



More than **200** retailers evaluated by their customers on **20** dimensions

**SPECIAL  
COVID-19  
EDITION**

**TIMELINE**

Data Collection: November 2020

Publication of Results: January 2021

Delivery of Custom Reports: Starting at the end of January 2021

**A COMPREHENSIVE AND RELEVANT STUDY ON THE CUSTOMER EXPERIENCE**

How do you maintain and develop your clientele?

What are your strengths and weaknesses, and those of your competitors?

Who are the best retailers?



**EVALUATION OF THE IN-STORE  
CUSTOMER EXPERIENCE  
(JUNE TO NOVEMBER 2020)**



**MAJOR IRRITANTS**



**EVALUATION OF PERCEPTIONS  
ABOUT THE IMPLEMENTATION OF  
HEALTH AND SAFETY MEASURES  
RELATED TO COVID-19 IN STORES**



**COMMENTS FROM YOUR  
CUSTOMERS**



**EVALUATION OF THE CUSTOMER  
SERVICE EXPERIENCE THROUGH  
OTHER CHANNELS  
(PHONE, CHAT, EMAIL, SOCIAL NETWORKS,  
TEXT MESSAGING, ETC.)**

**COST TO SUBSCRIBE PER SECTOR**

Quebec Market: \$8,500

Ontario Market: \$8,500

2 Markets or 2 Sectors: \$15,000

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