



'RETAILER OF THE YEAR'
EXAMPLE REPORT



PREFACE

The elections for the 2021 Retailer of the Year have taken place over the past few months. 250,000 consumers have voted their favourite retailer. The result? 452,188 reviews. The awards have been presented to 28 companies. To the winners: congratulations!

In this report you will find an overview of the strengths and weaknesses of your company, but also your areas of improvement. These insights will help you to identify and keep improving your performance. An overview of the methodology used to determine the methodology can be found at [www.qanda.nl](#). If you have any questions or comments, please contact us.

With kind regards,
Organization team Retailer of the Year

Q&A
Printerweg 22
3821 AD Amersfoort
Nederland

Tel: +31(0)33-2454637
info@qanda.nl
www.qanda.nl

The information in this report may not be shared with third parties without permission, with the exception of own results.

KEY TAKE AWAYS

Take Away 1
This is a placeholder for text in the top-left box.

Take Away 2
This is a placeholder for text in the top-right box.

Take Away 3
This is a placeholder for text in the bottom-left box.

Take Away 4
This is a placeholder for text in the bottom-right box.



ADDITIONAL STUDY

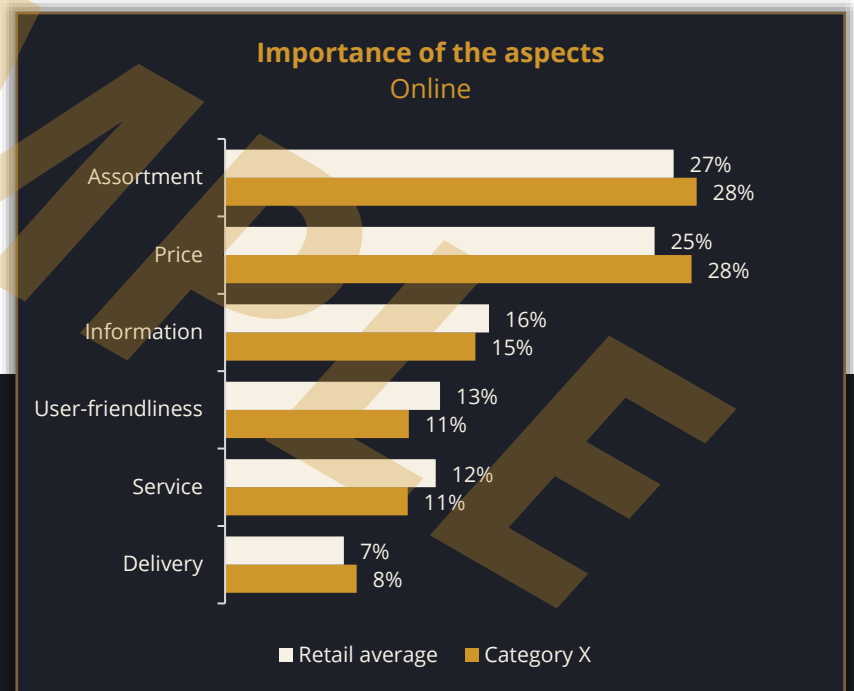
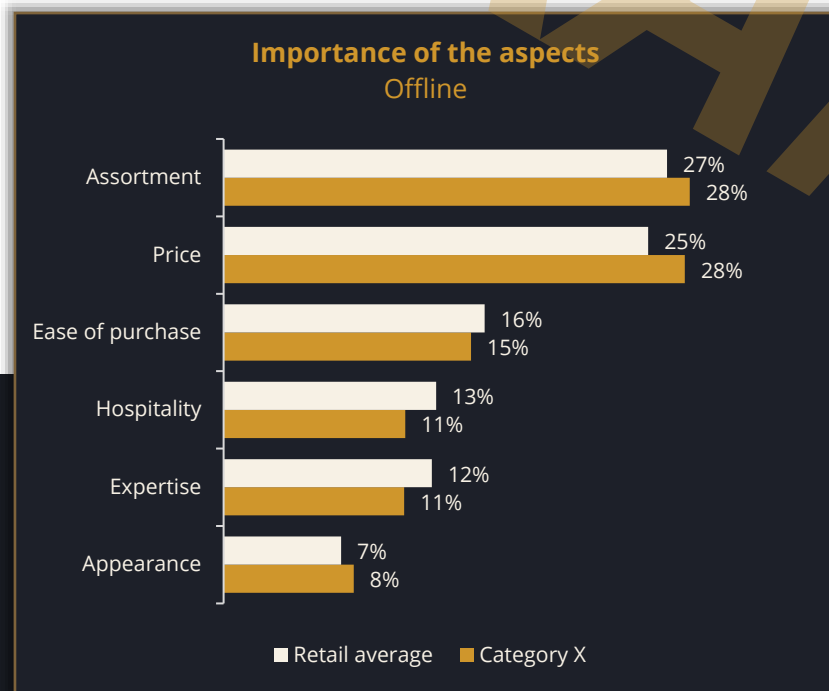
Parallel to the election, Q&A also performs a survey among its own consumer panel, called the Q&A Panel. In this study the respondents are asked to indicate which aspects are important when choosing a particular store. In this, the same six aspects are used as the consumer gets when evaluating store chains in the election. This is a random sample of at least 200 respondents per category, in which the results in the dataset are weighted according to gender and age.



