

Exercise



Write your thoughts down

What touchpoints can you identify during that experience?

Aim to note at least 5.

Think about your last supermarket shopping trip.

Think of one improvement you could offer the supermarket to improve a touchpoint experience.

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Answer can include:

- Location
- Accessibility (car parking/bus stops/free buses)
- Trolley/basket location and availability
- Store opening hours
- Quality/Freshness of food
- Choice of brands
- How clean the store appeared
- Lighting
- Shelf display information
- Shelf-life of items
- Queueing at checkout
- Direct interaction with store employees
- Experience at customer services, if visited
- Location of offers or discounted items.

Further information about the retail supermarket shopping standards is contained in the following research report, which explains how customers viewed their experiences. The final quiz will contain several questions relating to the results of this report, so you might want to make notes relating to the scores and rankings.

<https://www.prophet.com/downloads/articles/ukcustexp-supermarkets.pdf>

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