



CBC

Canada's Worst Customer Service

January 2012

Leger
MARKETING

Marketing Intelligence

Leger
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- Leger Marketing is the leading Canadian-owned market research and polling firm with more than 600 professionals working from its Canadian and American offices.
- Leger Marketing is the North American partner of WIN - the Worldwide Independent Network (WIN) of Market Research - the largest independent global network of market research.

**WIN**
Worldwide
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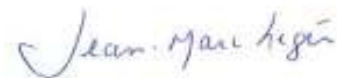
Canada

Toronto
Edmonton
Calgary
Ottawa
Montreal
Quebec City

USA

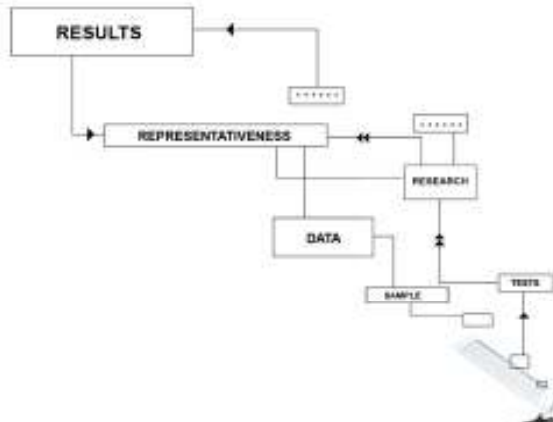
Philadelphia, PA
Tampa, FL
Denver, CO

We are proud to present you with this research report, which was produced under the stringent quality standards of our company and those of the Marketing Research and Intelligence Association (MRIA). We are confident that this report will address your concerns and we hope to have the privilege of serving you again in the near future.

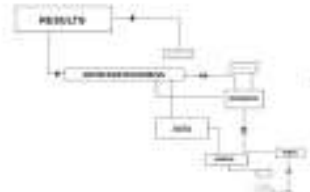


Jean-Marc Léger
President

**The largest
Canadian-owned
marketing research
and polling firm**



RESEARCH METHODS



RESEARCH METHODS

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INSTRUMENT

- CBC's Marketplace commissioned Leger Marketing to conduct a custom online survey. The survey was conducted between July 19 and July 24, 2011. A total of 1025 adult Canadians participated in the survey. The sample consisted of 832 adults who responded to the Anglophone survey. Virtually all (827) of the English sample indicated shopping at a national store chain*.
- Because the result showed little differentiation among the top three worst rated chains, a secondary follow up survey was conducted by Leger Marketing on their LegerWeb omnibus from October 17-19, 2011. This second survey was conducted to allow a deeper understanding of customer service ratings of the top three worst rated chains. A total of 1,508 adult Canadians participated in the survey, 1159 of whom responded to the Anglophone survey.
- All research was conducted via an online survey methodology. As such, a margin of error can not be reported, according to the MRIA (Market Research Intelligence Association) rules.

**National store chain as defined in the custom survey: Department stores/ big box general merchandise, electronic stores, major fashion stores, furniture and furnishing stores, health and beauty/ drug stores, and home improvement stores, but excluding major grocery store chains.*

ONLINE PANEL

Leger Marketing's online panel has approximately 360,000 members nationally – with between 10,000 and 20,000 new members added each month, and has a retention rate of 90%.

Panel members are randomly selected to receive email invitations to the individual surveys.

We ensure the protection of privacy via the usage of unique URLs and respondent IDs in combination with survey IDs.

QUALITY CONTROL

Stringent quality assurance measures allow Leger Marketing to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.



