



**UXR**

Medallia + Quantum Metric

**Customer Feedback from The  
Biggest Sales Event of The Year!**  
November 2023

# Medallia Feedback Overview

**Objective:** To uncover user sentiment and feedback related to the Black Friday sale week across all banners.

**Time Period:** November 20<sup>th</sup> – 28<sup>th</sup>, 2023

**Data Source:** Extracted user comments from Medallia

## Survey Form Types

- **Browse:** Intercepts customers in the middle of their browsing journey to capture feedback of customers who are researching or having difficulties making a purchase.
- **Always On:** Customers can provide feedback at any time voluntarily, with no NPS score.
- **Post Purchase:** Shown to customers after they have purchased something.

# Top Findings

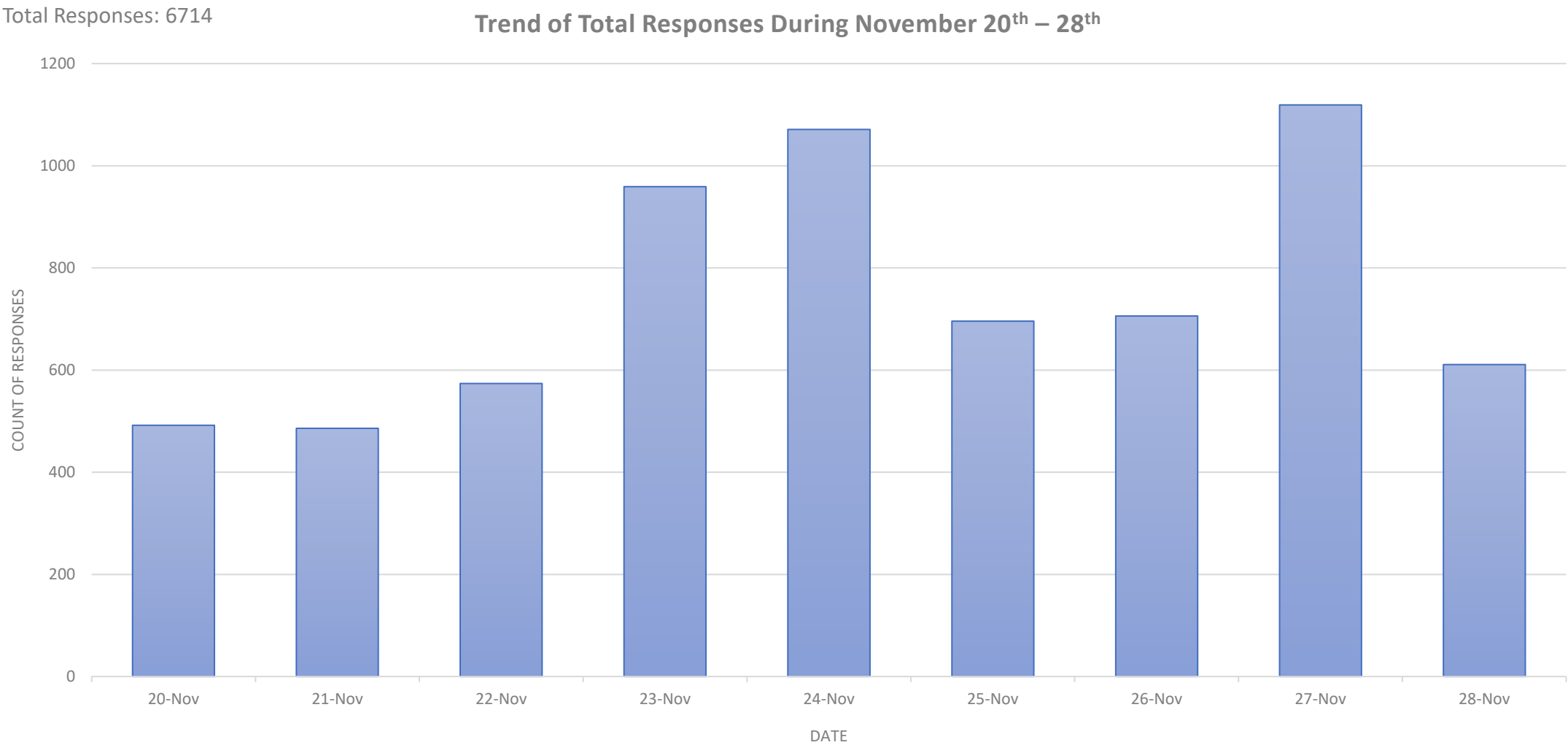
## Medallia Findings:

