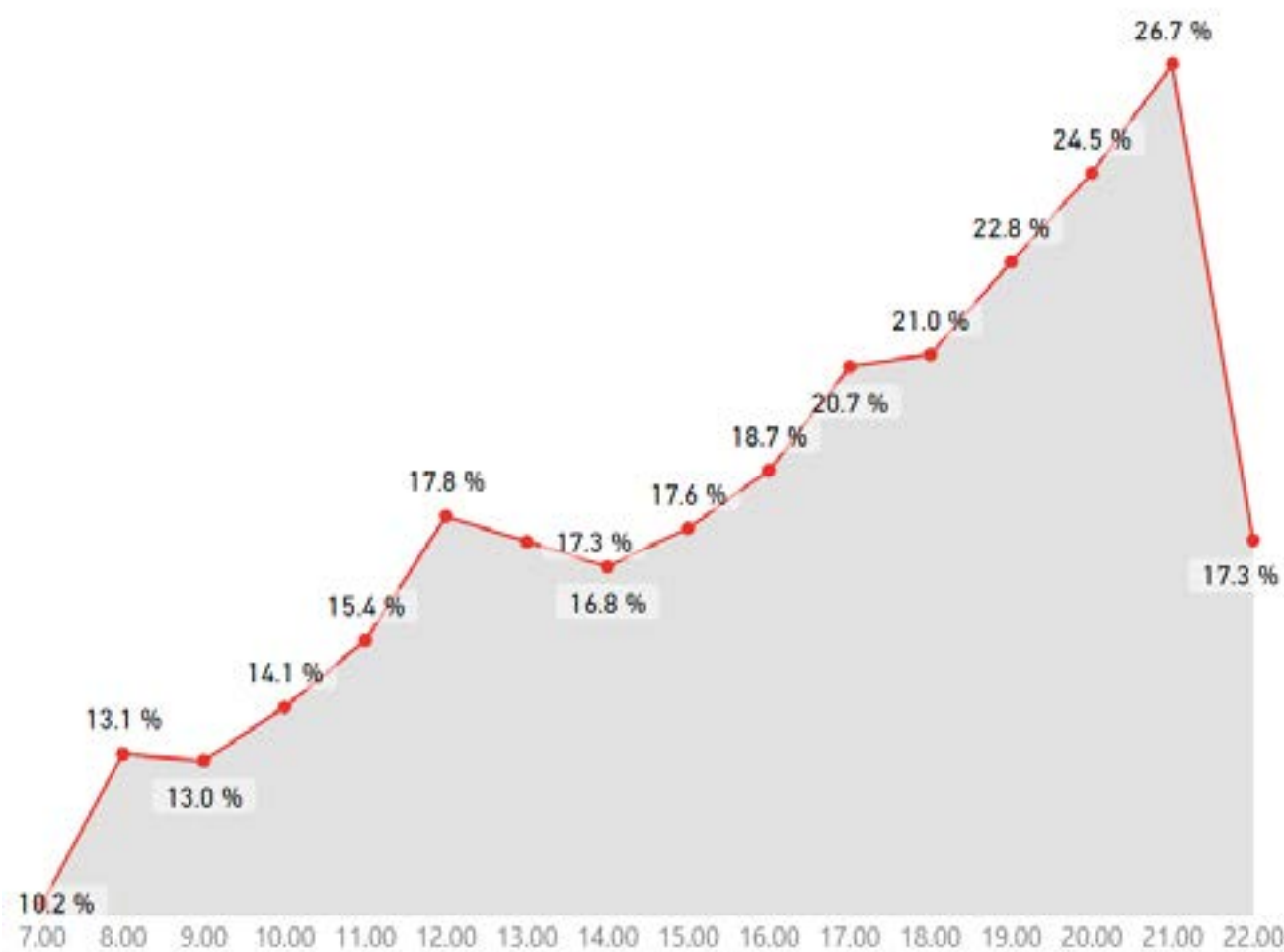
Actionable tips

- Use mobile POS systems to enable staff to check out customers from anywhere in the store, reducing congestion at traditional checkout counters.
- Implement self-checkout kiosks or express lanes for customers with fewer items, speeding up the process and reducing wait times.
- Allocate additional staff to checkout counters during peak hours, especially on weekends, to ensure faster service and shorter lines.