DETAILED ANALYSIS
OF RESULTS

Detailed Findings



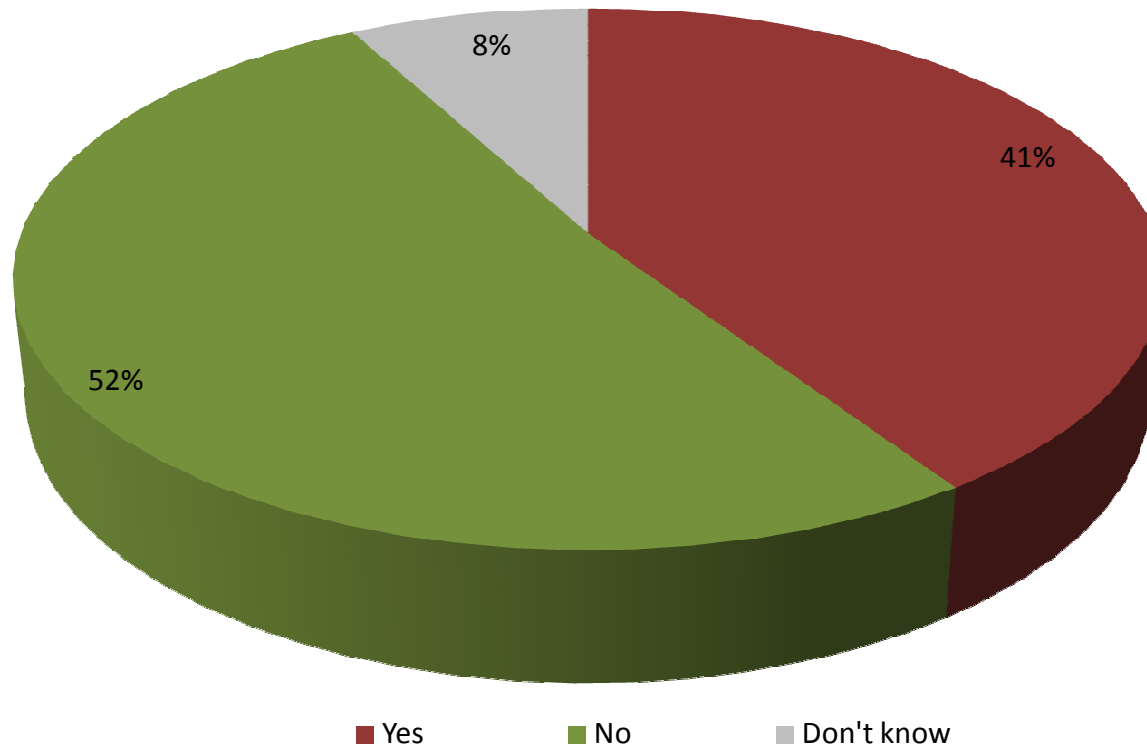
Executive Summary

- Four in ten Anglo Canadian shoppers have had a negative customer service experience in the past year.
- The vast majority of shoppers told other people when they had a negative customer service. Most of those shoppers told people face to face, while others also phoned/text messaged or used Facebook.
- Most Anglo Canadians agree that profit was more important to national store chains than keeping the customers happy, while less than half agree that national chains make customer service a priority or that “the customer is always right” is a central part of how these stores do business.
- Anglo Canadians have mixed feelings about self-checkouts with one third saying they are good for customer service, one third saying they are neither good nor bad and one quarter saying they are bad.
- When asked about their in-store shopping experiences at a national store chain, clearly priced products, having advertised items in stock and fast checkout lines are the top reasons for positive experiences. Long line-ups at check out, difficulty finding a salesperson and rude/unfriendly salespeople contributed most to a negative in-store shopping experience.
- Thinking about after purchase shopping experiences at a national store chain, being able to return items for a full refund or simply without hassle are the top reasons for positive experiences, while having to fight too hard to resolve issues, no cash back and return policies with hidden limitations are leading factors in a negative after-purchase experience.
- Walmart, Canadian Tire and Zellers were given as top-of-mind responses when asked about the worst customer service in Canada. Walmart continues to polarize Canadians and was also identified as the national store chain with the best customer service. Canadian Tire also garnered some mentions of having the best customer service, while Zellers received very few.
- In a follow-up survey, when asked to rate the customer service at Walmart, Canadian Tire and Zellers, Zellers again came back with the fewest positive customer service ratings as well as the most negative customer service ratings. Walmart and Canadian Tire were rated similarly to each other.



In the past year, four in ten English shoppers have had a negative customer service experience at a national store chain