- Limited CT money redemption options frustrate customers, as they are unable to redeem at checkout and can only do so on the Canadian Tire website.
- Customers experienced technical errors, lagging, and bugs throughout different parts of their shopping journeys that negatively impacted their experience.
- Customers express dissatisfaction with the availability of low or out-of-stock items.
- Customers were delighted with the amazing sale prices and highly praised the seamless shopping experience they had.

## QM Findings:

- There is a correlation between the rise in site traffic and the increase in the frequency of errors.

# Increased Responses Observed on Red Thursday, Black Friday, and Cyber Monday



# Top 5 Topics by Volume of Responses During Entire Sales Event

Time Period: 11/20/23 to 11/28/23

Sample Size: 3496

Topics	Detractors	Extremely Satisfied	Volume	Detractor	Passive	Promoter
Checkout- Ease of Checkout	<div><div></div></div>	<div><div></div></div>	4.1% (554)	54.9%	20.9%	24.2%
Pricing - Value for Money	<div><div></div></div>	<div><div></div></div>	3.8% (522)	17.4%	21.7%	60.9%
Product - Availability	<div><div></div></div>	<div><div></div></div>	3.7% (505)	43.2%	22.7%	34.1%
Digital User Experience - Site Stability	<div><div></div></div>	<div><div></div></div>	3.0% (406)	70.7%	21.5%	<div><div></div></div> 7.8%
Digital User Experience - Ease of Navigation	<div><div></div></div>	<div><div></div></div>	2.7% (374)	13.8%	17.3%	68.8%

# Ease of Checkout: Negative Impact Scores is seen across all banners

## Ease of Checkout: Impact Score by Digital Property

Time Period: 11/20/23 to 11/28/23

Rank	Digital Property	Impact Score ↕	NPS, and Top 2 Box ↕	% of Responses ↕	% Positive ↕	% Negative ↕	# of Responses ↕
1	marks.com	-2.91	-40.38	6.06% (190)	🔴 14.21% (27)	80.00% (152)	190
2	canadiantire.ca - NEW	-1.08	2.38	3.18% (176)	39.77% (70)	53.41% (94)	176
3	sportchek.ca	-4.29	-58.87	6.69% (161)	🔴 11.18% (18)	79.50% (128)	161
4	partycity.ca	-0.59	12.50	🔴 2.08% (9)	🔴 44.44% (4)	🔴 55.56% (5)	9
5	atmosphere.ca	-6.30	-55.56	🔴 6.57% (9)	🔴 22.22% (2)	🔴 66.67% (6)	9
6	lequipr.com	-2.06	-66.67	🔴 1.73% (6)	🔴 16.67% (1)	🔴 83.33% (5)	6
7	triangle.canadiantire.ca	—	—	🔴 1.49% (3)	🔴 0.00% (0)	🔴 100.00% (3)	3

< -2.00 -2.00--1.00 -1.00-0.00 0.00-1.00 1.00-2.00 ≥ 2.00 | 🔴 Low sample size < 50

**What Is Impact Score?**  
Topics or themes people mention more often when they give high or low scores can give you valuable insight into the influence of those areas on overall satisfaction. Topics with higher impact scores indicate more influence on satisfaction than topics with lower impact scores, helping you prioritize between different areas.



