

Distribution Research Bulletin

JULY 2020

A very different way of life



Over the past 3 months, we have all experienced a very different way of life. We have all needed to go about our day-to-day lives and continue to work where possible, shop for the basics, communicate, manage our money, and for those who are key workers or cannot work from home, we have needed to travel.

Throughout this period, we have continued collecting data, and in this short report have looked at:

- How customer satisfaction is changing
- How customers felt supported by organisations throughout the pandemic
- How confident customers feel about the way organisations have dealt with the pandemic
- Have customers' opinions of the organisation changed and why
- How has the pandemic influenced employee engagement
- Do employees feel supported by their employer during this pandemic period
- Employee confidence in their employers response to the pandemic

These initial results are limited to 1050 responses. The sector results shared at this stage will be indicative rather than robust, with reported information in this summary from:



Airline



Banking & Insurance



Distribution



Mobile Telecom



Online retail



Retail



Supermarkets



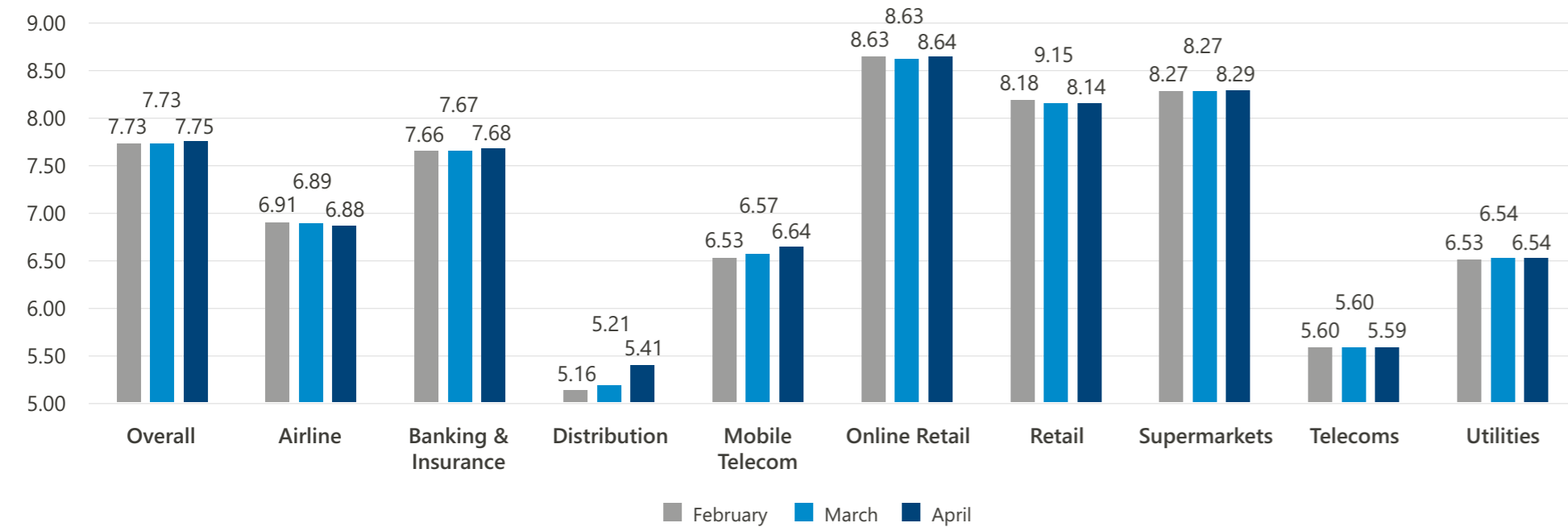
Telecoms



Utilities

Overall Customer Satisfaction

Overall, how satisfied were you with your recent experience?



“Distribution and delivery of online purchases increased by up to 65% say some sources during the pandemic”