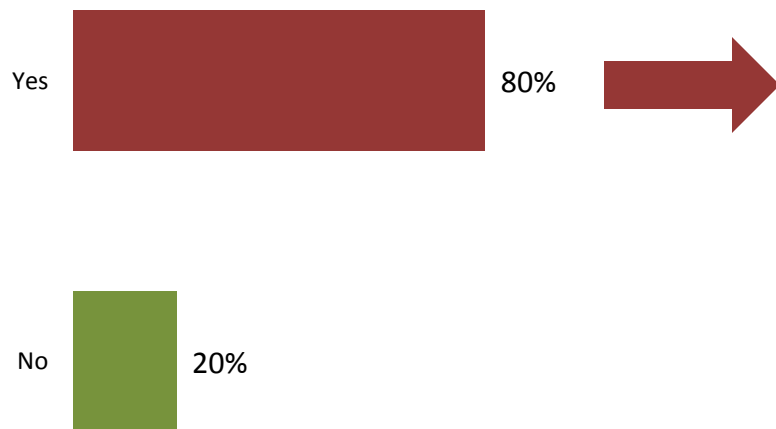
Negative Customer Service Experience



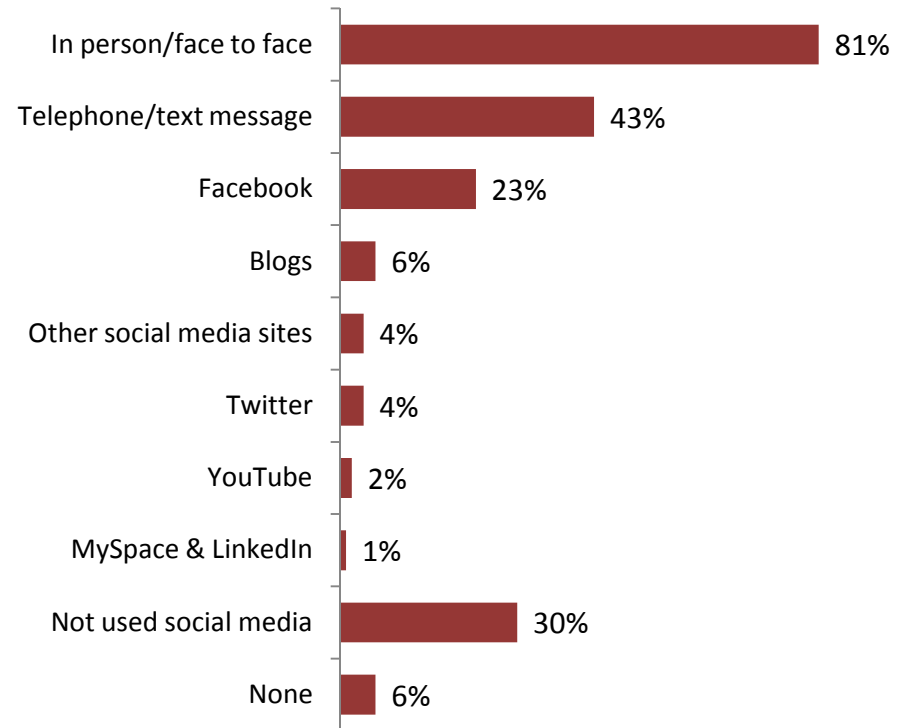


The clear majority of Anglo Canadian shoppers have told others when they have had a negative customer service experience with a national chain store. Of those, most people (81%) have shared this information face-to-face, but many also shared via phone/text message (43%), and about one quarter have done so on Facebook

Told Others About Negative Experiences

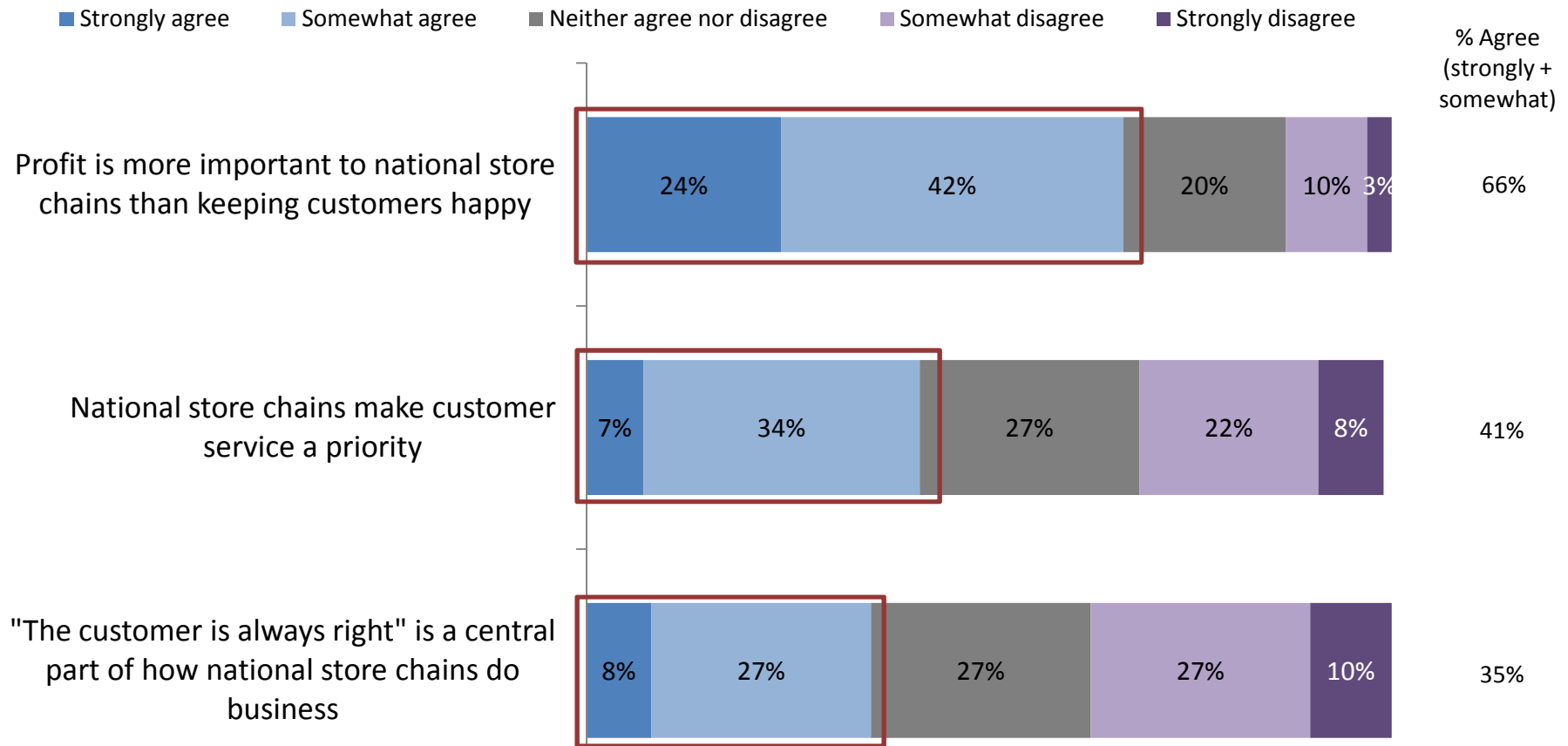


Methods Used to Share Negative Experience





When it comes to national store chains, two thirds agree that profit is more important than keeping the customers happy, less than half (four in ten) agree that they make customer service a priority and only one third agree that “the customer is always right” is a central part of how they do business



