



**UXR**

Medallia

**Customer Feedback Analysis:  
Triangle Select Program**

May 1, 2023

# Triangle Select Program Medallia Observations

**Objective:** Research any relevant information in Medallia regarding Triangle Select's registration process.

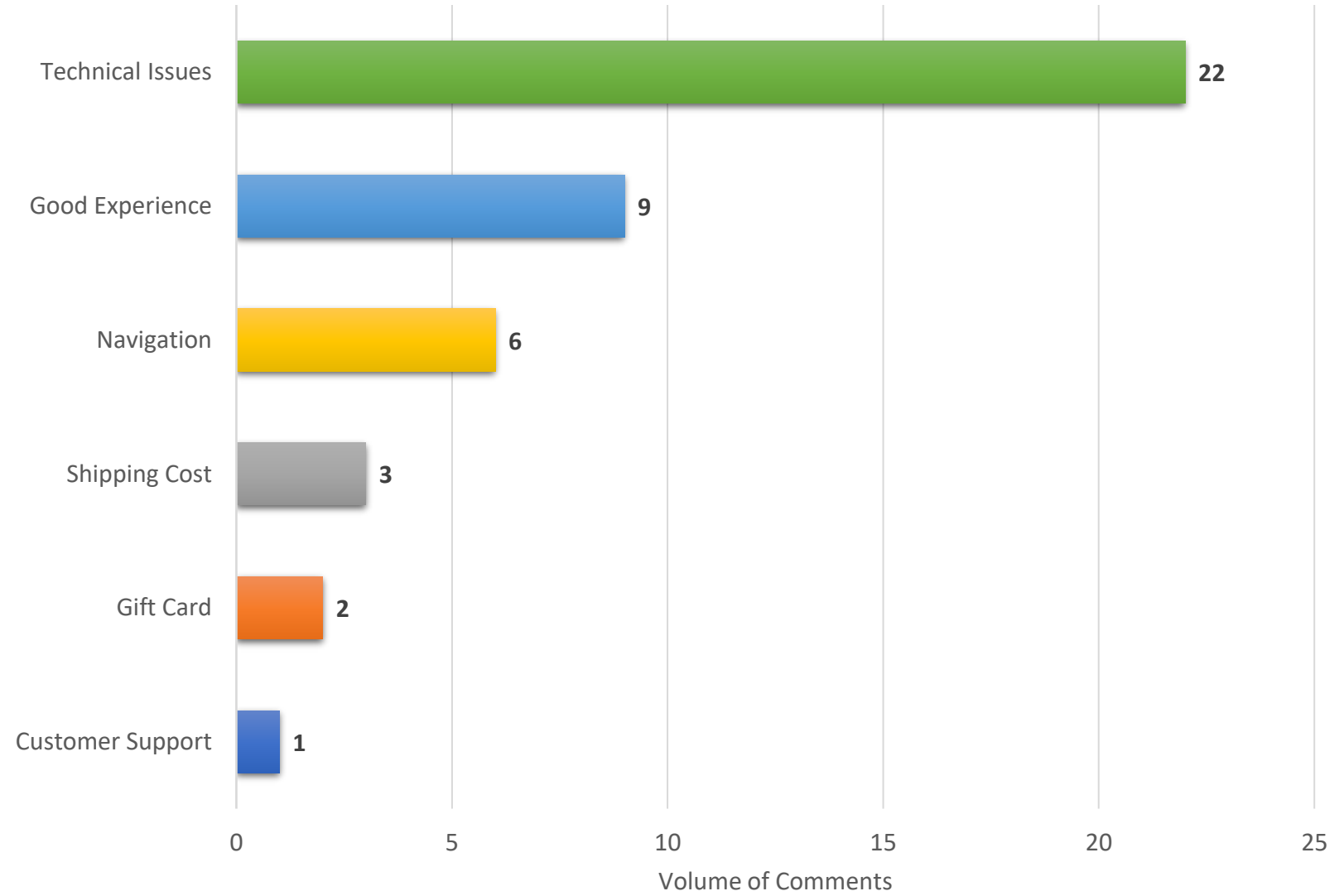
**Search Criteria:** Date range: [June 18, 2022 – May 1, 2023], NPS: 'Likelihood to Recommend Score', Search words: "Triangle Select", "registration", "sign up"

