

CART PERFORMANCE DRIVES REVENUE – AND CONSUMER BRAND LOYALTY

Even as ecommerce continues to grow, consumers still crave the human element of an in-person shopping experience.

Online vs. in-store

As retailers shift their focus from transactional interactions to creating positive in-store experiences, they are challenged to look at all aspects of their operations—from displays to checkouts and everything in between—to understand how each plays a role in that experience.



Online spending represented 16% of total U.S. retail sales in 2019, nearly a 15% increase from the prior year.*

*U.S. Department of Commerce



But 59% of all consumers feel companies have lost touch with the human element of customer experience.*

*PWC

How do shopping carts fit in to the customer experience?

We've all had the dreadful experience of shopping with a cart that's sporting a bad wheel. Here at Unarco, we wanted to find out just how much cart performance impacted consumer spend and loyalty. So we asked retail consumers about it – and found out that carts matter a lot when it comes to where they shop and how much they spend.

Who we asked:



OVER 1,000 U.S. customers were surveyed



NEARLY 90% were the primary grocery consumer for their household



OVER 50% had children under the age of 18

What they had to say

Overall cart satisfaction lags far behind traditional retail service performance. Top 5 areas of dissatisfaction:



Cart problems are common



NEARLY 90% of shoppers have encountered carts with bad wheels



MORE THAN 80% of shoppers have had carts with cosmetic or noise issues

Revenue and consumer loyalty are at stake



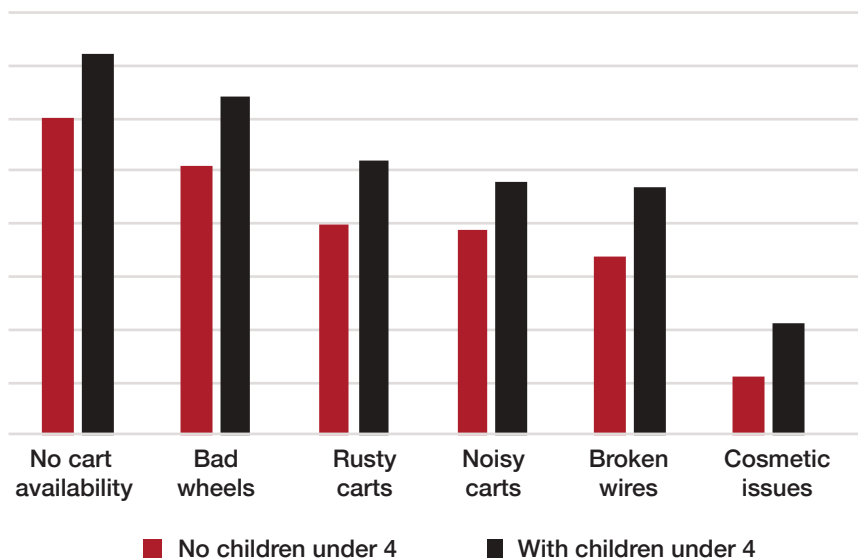
MORE THAN 50% of consumers said they would spend less – or switch stores – because of carts with bad wheels or lack of cart availability

“ I tried multiple carts and each that I picked seemed to either make huge amounts of noise or have wheels that would stick and drag rather than turn properly. Ultimately, I went with a hand carry basket and simply limited my shopping because I couldn't get a cart that would reliably allow me to walk throughout the store comfortably and without major struggle. ”

– shopper

BRAND LOYALTY RISK HIGHEST FOR PARENTS

Shoppers with children are more sensitive to cart issues, especially those with children under 4 using the child seat. Many retailers cater to these audiences, making the shopping cart's quality even more critical.



Learn more

Your shopping cart fleet is the first thing customers see when they come to your store and the last thing they see when they leave. It is your calling card, and it should be treated as a revenue-driving vehicle. At Unarco, we believe that your shopping carts should be driving consumer spend – not expenses. How? Because customers are more loyal and will spend more money in your store if their cart is in good condition. Understand how your cart fleet can start paying you back with help from Unarco. Call us today at 800-654-4100 for a free consultation.