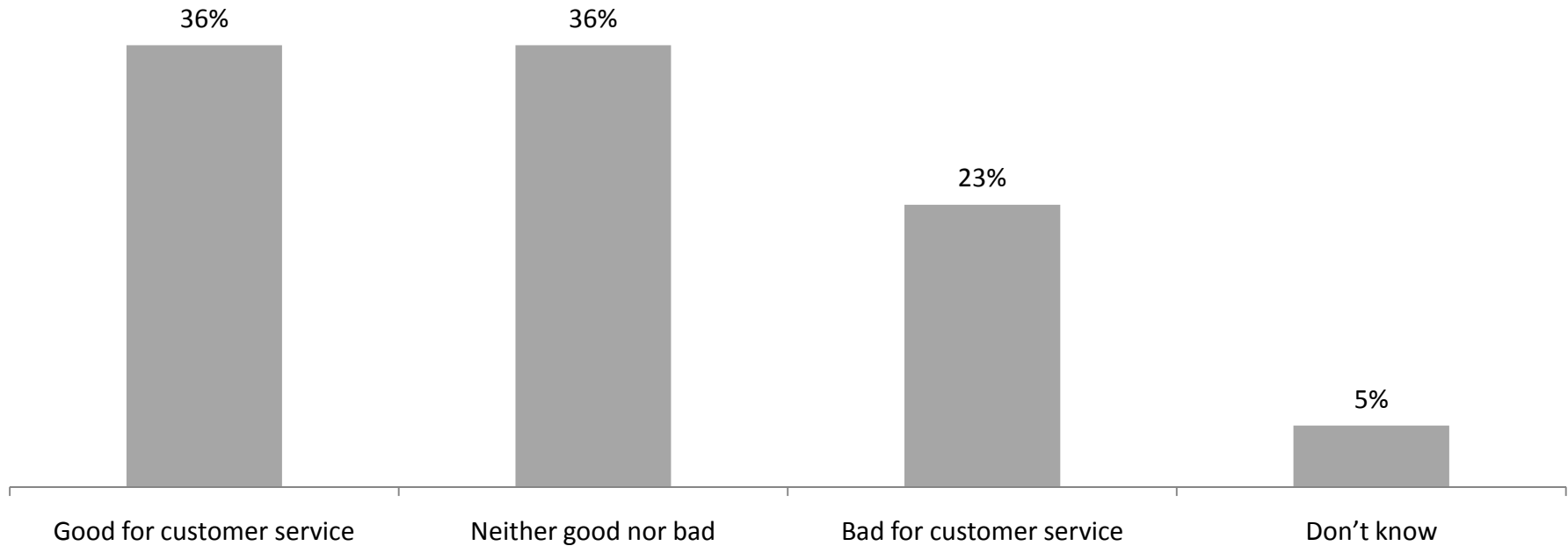
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Q. Below is a series of statements about customer service. Please indicate how strongly you agree or disagree with the following statements... Base: Anglo Canadian Shoppers, n=827



Anglo shoppers are split on whether automated self-checkouts are good or bad for customer service with about one third saying they are good for customer service and an equal number saying they are neither good or bad. One quarter (23%) report that they are bad for customer service