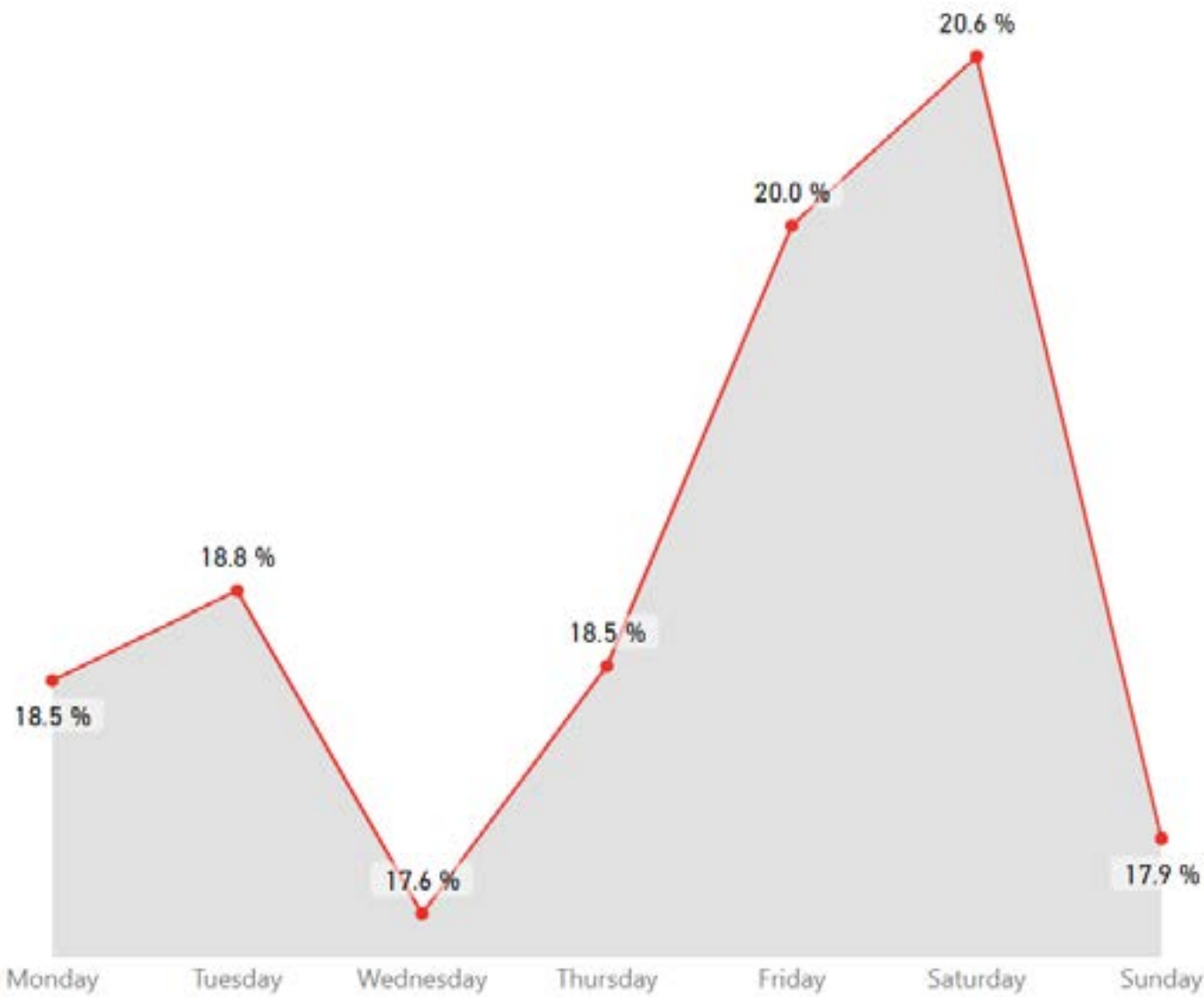


Pain points

#5 Product selection: 19.0%



Dissatisfaction with product selection climbs throughout the entire day (with a short recovery at 2pm), exceeds the average score by 5pm, and continues to increase through the evening.