**Dataset:** Tracking 43 comments.

## Top Themes and Findings Summary:

- **Technical Issues:** Difficulties with signing up for Triangle Select, including error messages, slow loading times, and glitches.
- **Navigation:** Challenges navigating the Triangle Select Dashboard, specifically viewing earning details and accessing premium subscription program features and viewing flyers.
- **Shipping Costs:** Customers are expressing frustration with Canadian Tire's high shipping costs, and one suggested the company wave the shipping cost for purchases over a certain amount.
- **Gift Card:** Customers are experiencing delays in receiving their \$50 gift card from the program, and unsatisfactory customer support on the issue.
- **Customer Support:** Challenges with enrollment and lack of customer support in Triangle Select program.

## Theme Volume Tracker



Total Comments: 43

The majority of user feedback reported technical difficulties with logging in and encountering error messages before or after completing the registration process.

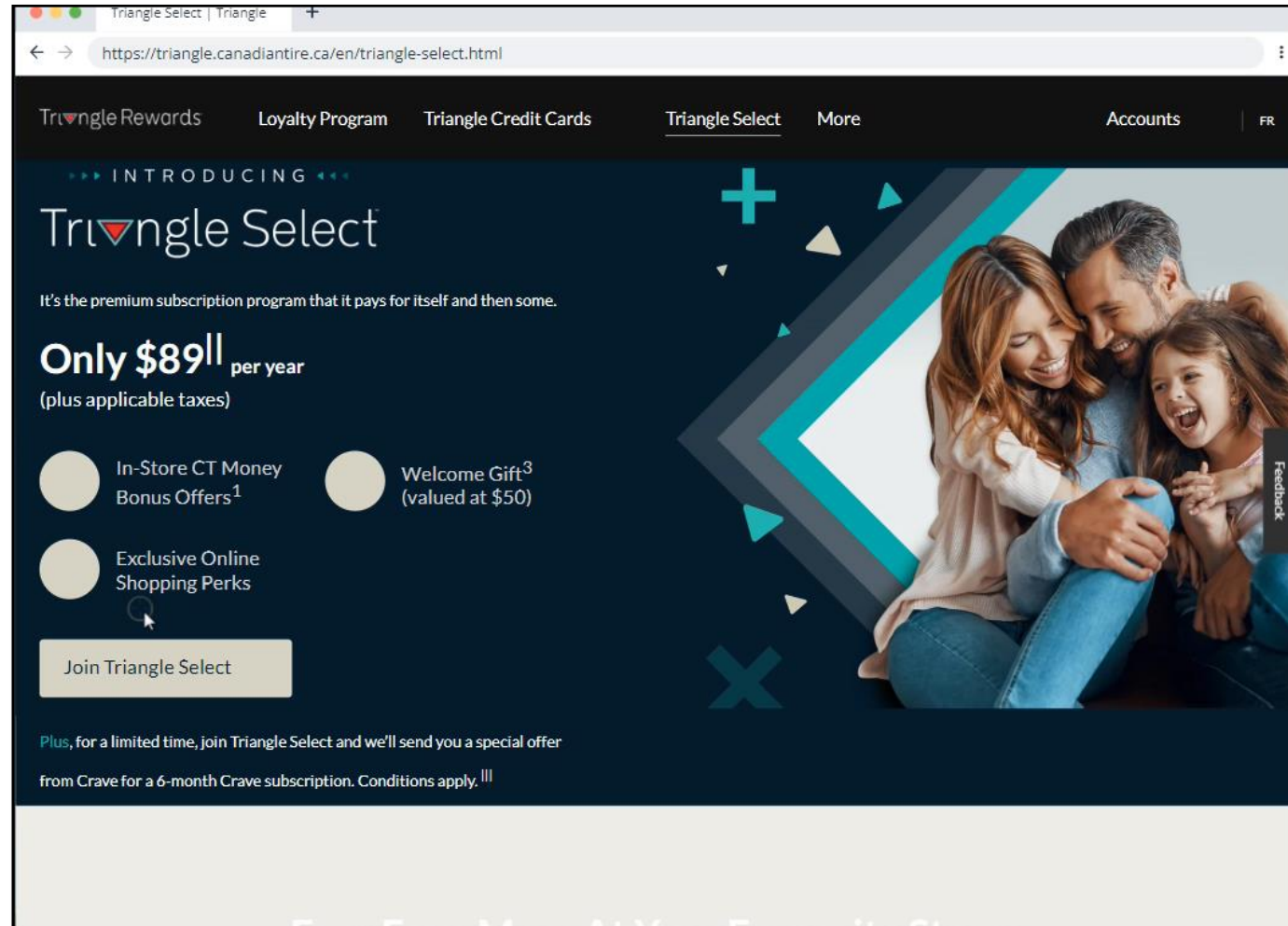
## Theme: Technical issues

Customer comments	Key Notes
"Can't join Triangle select. I <b>tried 3 times and I keep getting [Sorry! There was a technical problem. Please refresh the page to Join Triangle Select again]</b> "	<ul style="list-style-type: none"><li>➤ Unsuccessful in joining due to a technical error message.</li><li>➤ Customer <a href="#">[QM session Link]</a></li></ul>
