

RETAIL MONITOR

WOW

Leger

THE RESEARCH INTELLIGENCE GROUP

CUSTOMER EXPERIENCE INDEX

THE TOP **BEST**
RETAILERS



Research Methodology



Who?

An assessment of the customer's shopping experience was performed for **152 Ontario retailers** through an **online survey**. Over **20,000 respondents** participated in this study.



How?

Each retailer was assessed by **400 recent customers, 15 years of age or older**.



When?

Data collection took place from **mid-September to mid-October, 2017**



Weighting

Data is weighted to ensure a representative selection of recent customers for each retailer (gender, age and region).



Leger Customer Experience Model

CUSTOMER EXPERIENCE



RECOMMENDATION

Store

Store Ambiance
Store Layout
Signage
Information Displayed in Store



Customization

Sense of Belonging (Made for Me)
Building Customer Loyalty



Service

Staff Courtesy
Staff Competency
Staff Attentiveness
Efficiency at Checkout
Degree of Importance Given to Customers



Price

Competitive Prices
Promotional Activities



Products

Product Quality
Product Variety
Drive and Innovation



Proximity*

Proximity
Being acknowledged (Customer Recognition)
Practical
Security (Reassuring)



The 10 Best Retailers in Ontario in 2017



1

LUSH
FRESH HANDMADE COSMETICS

2

Penningtons

3

Kiehl's
SINCE 1851

4

DAVIDsTEA

5

ADDITION ELLE

6

Bath&BodyWorks®

7

AVEDA™

8

MEC

9

carter's® | **OSHKOSH**
B'gosh

10

 **YVES ROCHER**

WOW

Specialty Boutiques

1	DAVID's TEA	90.9
2	Nespresso	83.1
3	PetSmart	80.6
4	Chocolats Favoris	77.8
5	Pet Valu	74.7
6	Purdys Chocolatier	72.3
7	Teavana	70.7
8	Rocky Mountain ...	70.4
9	Bulk Barn	69.8
10	Laura Secord	68.9

Supermarkets

1	Longo's	76.0
2	Farm Boy	74.5
3	Whole foods	71.8
4	Fortinos	70.1
5	RCSS	68.1
6	Loblaws	67.6
7	Metro	65.3
7	Sobeys	65.3
9	Zehrs	63.7
10	No Frills	62.7
11	FreshCo	58.8
12	Food Basics	57.9
13	Price Chopper	50.4
14	Rabba Fine Foods	42.9



Pharmacies

1	Pharmasave	82.9
2	Shoppers Drug Mart	73.1
3	Rexall Pharma Plus	64.7



Dollar Store / Discount

1	Dollarama	51.8
2	Dollar Giant / Dollar Tree	47.3



Convenience Stores

1	7-eleven	54.0
2	Circle K	52.7
3	Mac's	46.4
4	Quikie	43.2



Beauty

1	Lush	94.3
2	Kiehl's	91.5
3	Bath & Body Works	86.5
4	Aveda	84.4
5	Yves Rocher	83.4
6	Sephora	80.0
7	The Face Shop	79.2
8	L'Occitane	79.0
9	The Body Shop	78.6
10	NYX	76.9
11	Mac Cosmetics	74.0
12	Fruits & Passion	73.1
13	Crabtree & Evelyn	69.5



Department Stores & Mass Merchandisers

1	Holt Renfrew	70.1
2	Simons	66.4
3	Giant Tiger	65.4
4	Nordstrom	63.6
5	Costco	61.2
6	Hudson's Bay	58.3
7	Walmart	54.2
8	Saks Fifth Avenue	52.3
9	Marshalls	51.8
10	Winners	51.8
11	Sears	43.2

Alcohol



1	The Wine Shop	79.8
2	LCBO	77.9
3	The Wine Rack	76.3
4	The Beer Store	62.1



Jewelry and Fashion Accessories

1	Tiffany & Co.	75.0
2	Swarovski	70.7
3	Birks	69.3
4	Pandora	68.2
5	Peoples	66.0
6	Michael Hill	64.9
7	Mappins	52.4



Footwear

1	Naturalizer Shoes	79.1
2	Spring	66.0
3	Shoe Company	65.5
4	Payless ShoeSource	64.3
5	Aldo Shoes	64.1
6	Browns Shoes	64.0
7	NineWest Shoes	63.6
8	ECCO	63.5
9	Globo	58.3
10	Softmoc	58.1
11	Walking on a Cloud	56.4
12	Town Shoes	50.6



Sporting Goods

1	MEC	83.8
2	Foot Locker	71.9
2	Golf Town	71.9
4	The Running Room	71.8
5	National Sports	61.9
6	Source for Sports	56.4
7	Sport Chek	56.2
8	Sporting Life	56.0

Apparel

1	Penningtons	93.5	12	Smart Set	60.4
2	Addition Elle	89.4	13	Gap	59.5
3	Harry Rosen	77.9	14	H&M	58.8
4	Reitmans	75.6	15	Jack&Jones	58.7
5	Laura	73.9	16	Zara	58.6
6	Suzy	66.3	17	Old Navy	58.5
7	Mark's Work Warehouse	65.4	18	Garage	57.3
8	Guess	64.5	19	Abercrombie & Fitch	55.9
9	Dynamite	63.8	20	Top Shop	50.1
10	Aritzia	63.1	21	Joe Fresh	43.4
11	RW & Co	62.0			



Sportswear

1	Lululemon	73.9
2	Adidas	73.3
3	Nike	66.3
4	Under Armour	65.9
5	Reebok	63.8
6	Hyba	62.2
7	Puma	59.3
8	Champs Sports	55.4
9	Lolë	48.5



Children's Clothing

1	Carter's Oshkosh	83.6
2	Children's Place	69.0
3	Gymboree	63.5



Lingerie

- | | | |
|---|-------------------|------|
| 1 | Victoria's Secret | 77.2 |
| 2 | La Senza | 75.7 |
| 3 | La Vie en Rose | 74.5 |



Eyewear

1	Costco Optical	75.6
2	LensCrafters	69.6
3	Hakim Optical	69.2
4	Walmart Vision Centre	65.2
5	New Look Eyewear	61.4



Culture & Leisure

1	Chapters Indigo	77.5
2	DeSerres	73.2
3	Michaels	66.3



Electronics

1	Apple Store	79.8
2	Microsoft Store	74.9
3	Best Buy	68.9
4	Staples	62.2
5	The Source	57.9



Home Furniture and Decor

1	Kitchen Stuff Plus	70.2
2	Stokes	68.8
3	Crate&Barrel	66.9
4	Sleep Country Canada	65.8
5	Bowring	63.0
6	IKEA	62.3
7	Bed, Bath & Beyond	61.2
8	Home Sense	54.7
9	The Brick	51.7
9	Home Outfitters	51.7



Hardware & Renovations

1	Home Hardware	73.1
2	Lowe's	65.4
3	Home Depot	64.2
4	Canadian Tire	60.4
5	Rona	52.0

MORE THAN **200** RETAILERS RATED BY THEIR CUSTOMERS ON **20** DIMENSIONS

A COMPREHENSIVE AND RELEVANT STUDY ON THE CUSTOMER'S SHOPPING EXPERIENCE

- How do you develop and maintain your customer base?
- What are your strengths and weaknesses and those of your competitors?
- Who are the best retailers?

SUBSCRIPTION COST PER SECTOR

- **Ontario** market: \$8,500
- **Québec** market: \$8,500
- **2 markets** or sectors: \$15,000

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