Automated Self-checkouts

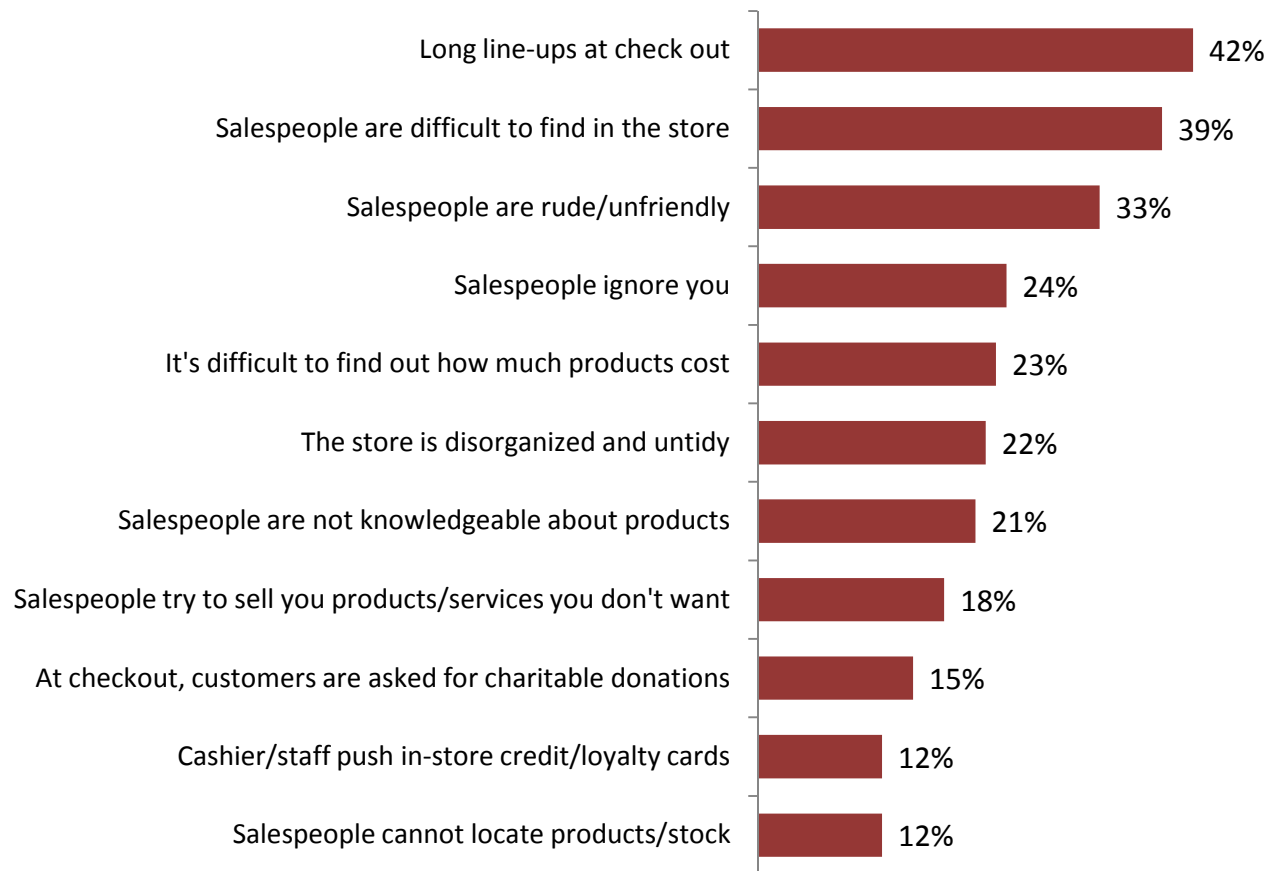




Long line-ups at check out, difficulty finding a salesperson and rude/unfriendly salespeople contributed most to a negative in-store shopping experience

