

Individual metrics

- measures of individual elements for each product category, online and in-store:
 - shopping experience
 - likelihood of return visit
 - likelihood of recommending to friends/family

		Retailer A	Retailer B	Retailer C
Food				
Online	Shopping experience	3.59	3.21	3.51
	Likely to recommend	3.79	3.41	3.27
	Likely to return	3.47	3.38	3.64
	Overall satisfaction	3.51	3.28	3.61
Instore	Shopping experience	3.59	3.21	3.51
	Likely to recommend	3.79	3.41	3.27
	Likely to return	3.47	3.38	3.64
	Overall satisfaction	3.51	3.28	3.61
Both	Shopping experience	3.59	3.21	3.51
	Likely to recommend	3.79	3.41	3.27
	Likely to return	3.47	3.38	3.64
	Overall satisfaction	3.51	3.28	3.61



Individual metrics over time

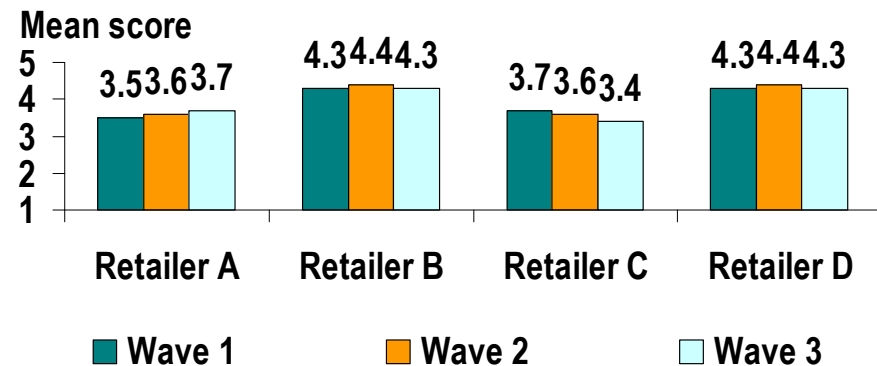
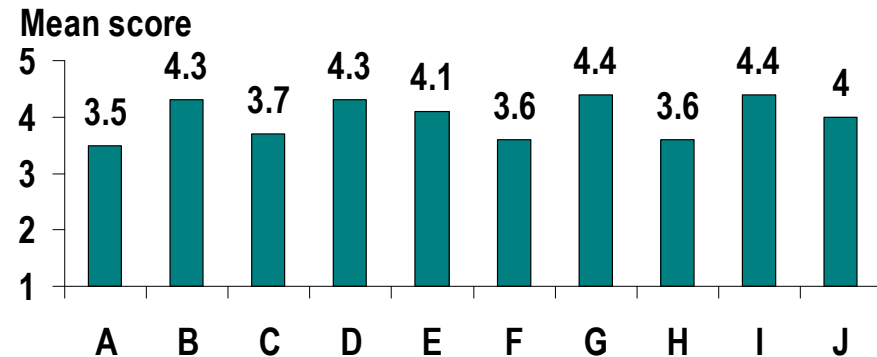
- measures of individual elements for each category, over time
 - shopping experience
 - likelihood of return visit
 - likelihood of recommending to friends/family

		Retailer A	Retailer B	Retailer C
Food Experience				
Online	Wave 1	3.51	3.28	3.61
	Wave 2	3.47	3.38	3.64
	Wave 3	3.51	3.28	3.61
	Wave 4	3.47	3.38	3.64
	Wave 5	3.51	3.28	3.61
	Latest wave	3.47	3.38	3.64
In store	Wave 1	3.51	3.28	3.61
	Wave 2	3.47	3.38	3.64
	Wave 3	3.51	3.28	3.61
	Wave 4	3.47	3.38	3.64
	Wave 5	3.51	3.28	3.61
	Latest wave	3.47	3.38	3.64



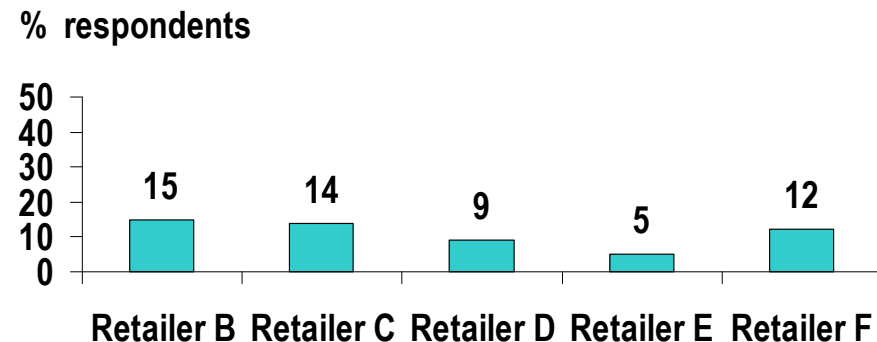
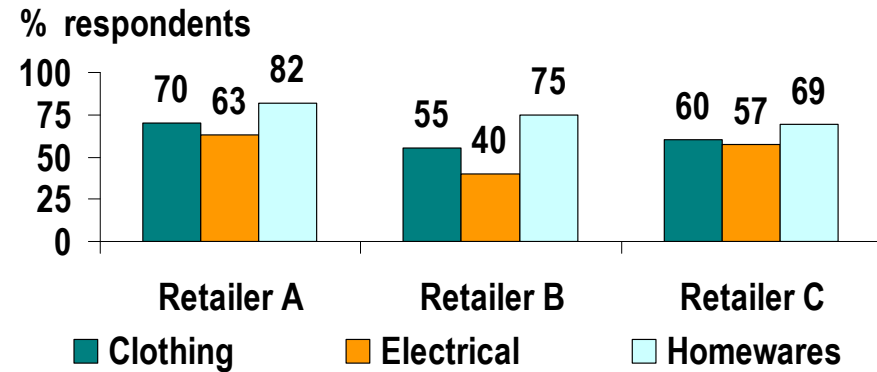
Bar charts