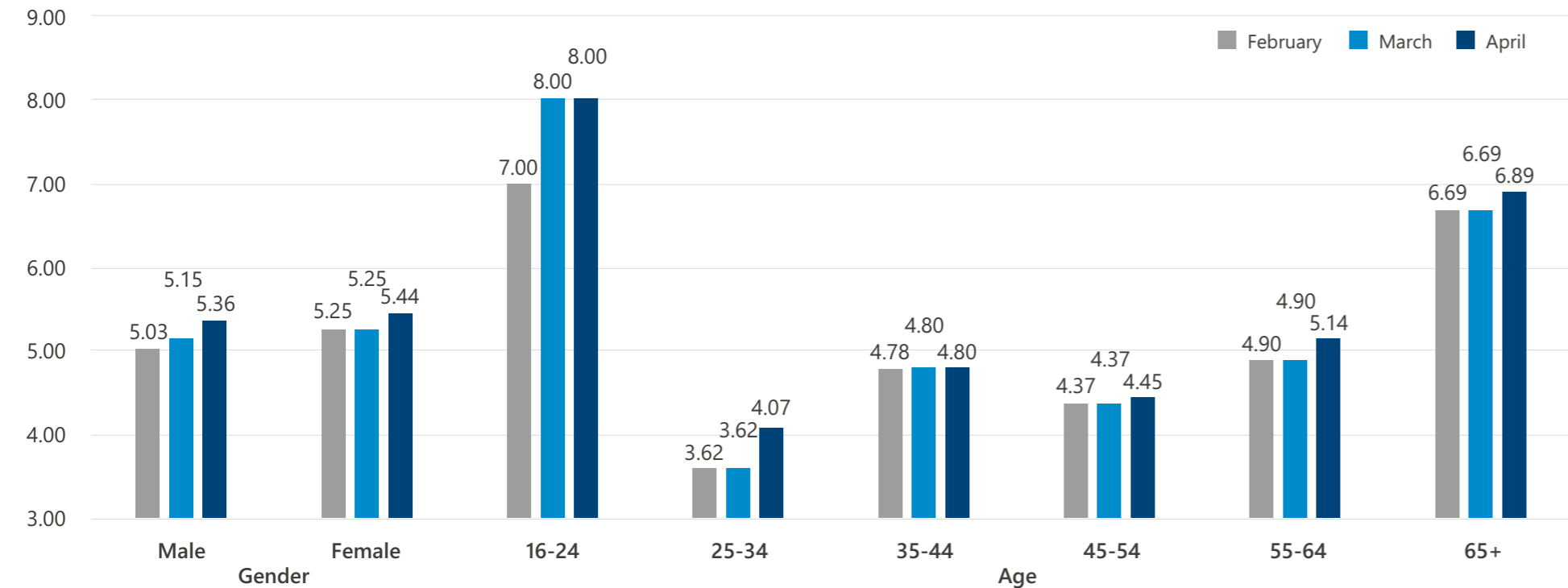
During the 3 months of February - April 2020, overall satisfaction increased marginally. Notable changes include .20 score increase in satisfaction in Distribution.

Distribution and delivery of online purchases increased by up to 65% say some sources during the pandemic, which in turn

increases the need for delivery services. Some of the high points we have heard are around communication and deliveries within set time periods, confirmed via apps or tracking links. Photo evidence of parcel deliveries were welcomed by customers, along with commitment to social distancing and maintaining a friendly polite outlook towards recipients.