ASPECT IMPORTANCE

What is important to consumers in your sector when shopping stores and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.

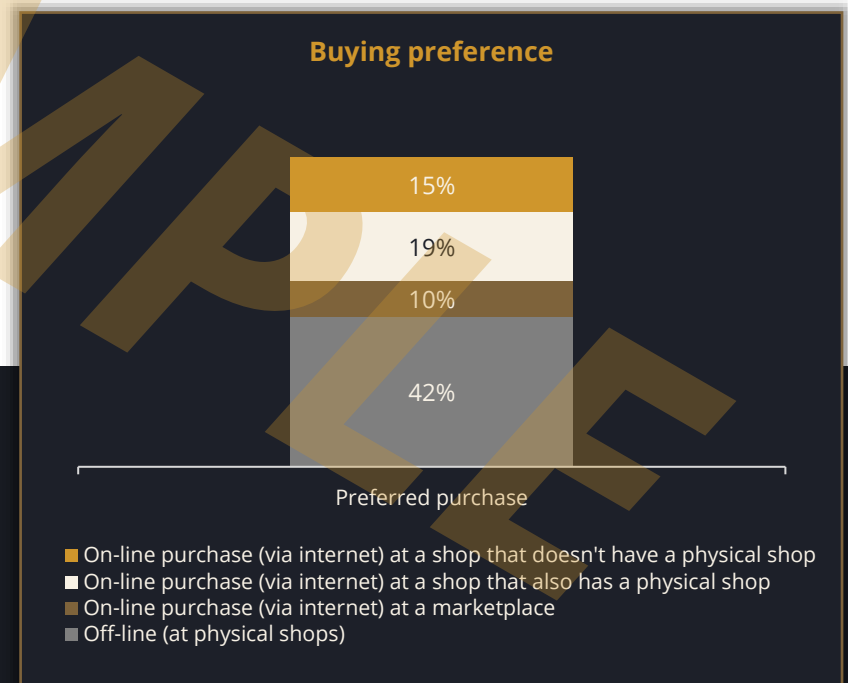
What is important to consumers in your sector when shopping stores and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.



SHOPPING BEHAVIOUR & PREFERENCE

What is important to consumers in your sector when choosing stores and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.

What is important to consumers in your sector when choosing stores and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.