Customers are most unhappy with product selection on Saturdays where it exceeds the average score, reaching 20.6%.

Insights

Product selection is often perceived as better in the morning when shelves are fully stocked and organized. As the day progresses, popular items sell out, and restocking may not be quick enough to keep up with demand. This leads to a perception of limited product selection, especially in the late afternoon and evening. On Saturdays, customer volume is higher, and popular items may sell out faster, reducing the perceived variety available to shoppers.

Key facts

- Poor product selection leads to a 15% reduction in customer loyalty, as customers seek out stores with a better range (PwC).
- Improving product variety can increase sales by up to 10%, as customers are more likely to purchase when they have a range of options (Deloitte).

Actionable tips

- Use real-time inventory tracking to identify when products are selling out and trigger restocking alerts to keep shelves full throughout the day.
- Implement digital kiosks where customers can search for unavailable items and order them for home delivery or in-store pickup later.
- Optimize product variety by using customer feedback to tailor the selection to local preferences, ensuring that high-demand items are consistently available.





Retail sub-industry snapshot

In this section we'll reveal a snapshot of key customer experience insights across three major retail sub-industries: Grocery, Convenience, and Apparel stores to provide a concise view of how these sub-industries can improve customer satisfaction and operational efficiency.

Grocery stores: 91.5%

Total feedback 14.5 million

Best day: Thursdays 92.2%

Worst day: Sundays 90.2%

Top 5 highlights:

1. Staff friendliness: 95.9%
2. Customer service: 90.1%
3. Prices: 87.5%
4. Cleanliness: 83.7%
5. Product selection: 79.9%

Top 5 pain points:

1. Overall experience: 34.6%
2. Checkout process: 31.3%
3. Product quality: 31.0%
4. Staff availability: 26.7%
5. Store presentation: 26.1%

Key facts

- 85% of grocery shoppers expect fast, efficient service, especially in-store (Deloitte's 2023 Grocery Industry Report).
- 74% of consumers state that store cleanliness significantly impacts their decision to shop at a particular grocery store (Food Marketing Institute).
- 70% of customers expect a broad range of fresh, high-quality products (McKinsey & Co.).

Actionable tips

- **Improve the checkout process for efficiency**
With the checkout process ranked as a major pain point (31.3%), improving checkout speed and efficiency is crucial. Implement self-checkout kiosks or mobile payment options to reduce wait times, particularly during busy periods. Additionally, leveraging real-time traffic

data to adjust staffing levels at checkout lanes during peak hours can significantly enhance the customer experience.

Enhance product quality and selection

While product selection is a top highlight (79.9%), product quality is still a significant pain point (31.0%). To meet customer expectations of fresh, high-quality products, grocery leaders should optimize supply chain operations to ensure products, especially fresh items, are consistently restocked and available. Introducing more local or high-demand items can also improve satisfaction with both product selection and quality.

Focus on cleanliness and store presentation

With cleanliness scoring relatively high at 83.7% but store presentation ranking as a pain point (26.1%), maintaining a well-organized and visually appealing store is essential. Regular cleaning schedules should be reinforced, particularly during high-traffic days. Additionally, improving store layout and ensuring shelves are well-stocked and neatly presented will enhance the overall shopping experience and increase satisfaction.





Connolly SPAR chose HappyOrNot to gain real-time insights into customer satisfaction and improve service quality across their convenience stores. The data helped them to identify areas for improvement, enabling faster staff responses, better service, and operational efficiency. The result: enhanced customer experience and increased overall satisfaction.