Reasons for Negative In-Store Shopping Experience

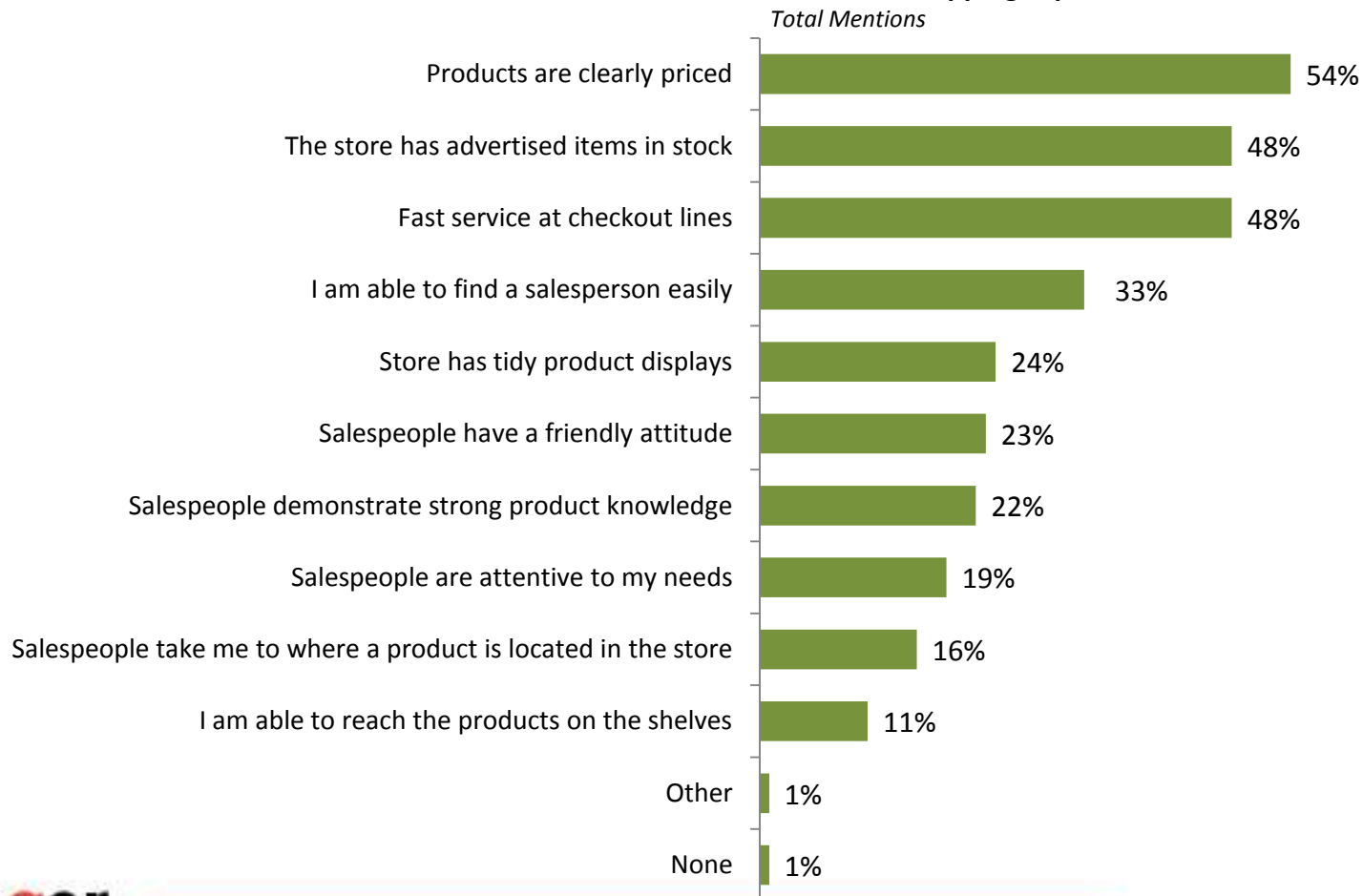
Total Mentions





Clearly priced products, having advertised items in stock and fast checkout lines are the top reasons for positive in-store experiences

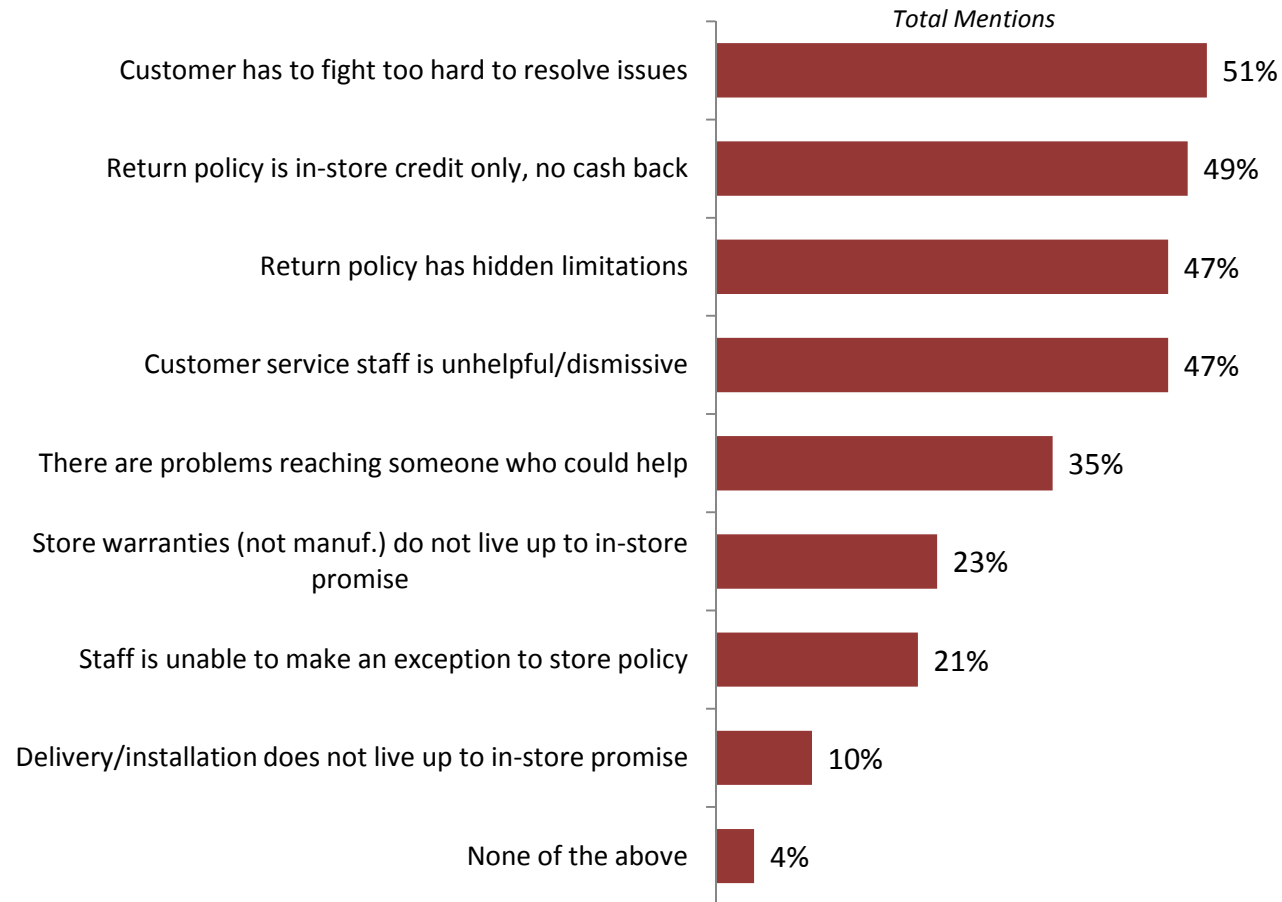
Reasons for Positive In-Store Shopping Experience