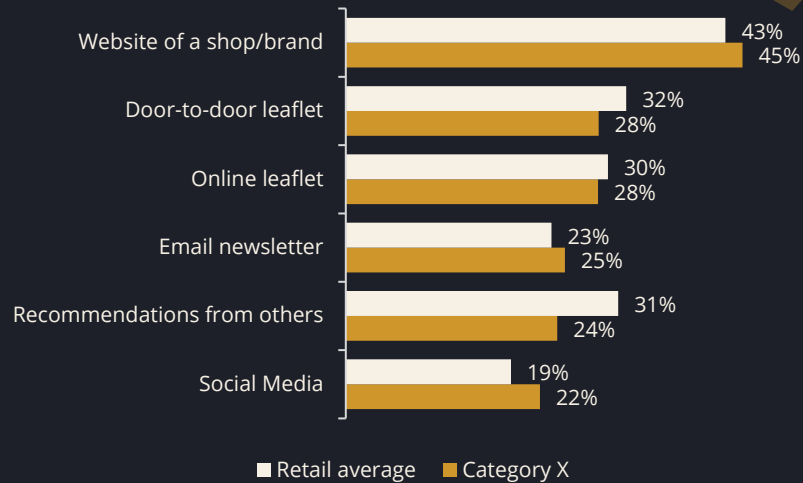


INFORMATION SOURCES & ORIENTATION

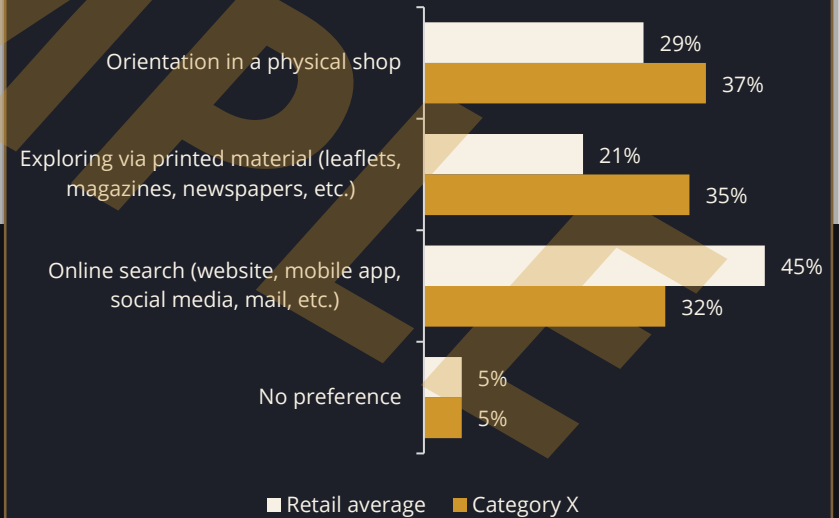
What is important to consumers in your sector when searching for products and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.

What is important to consumers in your sector when searching for products and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.

Which of the following sources contributed to your last purchase?



Which way of orientation do you prefer?

