# MERCATOR ADVISORY GROUP

## Depth. Focus. Service.

### Proposed Survey Approach and Sampling Specifications

- Subscriber input to final sampling specifications and questionnaire content
- Questionnaire length: 20-25 minutes
- Total N of 3,000 U.S. consumers

### Project Timeline

- Project commitments from participants due December 31, 2017
- Questionnaire finalized January 2018
- Data collection completed by February 2018
- Written deliverables to participants in March and April 2018

### Project Cost:

$25,000 / participant

### About Us

Mercator Advisory Group is the trusted advisor for the payments industry globally, charting the course for sustained growth and profitability and delivering fact-based insights and advice.

Our commitment and exclusive focus on the payments industry enable us to consistently provide highly relevant content and exceptional value for your research expenditure.

# The Customer Merchant Experience: The Changing Environment of How Consumers Shop and Pay

For a limited time, Mercator Advisory Group is offering an opportunity to share in a fixed cost project designed to provide data and expert analysis on the customer experience within retail.

## Participants in this project will receive the benefit of:

- Gaining deep insight into what affects the customer experience for consumers as they shop and pay
- Participating in the survey design and final questionnaire
- Expert data analysis and reporting
- Access to final crosstabs for internal analysis

## MAJOR CONTENT AREAS WILL INCLUDE:

**SHOPPING:** What are the best in breed shopping experiences? What affects shopping behaviors and preferences?

**SHOPPER INTERFACES USED AND PREFERRED:** What methods do consumers prefer for shopping? What affects the participation in loyalty programs? Which apps and websites are most engaging, and why?

**PAYMENT EXPERIENCES AND PREFERENCES:** What preferences do consumers have when it comes to POS, online, or in-app purchases? What effects are there at the POS or with the EMV user experience?

## Proposed Questionnaire Topics (Initial)

### 1. Shopping

a. Shopping behaviors and preferences: in-store, online, remote/mobile order/pick up in-store/delivery, showrooming

b. Experience with key merchant verticals: consumer durables, soft goods, automotive, grocery, electronics, office supplies

c. Best of breed shopper experiences, ratings of benchmark retailer brands

d. Perceived shifts in channel usage (in-store/ online/etc.), drivers of change, effects on merchant selection

e. Generational shopper segments (Millennials, etc.)

### 2. Shopper interfaces used and preferred

a. Mobile apps, web, voice agents (Siri, Alexa, etc.), text agents (chatbots), in-store

b. Frequency of use, preference, selection based on type or size of purchase

# The Customer Merchant Experience: The Changing Environment of How Consumers Shop and Pay

## Proposed Questionnaire Topics (Initial)

**2. Shopper interfaces used and preferred (continued)**

   c.   Omnichannel experiences, limitations, and consequences

   d.   Participation in merchant loyalty programs, motivational effects, incremental spend

**3. Payment experiences and preferences**

   a.   POS, online, in-app

   b.   Preference/use of merchant private label/co-branded credit and debit cards

   c.   Tender type (cash, credit/debit card, e-check), card-on-file, guest checkout

   d.   POS terminal, EMV user experience

   e.   Merchant steering experiences and outcomes

   f.   Perceptions of security by merchant type, tender type, POS/checkout type, trust factors

   g.   Handling disputes and returns

## PROJECT DELIVERABLES



**ANALYST ACCESS**
DAY OF TIME ON SITE OR REMOTE TO REVIEW SURVEY RESULTS AND DISCUSS IN CONTEXT OF BUYER

**ENTERPRISE DISTRIBUTION RIGHTS**
FOR PROJECT DELIVERABLES

Retail Customer Experience Survey Data

**DETAIL SUMMARY REPORT**
DETAILED SUMMARY REPORT AND SUPPORTING POWERPOINT ILLUSTRATIONS FOR BUYERS ONLY

**CLOSED WEBINAR**
FOR BUYERS ONLY

**SURVEY CROSSTAB ACCESS**

**Commitments are due by December 31, 2017**
**Participants will have direct input into survey**

## Contact Information To Discuss Specific Interests:

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