Having to fight too hard to resolve issues, no cash back and return policies with hidden limitations are leading factors for a negative after-purchase experience

Reasons for a Negative After-Purchase Experience

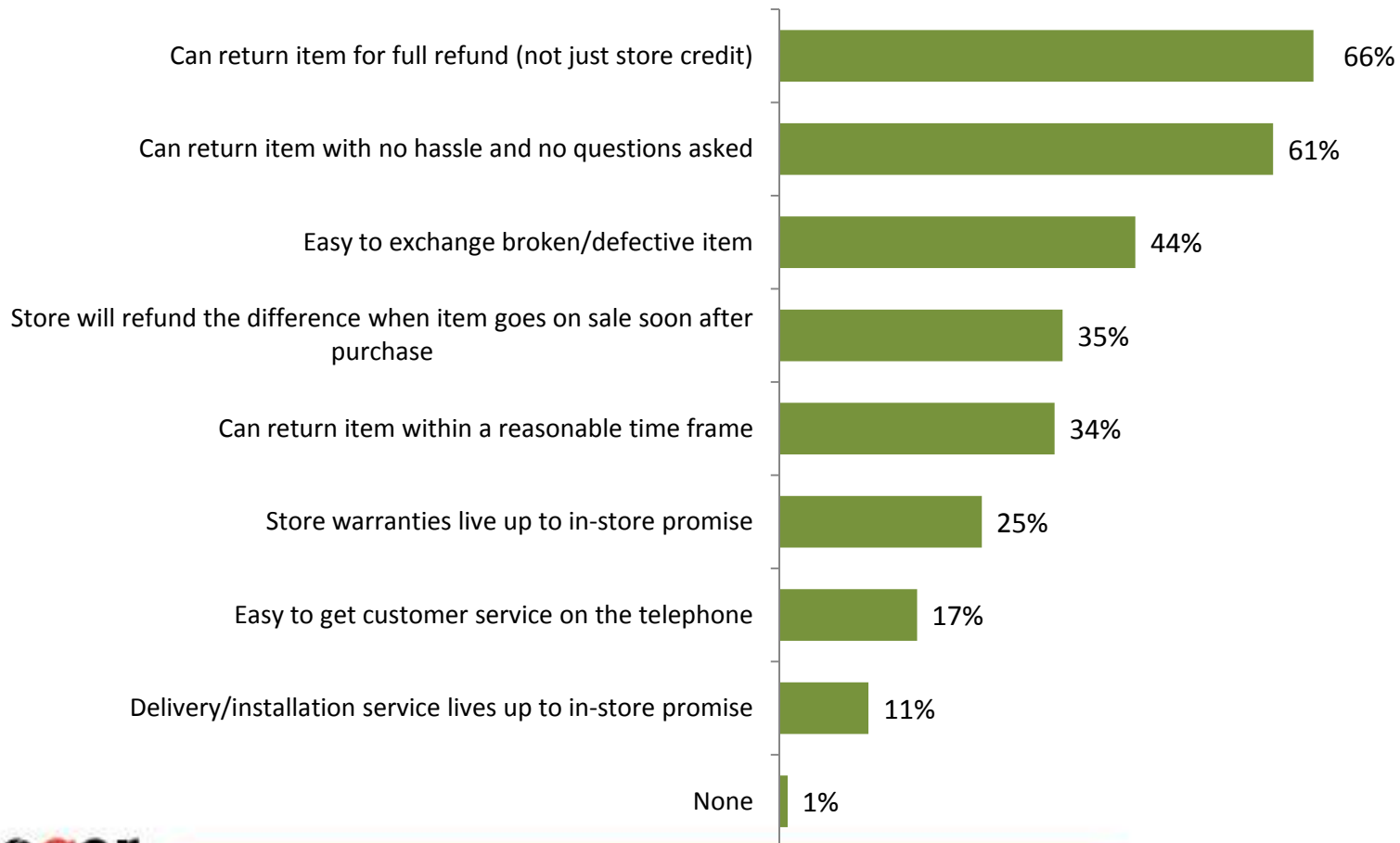




Being able to return items for a full refund or simply without hassle are the top reasons for positive after-purchase experiences