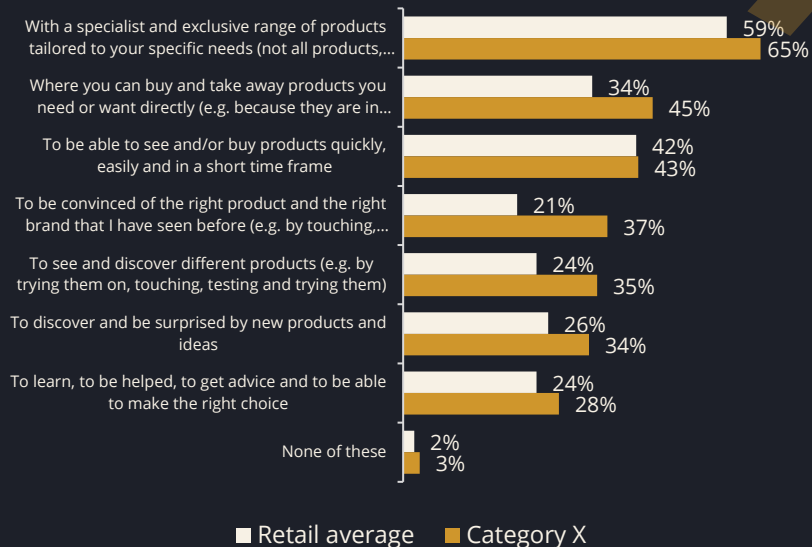


FUNCTION OF THE STORE & DELIVERY

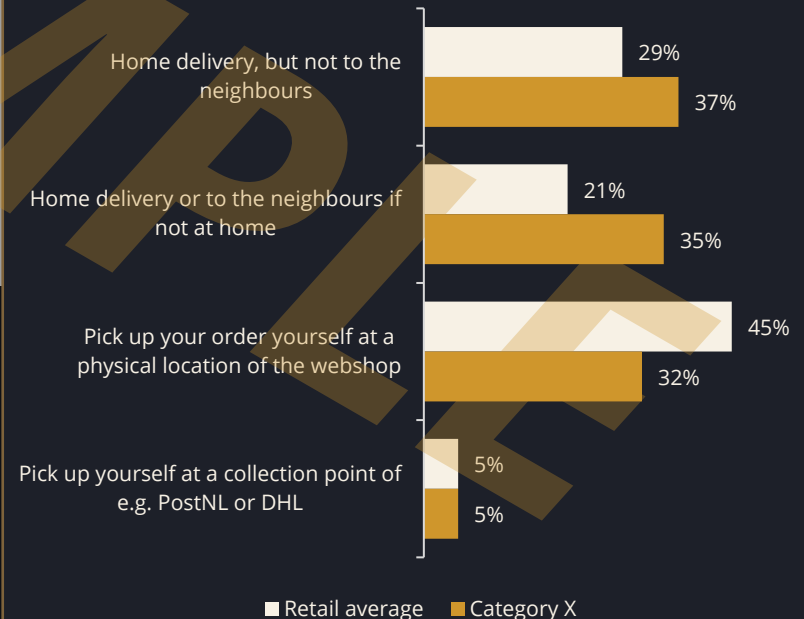
What is important to consumers in your sector when choosing stores and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.

What is important to consumers in your sector when choosing stores and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.

Indicate to what extent these functions of a store in this category are important to you.
% (very) important



Which method of delivery do you prefer?

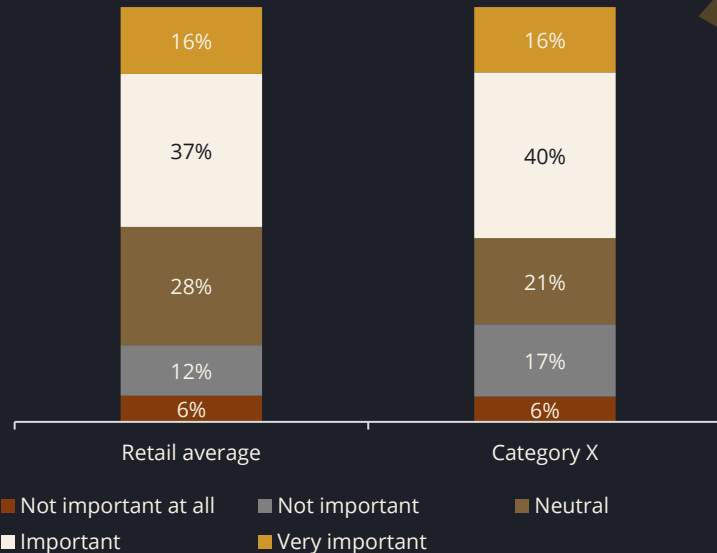


STAFF

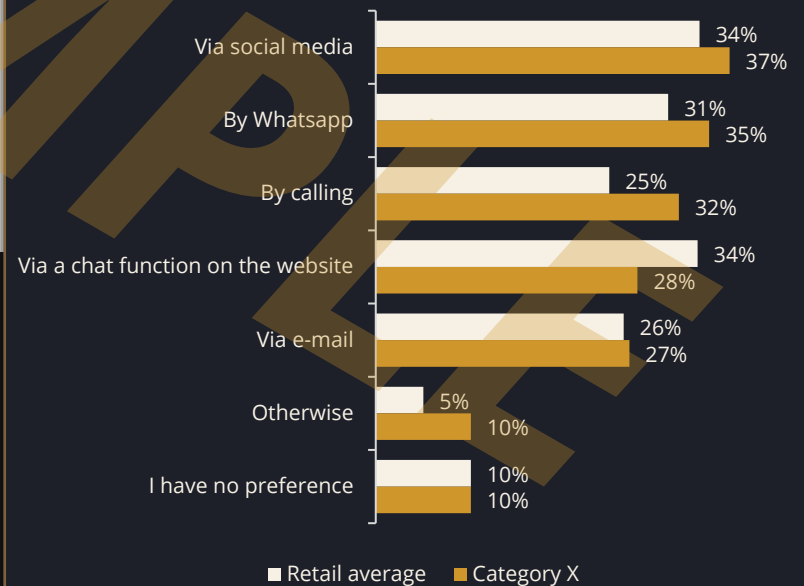
What is important to consumers in your sector when assessing stores and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.