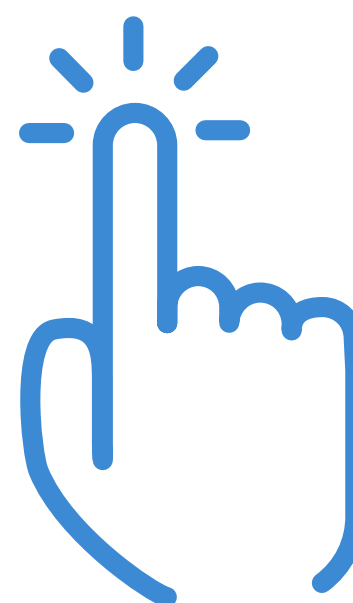


HappyOrNot enhances the shopping experience, highlights issues in stores, and brings ways to fix them. It's one of those things that simply work.

Susan Connolly, Sales Director

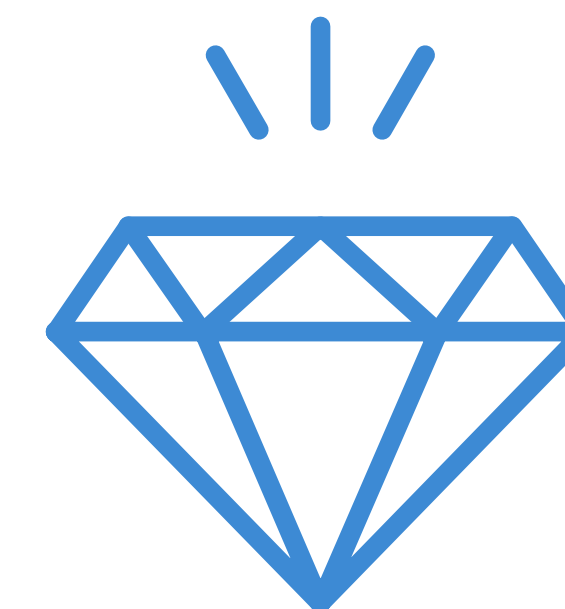
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top 10



In customer satisfaction in the grocery industry

Highlight issues in stores and brings ways to fix them



Motivational tool for managers and employees

Convenience stores: 94.3%

Total feedback 8.2 million

Best day: Tuesdays 95.2%

Worst days: Saturdays & Sundays 93.1%

Top 5 highlights:

1. Staff friendliness: 99.6%
2. Product quality: 97.6%
3. Speed: 96.9%
4. Customer service: 96.3%
5. Cleanliness: 93.9%



Top 5 pain points:

1. Prices: 15.9%
2. Product selection: 13.2%
3. Product availability: 7.7%
4. Cleanliness: 6.1%
5. Customer service: 3.2%

Key facts

- Customers increasingly expect value for money, and 55% of convenience store shoppers would choose a store based on promotional pricing or value-driven offers (NACS, 2023).
- 71% of convenience store customers expect a wide variety of fresh and grab-and-go food options, especially snacks and beverages (Intouch Insight, 2023).
- 53% of convenience store customers rate cleanliness as a critical factor, particularly when purchasing food or beverages (Intouch Insight, 2023).

Actionable tips

- **Optimize pricing strategies**
While satisfaction with staff friendliness and product quality is extremely high, pricing stands out as the top pain point, at 15.9% dissatisfaction. Implementing dynamic pricing models or offering promotions and loyalty programs can address this issue. Customers

increasingly expect better value for money, and by offering tiered pricing or targeted discounts during slower days (like midweek), convenience stores can boost customer satisfaction while maintaining profitability.

• Expand product selection

With product selection as a notable pain point (13.2%), expanding the variety of items, especially in key categories like fresh food and snacks, can help. According to industry data, modern convenience store shoppers expect more diverse and fresh product offerings, particularly grab-and-go food options. Leaders can leverage customer feedback to tailor their product assortment to local preferences, ensuring high-demand items are consistently stocked and available.