- bar charts showing scores for top 10 retailers:
 - for each element (satisfaction, likelihood to return/ recommend)
 - online and in-store
 - for each retailer over time



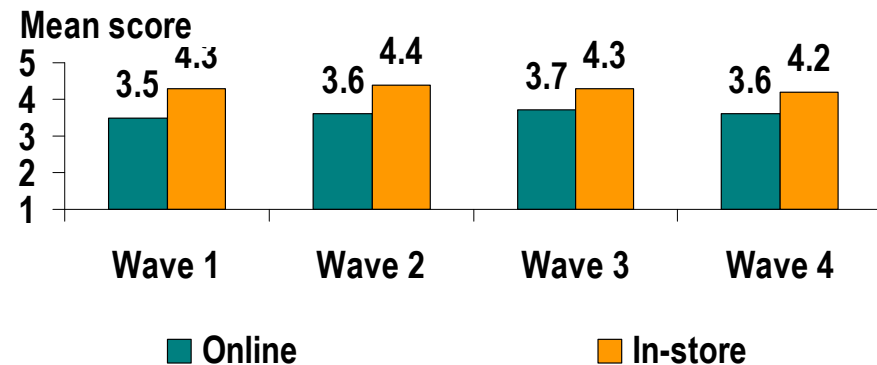
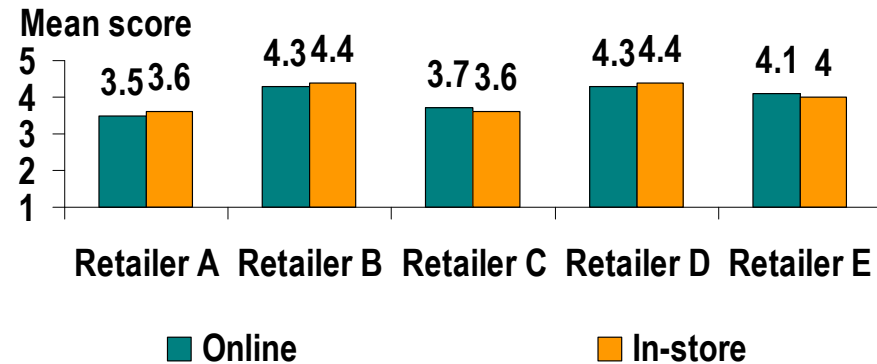
Multi channel usage

- % charts showing, for each element and over time:
 - proportion of visitors making a purchase
 - proportion of customers of Retailer A buying from other stores/sites



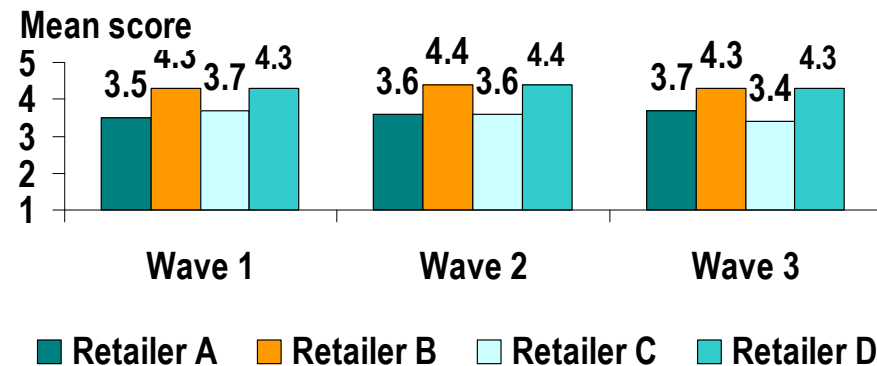
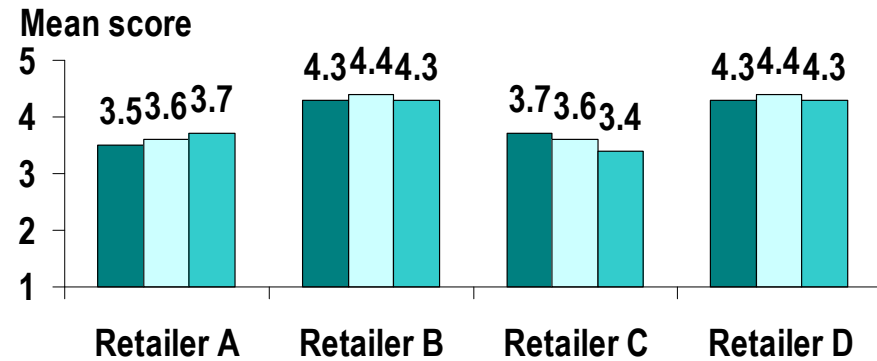
Online and in-store comparison

- bar charts comparing online and in-store results for top 10 retailers:
 - for each element (satisfaction, likelihood to return/ recommend)
 - for each retailer over time



Overall satisfaction at a glance

- bar charts comparing online and in-store for top 10 retailers:
 - for each element (satisfaction, likelihood to return/ recommend)
 - online and in-store
 - for each retailer over time



Trend lines

- comparison over time for all retailers, on each metric:
 - individual products
 - online and in store
 - overall satisfaction