What is important to consumers in your sector when assessing stores and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.

To what extent is having contact with the staff in this category important for you to have a good shopping experience?



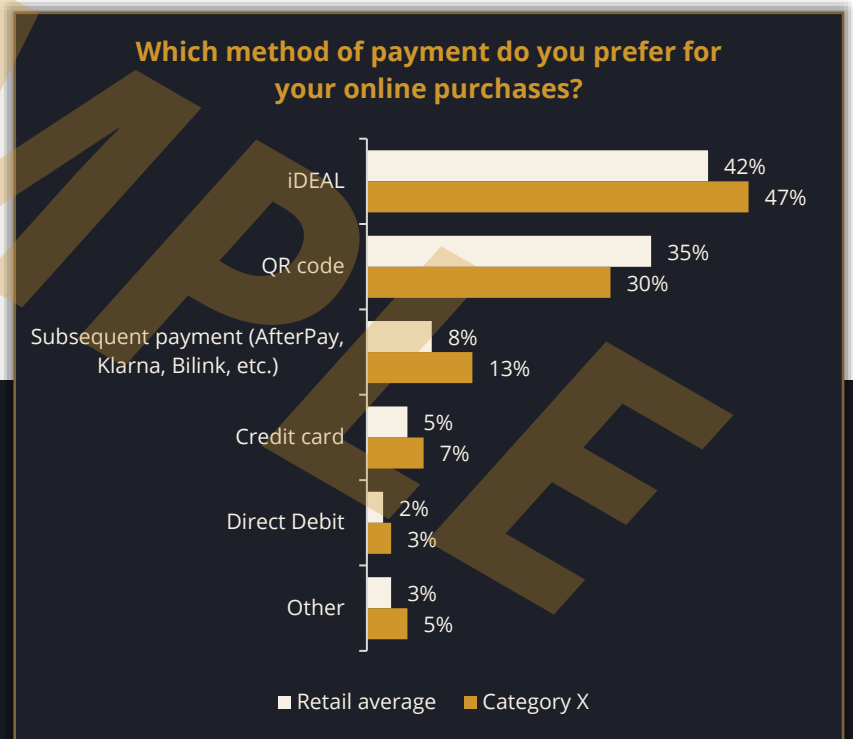
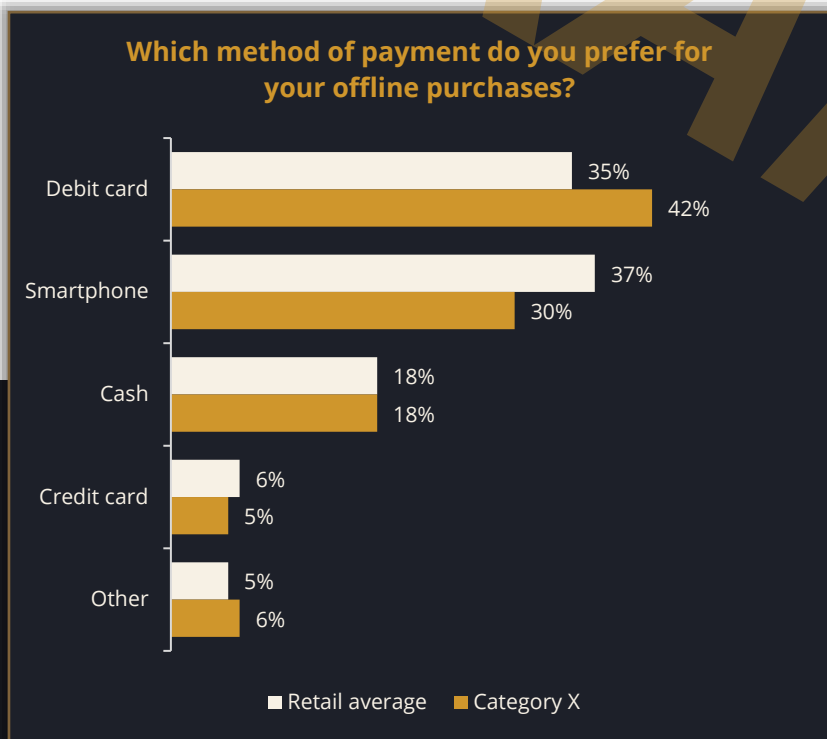
How do you prefer to be contacted by the customer service of a (web)shop?