• Enhance cleanliness standards

Although cleanliness ranks high overall (93.9%), feedback reveals that satisfaction drops on weekends. Given that 53% of convenience store customers rank cleanliness as a critical factor in their shopping decisions, especially for food-related purchases, implementing stricter cleaning protocols during weekend peak hours can prevent a dip in satisfaction. Regular audits and ensuring visible cleanliness during busy times can create a more welcoming environment and encourage repeat visits.



Rocket chose HappyOrNot to gain real-time, actionable insights into customer satisfaction across all 462 of its locations, driven by a need for accurate feedback on service quality. They sought a solution to identify and address customer pain points quickly, streamline operations, and ultimately boost satisfaction, loyalty, and sales. HappyOrNot's ability to deliver measurable, location-specific data made it an ideal choice to enhance the overall customer experience.



We are really excited about our partnership with HappyOrNot and our company-wide roll out. We are confident that we are going to see the ROI.

Bill Mullen, President of Retail, Rocket®

[Read Their Story](#)

1 million

**customer feedbacks collected
via the Smiley kiosks**

4-point

**growth in Happy Index
(customer satisfaction score)**

Measurable lift

**in total sales and revenue
with Happy Index above 90**



Apparel: 81.1%

Total feedback 740K

Best day: Wednesdays 83.0%

Worst days: Sundays 79.1%

Top 5 highlights:

1. Shopping experience: 99.3%
2. Customer service: 95.5%
3. Staff friendliness: 93.0%
4. Staff availability: 91.4%
5. Checkout process: 81.1%



Top 5 pain points:

1. Selection: 37.1%
2. Prices: 29.6%
3. Store presentation: 23.0%
4. Checkout process: 18.9%
5. Staff availability: 8.6%

Key facts

- Studies show that 20% higher customer satisfaction rates and 10-15% boosts in sales-conversion rates can be achieved by companies that excel in customer service and personalized experiences (McKinsey).
- 55% of apparel customers report frustration with inadequate product selection, often leading them to abandon stores or switch brands (Clarkston Consulting).
- Apparel shoppers are increasingly price-sensitive, with 29% of customers making purchasing decisions based primarily on pricing and promotions (Retail Customer Experience).

Actionable tips

- **Refine product selection**
With selection rated as the top pain point at 37.1%, apparel managers should diversify product assortments and focus on high-demand categories. Leveraging customer feedback can guide which items to stock more

consistently, addressing frustrations related to limited options.

- **Enhance Personalization and customer service**

With staff friendliness (93%) and customer service (95.5%) already strong highlights, continuing to invest in personalized service can drive loyalty and repeat visits. Using customer data to offer tailored recommendations or VIP services could further boost these areas, as personalization efforts have shown significant returns in customer satisfaction and sales.

- **Implement dynamic pricing models**

Given that prices are a significant pain point (29.6%), consider adopting dynamic pricing or offering loyalty discounts to address customer price sensitivity. Special promotions or targeted discounts during slower days, like Sundays, could increase satisfaction and boost sales.

JACK&JONES



We used other methods such as exit surveys and mystery shopping but the amount of data was too small to back up our decision making. With HappyOrNot, we get high participation rates and customer experience data that matters.

Mika Puolimatka, Retail Operations Manager

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35%

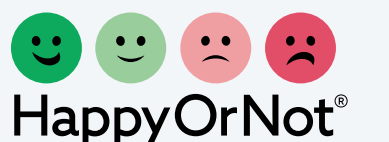
Increase in customer satisfaction

230,000

customer feedback responses



Positive feedback links to higher conversion rates



Ready to elevate your CX?

Customer experience is the driving force behind success in today's competitive retail landscape. Armed with the insights from this report, you now have the tools to turn customer feedback into actionable strategies that boost loyalty, streamline operations, and increase profitability.

Don't stop here—connect with our team of experts to learn how you can implement these insights and revolutionize your retail operations. Let's work together to transform your CX and drive sustainable growth.

Get in touch with us today!