Reasons for Positive After-Purchase Experience

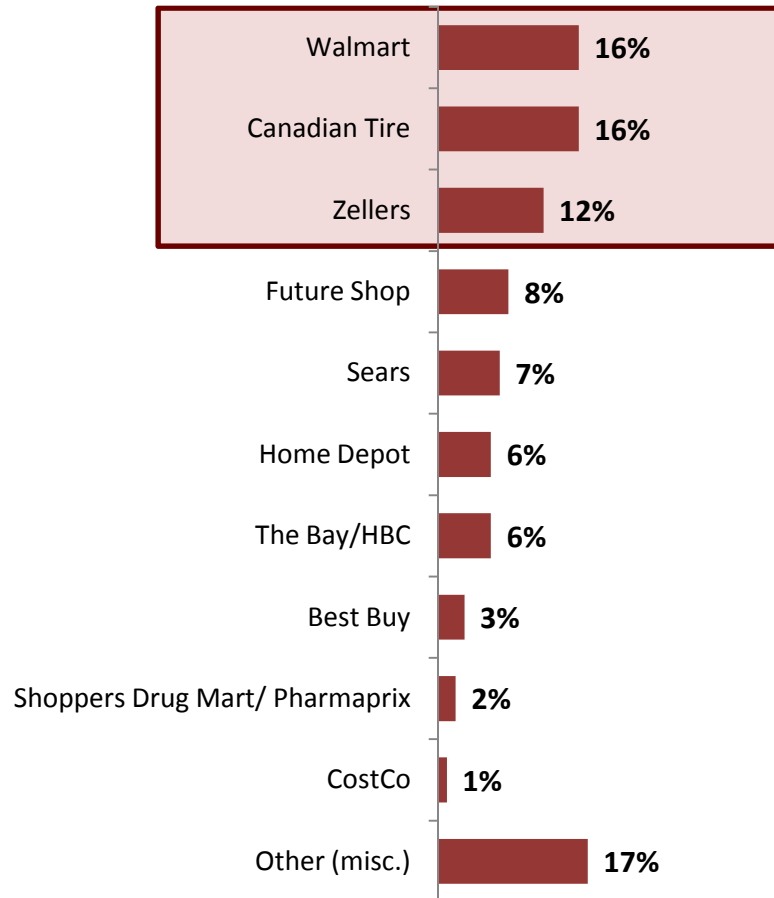
Total Mentions



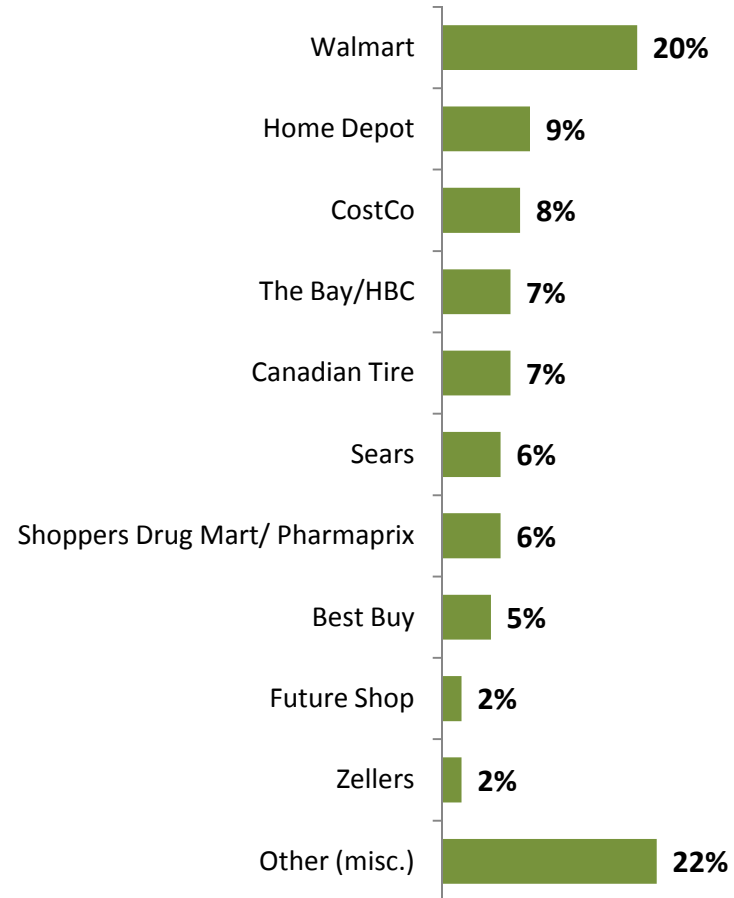


On a top-of-mind basis for the worst customer service in Canada, Walmart, Canadian Tire and Zellers rank highest. Walmart and Canadian Tire are more likely to be mentioned as having the best customer service compared to Zellers.

Worst Customer Service



Best Customer Service



Unaided responses – Excluding Don't know and None response



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Q. In your experience, which ONE national store chain would you say has the worst customer service in Canada? Base: Anglo Canadian shoppers , n= 827
 Q. In your experience, which ONE national store chain would you say has the best customer service in Canada? Base: Anglo Canadian shoppers , n= 827



When asked in the second survey to rate the customer service of the top 3 worst chains as determined by the top-of-mind question, Zellers garnered more poor scores and far fewer good scores than Walmart and Canadian Tire, which score similarly to each other



Excluding Don't know and None response



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Q. Thinking of your personal customer service experience, please rate the following stores on a scale of 1 to 7 where 1 is has 'very poor customer service' and 7 is 'very good customer service'. Base: Anglo Canadians, n=1159



Who has the Worst Customer Service?

- With Walmart, Canadian Tire and Zellers in a close race for worst customer service on a top-of-mind basis, closer to air time a second survey was conducted to gain a deeper understanding of where the stores stand.
- This second survey showed Zellers moving into top spot with the most poor customer service scores and further reinforced with the fewest best customer service scores.
- Canadian Tire and Walmart remain virtually tied in both positive and negative reviews in the second survey, however, Walmart clearly received the most top-of-mind best customer service mentions.

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