PAYMENT

What is important to consumers in your sector when choosing stores and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.

What is important to consumers in your sector when choosing stores and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.

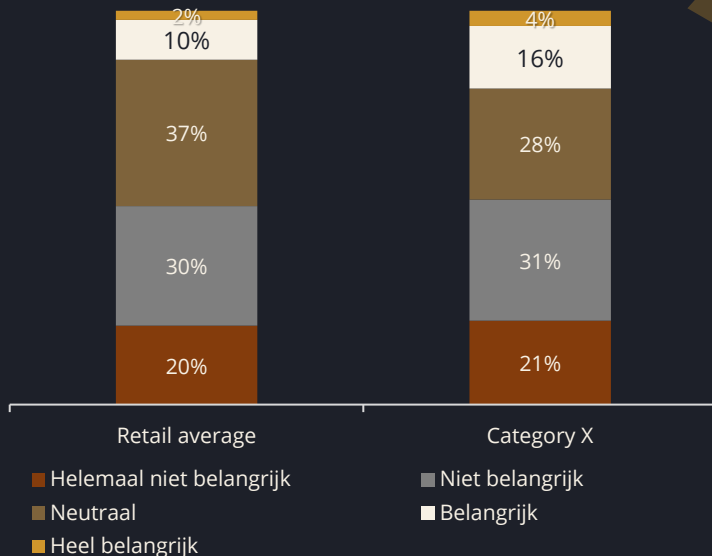


SUSTAINABILITY

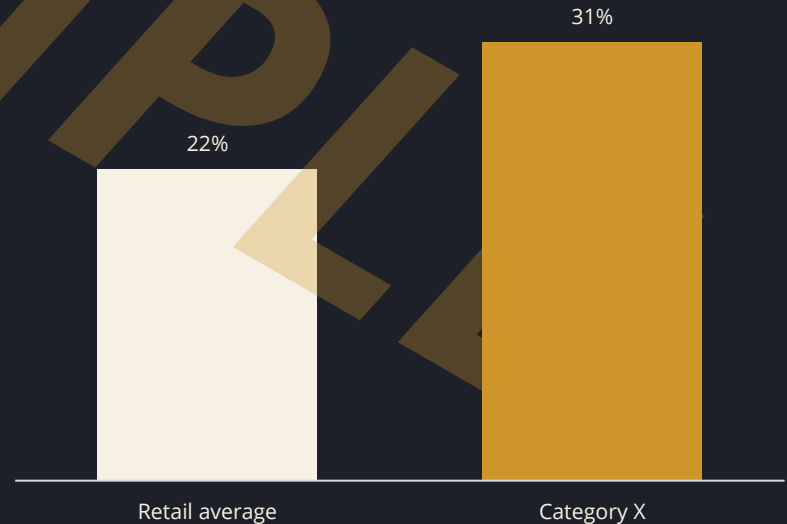
What is important to consumers in your sector when choosing brands and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.

What is important to consumers in your sector when choosing brands and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.

To what extent do you think it is important that the products you buy in this category should be sustainable?



How many percent of your purchases in this category do you consciously check to see if they are sustainable?