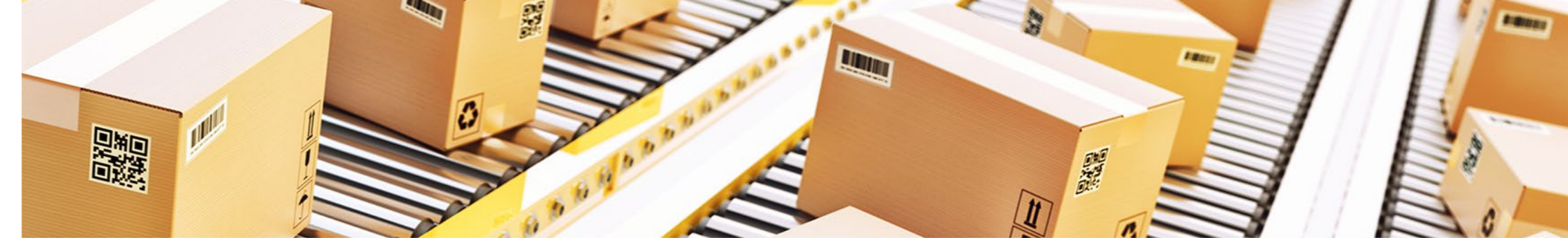
Distribution Sector

Overall satisfaction by demographic and age category



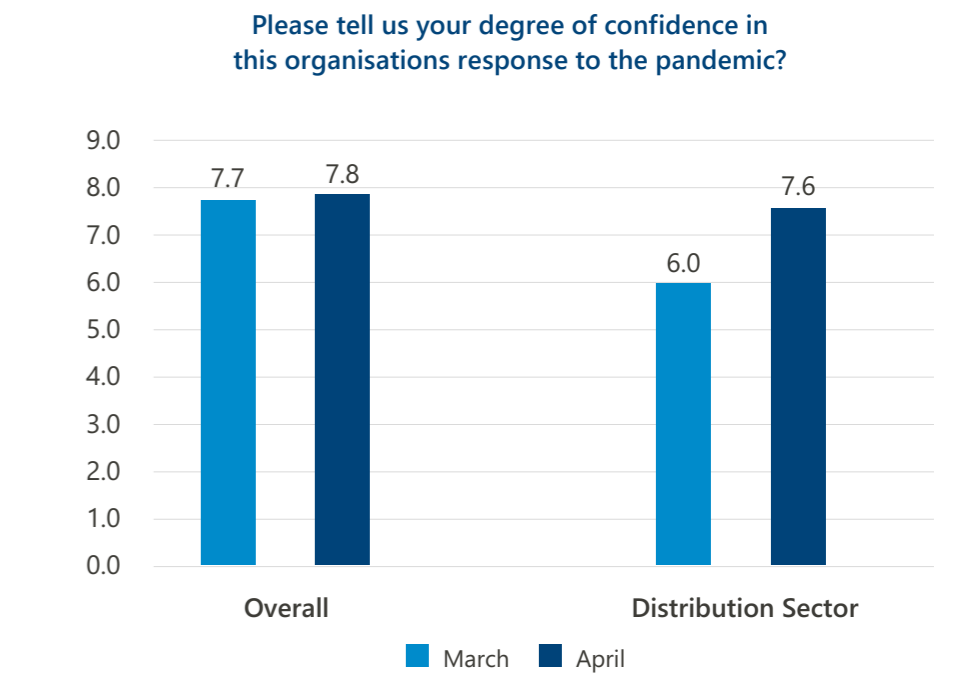
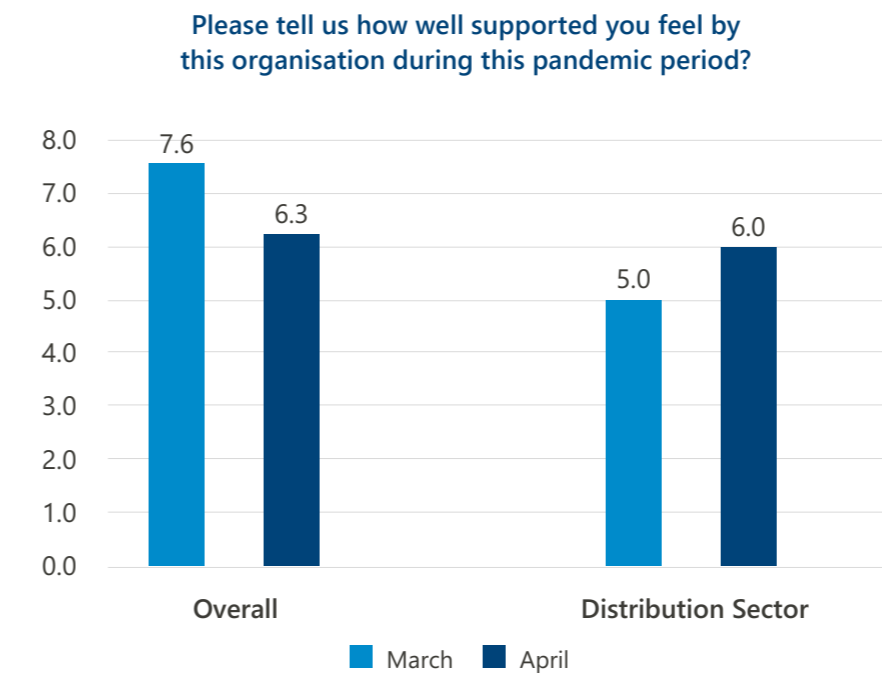
Looking at the change in score, we see almost equal increases in scores coming from male and female groups. The largest score increase emerged from 25-34 year old customers, albeit they have the lowest levels of satisfaction, followed by those over 65. We see the highest levels of satisfaction developed from customer interaction with customer services, whilst the lowest levels of satisfaction come from staff helpfulness when resolving late or failed deliveries.

This aligns to the ONS* stats indicating that more than 50% of people over the age of 65 shop online. ONS data also shows that 46% of shoppers from the 25-34 age group most commonly made 11 or more purchases online monthly.



During the period March to April, we measured “**how well supported do you feel by this organisation during this pandemic period**” and “**please tell us your degree of confidence in this organisation’s response to the pandemic**”?

The Distribution sector has provided an essential service to many during this period. It has also seen the largest increase in satisfaction in this period, demonstrated in the examples below:



Within the Distribution sector, we have seen a number of notable points:

During March, overall we saw high levels of perceived support, which also transitioned into providing high levels of confidence. In April, for many organisations the level of support provided tapered off. However, as the Distribution sector continued to ramp up their service provision and customer experience, the sector bucked the trend and increased perceptions of customer support.

To demonstrate this more specifically, we have captured some of the comments raised by customers and organisations, when asked;

“Could you tell us if your opinion has changed over the last month and why?”

