GROWERTALKS

Consumer Buzz

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Good Store Associates = Customer Satisfaction

Ann-Marie Vazzano

Shoppers who feel welcome, believe that store employees have expertise or experience exceptional service are the most satisfied, according to the Retail Feedback Group's 2015 U.S. Supermarket Experience Study. On the other hand, the factor that contributes most to an unpleasant experience is a lack of cleanliness, with 69% of respondents saying a dirty store really grinds their gears. Two-thirds said they're bothered by unsanitary carts and baskets, and 64% cited discourteous employees as something that contributes to a bad experience. **GP**