RESULTS



IMPORTANCE-PERFORMANCE

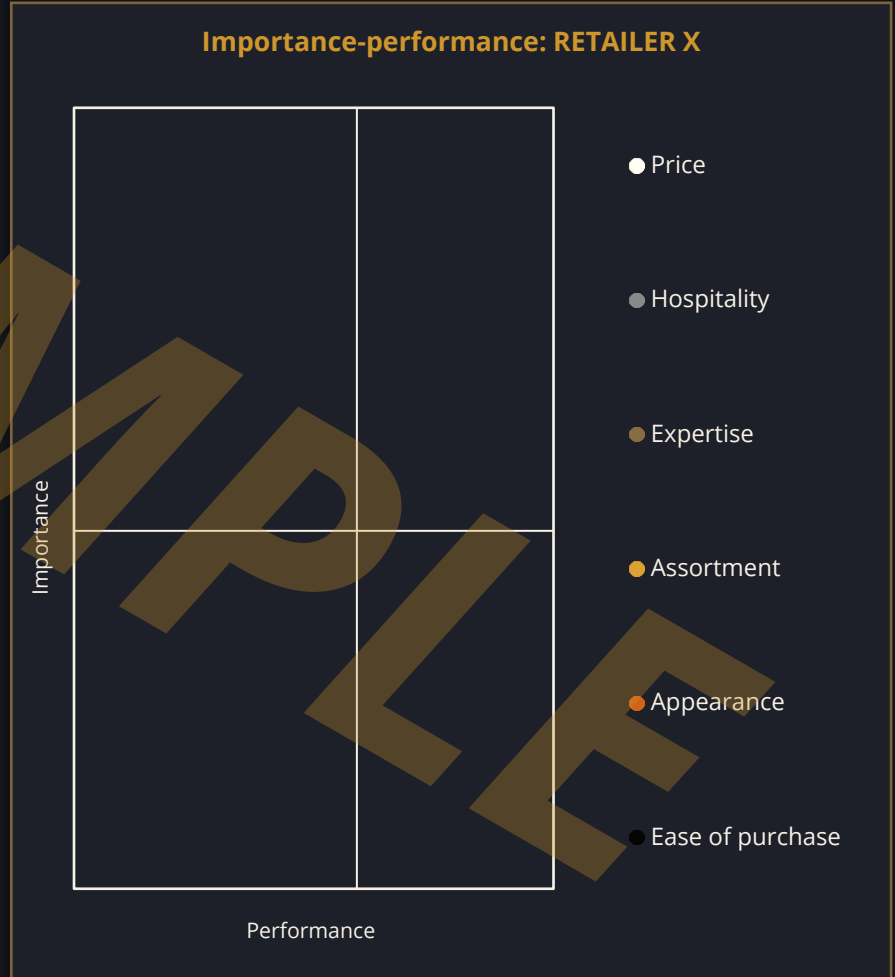
In the upper left corner, we find the attributes which consumers do not particularly regard as important and which do not even particularly well significantly for the policy. For example, the ease of purchase is the other priority.

In the upper right corner, we find the attributes which consumers do not particularly regard as important and which do not even particularly well significantly for the policy. For example, the ease of purchase is the other priority.

In the lower left corner, we find the attributes which consumers do not particularly regard as important and which do not even particularly well significantly for the policy. For example, the ease of purchase is the other priority.

In the lower right corner, we find the attributes which consumers do not particularly regard as important and which do not even particularly well significantly for the policy. For example, the ease of purchase is the other priority.