He is just a lovely man.

No hasn't changed, if anything he's better, he's got his gloves and mask and stays his 2m away.

I understand the disruption caused by the virus but it still takes an unreasonable amount of time for a complaint to be dealt with.

My opinion hasn't changed.

“Organisations we often take for granted have been critical... ..and have frequently been a welcome visitor to our stores and doors.”

In summary, we have seen the Distribution sector respond to market demands and customer requirements through using technology and by equipping staff with the appropriate PPE and training to do their job in sometimes very difficult circumstances. The organisations we often take for granted have been critical to keeping the nation's food supplies delivered, parcels transported, and have frequently been a welcome visitor to our store and doors.

*ONS - Office of National Statistics: www.ons.gov.uk/

About GP Strategies

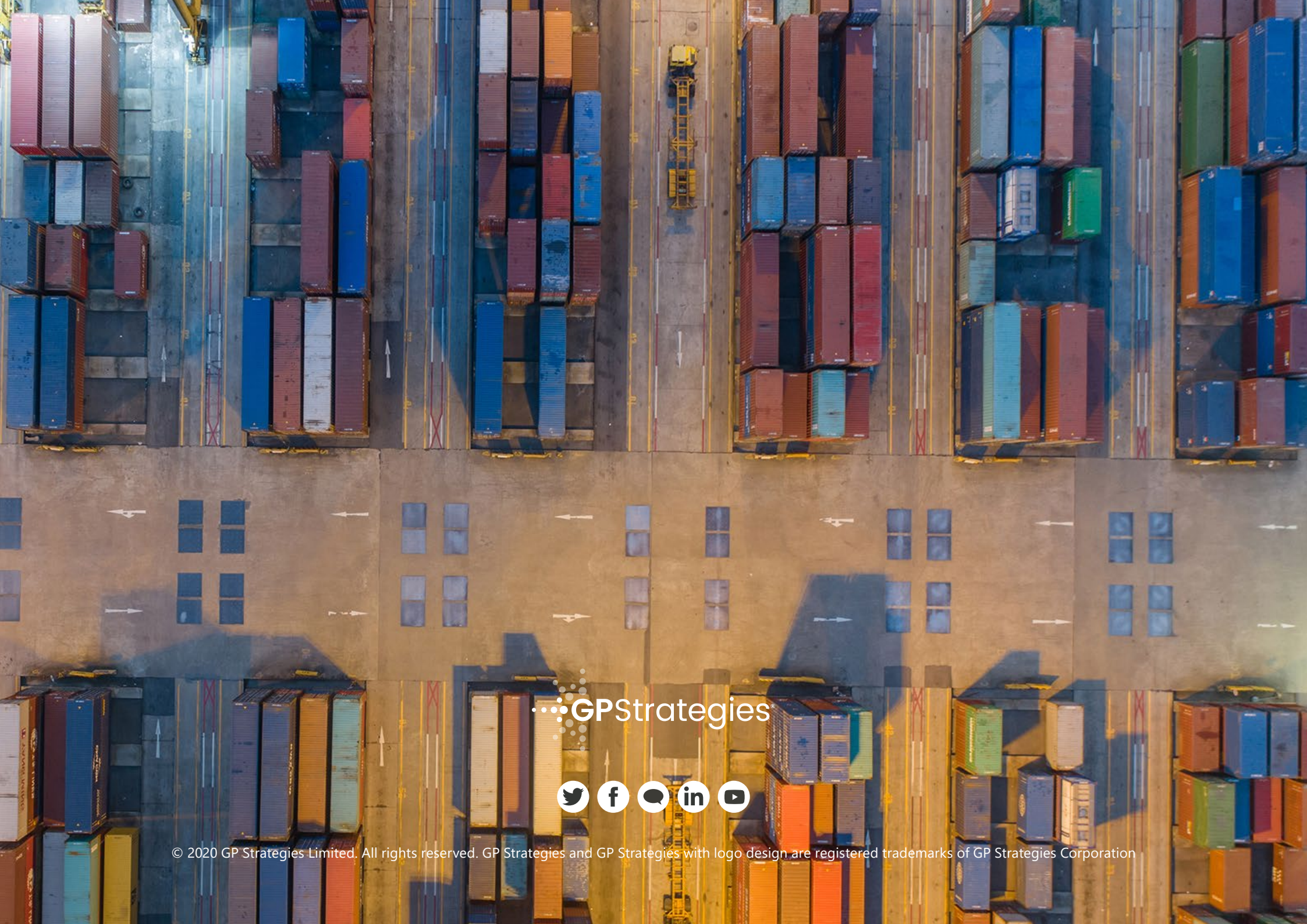
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