"I'm not very happy with the way that the sign up for Triangle Select has been working for me. <b>I follow the link to sign up &amp; I get no response or I get a blank page.</b> I have been trying to sign up since my membership needed to be renewed. This should not be <b>if there is another way to renew I am not aware of this.</b> Thank you for your time."	<ul style="list-style-type: none"><li>➤ Multiple failed attempts to sign up due to encountering a blank page.</li><li>➤ Customer needed their membership to be renewed, but is not aware of any other methods.</li></ul>

Below is a QM video of a user making repeated attempts to join by clicking on "Join Triangle Select," but encountered the same error message:

Technical issues

Video [\[QM Link\]](#)



Some users expressed confusion regarding the new Triangle Select program's Earning details. More specifically, they would like to see a more detailed breakdown of their earnings.

Theme: Navigation

Customer Comments

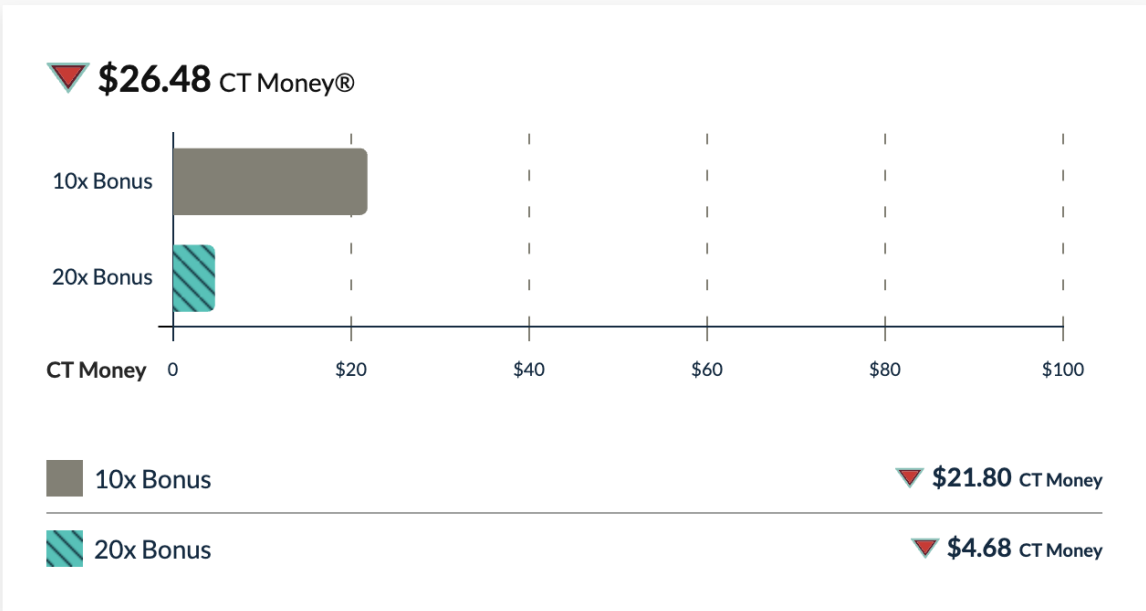
“With the new Triangle Select **it wasn't clear what I earned as points** under the new system or even with the 20x Bonus Day.”