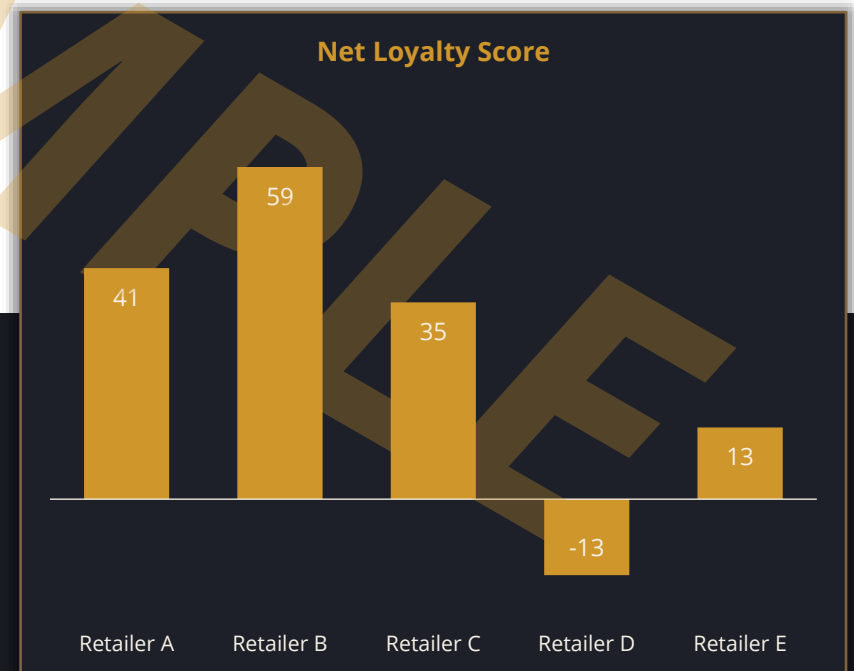
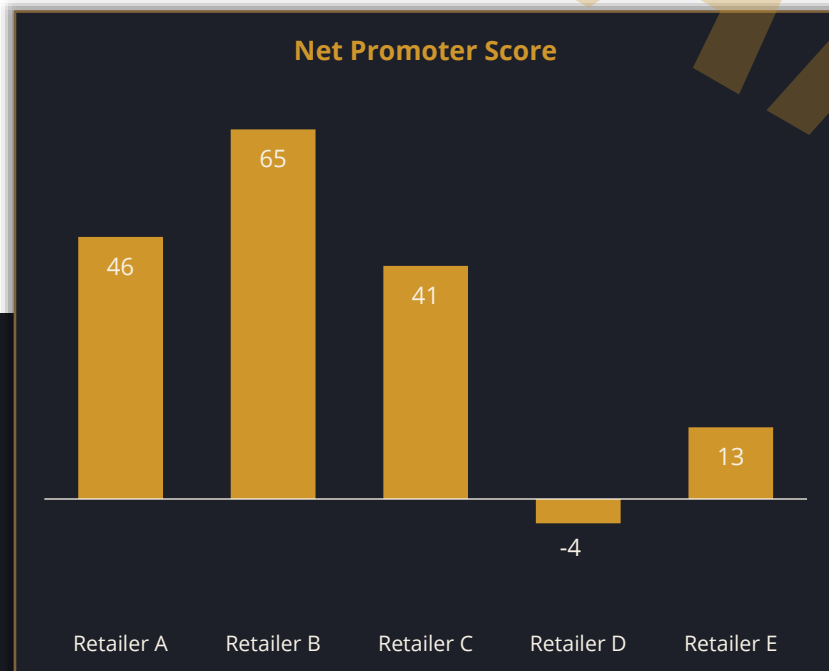
Importance-performance: RETAILER X



NPS & NLS

What is important to consumers in your sector when choosing stores and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.

What is important to consumers in your sector when choosing stores and what should you be good at to ensure you can serve consumers who shop in your sector optimally? The figure above provides insight into the importance of the aspects based on which you and your competitors are assessed. These insights are essential for you to be able to determine on what you should focus the coming year.



FACTSHEET

Ranking		Corrected score	Amount of evaluations	Price	Hospitality	Expertise	Assortment	Appearance	Ease of purchase
1	Retailer A	4,09	8.602	4,04	4,36	4,32	3,99	4,26	4,20
2	Retailer B	4,08	650	4,63	4,04	3,80	4,12	3,78	4,41
3	Retailer C	3,78	451	3,82	4,22	4,19	3,90	3,99	3,98
4	Retailer D	3,61	112	3,49	4,20	4,29	4,15	4,25	4,05
5	Retailer E	3,52	1100	3,70	3,99	4,14	3,93	4,04	4,00



CONTACT

Q&A

Printerweg 22
3821 AD Amersfoort
Nederland
T: +31 (0) 33-2454637



Disclaimer

All text, figures, percentages, tables and figures contained in this report are displayed with care. Q&A Insights B.V. does not accept any responsibility for possible negative consequences by possible errors made in the manufacture of these texts, numbers, percentages, tables and figures in this report.