“**I can't see the detail about my earnings.** I can't see the following amount. I must call Triangle Canadian Tire Representative 10\$, 1.26, 3.18, .84, .40, .22, .89, .21. I can see only the following on my account or my Invoice. 5,16\$ Triangle SELECT 4,44 Base Cash PLEASE display details earnings over the Web site account.”

Earning Details

[Learn More](#)

CT Money® earned from Triangle Select bonuses



Customers expressed frustration with Canadian Tire's high shipping costs, and one suggested the company wave the shipping cost for purchases over a certain amount.

## Theme: Shipping Costs

Customer Comments	Key Notes
<p>"The initial shipping cost was estimated around \$16, as soon as I entered my Triangle credit card it automatically changed shipping to \$43 but I got \$20 off since I'm a Triangle Select subscription member. NOT a great reason to have a Triangle Select subscription. Also, why is the option to ship to my store not available?"</p>	<ul style="list-style-type: none"><li>➤ Shipping cost increased from the initial estimate, but received a \$20 discount as a Triangle Select subscriber.</li><li>➤ User would like a "ship to store" option available.</li></ul>
<p>"If I didn't want the rewards to buy something from sports check I would have gone to Walmart. Better website, better product availability, and much less shipping. How the hell does shipping cost 25\$ don't you care at all about your customers. Even triangle select is a joke... making it seem like you're reimbursing the shipping fees but you only give back up to \$12. What a joke do you even care if people shop here. I chose to go online because the bay and Dundas store is a joke. There is product everywhere and you can barley walk about the store and one of their door when covid ended a year ago. I thought the online store would be a better alternative but it's made me realize Canadian Tire is becoming a joke brand based on these experiences."</p>	<ul style="list-style-type: none"><li>➤ Customer compares CT unfavorably to Walmart, citing lower shipping costs.</li><li>➤ Customer feels that the Triangle Select program reimbursement is not sufficient enough.</li></ul>

Customers are experiencing delays in receiving their \$50 gift card from the program, and unsatisfactory customer support on the issue.

Theme: Gift Card

Customer Comments

“We signed up for the Triangle Select Program, choosing the \$50 Gift Card from Canadian Tire. **We have yet to receive said gift card. Please look into the delay.** Thank you, Robert Karas”

“I cannot find an answer for my question. When I emailed specifically about it they told me it involved personal information and couldn’t answer. **I just want to know if the triangle select program special gift of \$50 to use in store is a gift card mailed out or some sort of code I’m supposed to track down.** Triangle select has been nothing but hassle so far!”

A limited time signup bonus for Triangle Select

If you're interested in getting Triangle Select, there's a limited time welcome bonus.

First, you can pick from one of these \$50 gift cards.

Welcome Gift

Choose from:

- \$50 Gift Card from Canadian Tire  
(redeemable in-store)
- \$50 Sport Chek e-Promo Card<sup>a</sup>  
(redeemable on footwear, in-store or online)
- \$50 Mark's e-Promo Card<sup>b</sup>  
(redeemable on denim, in-store or online)
- \$50 online coupon code at [hellyhansen.com](#)<sup>c</sup>  
(one-time use, minimum \$50 purchase)



**Users reported unsatisfactory experiences with customer support when attempting to resolve issues with the Triangle Select program.**

**Theme: Customer support**

Customer Comments	Key Notes
"I have been trying for weeks to join the Triangle Select program. I have called and talked to customer service a few times, I have emailed, I have filled out the online help forms. No one seems to understand what the program is or why I keep getting errors. I even went into the store and saw the huge posters you have put up - but customer service said they have NO information and can't even check my card to let me know if am in or not for the program."	➤ This user experienced a failure in multiple touchpoints of the omnichannel experience.