# Ease of Checkout: Customers Voice Frustration with the Lack of Reward Redemption Options at the Checkout at Mark's and Sport Chek



Digital Property

sportchek.ca

Respondedate

11/24/2023, 10:14 PM

Reason for Score Comment

🗨️ ⚠️ This website is so dysfunctional. 🗨️ ⚠️ Wouldn't let me use my triangle rewards so I screwed around with the new rewards junk. 🗨️ ⚠️ Signed merged cards. 🗨️ ⚠️ Which ended up showing 20 dollars less CT money than I had before I merged an old card. 🗨️ ⚠️ Now I can't check out at all!!! 🗨️ ⚠️ This is awful



Digital Property

marks.com

Respondedate

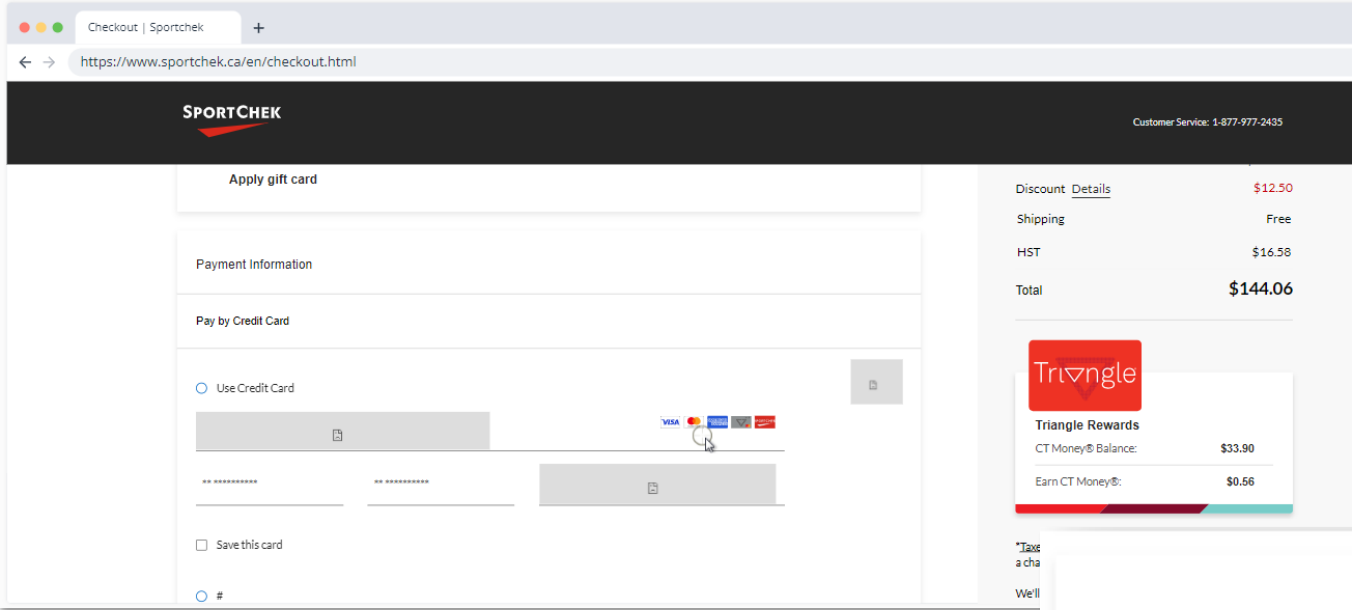
11/27/2023, 11:40 AM

Open Comment

🗨️ ⚠️ I wanted to redeem my Triangle Rewards money for my online purchase 🗨️ ⚠️ but I was not given that option during the checkout process. 🗨️ ⚠️ I was logged into my Triangle Rewards account and it told me how much I had in rewards 🗨️ ⚠️ but when I clicked to checkout with Triangle Rewards it just prompted me to put in my credit card number. 🗨️ ⚠️ It had my name and address already from my profile so that's how I know I was logged in for sure. 🗨️ ⚠️ Very annoyed.

# CT Money Redemption is only available on the Canadian Tire Website

No option to redeem CT Money on Sport Chek



CanadianTire.ca - CT Money Toggle Example





# Ease of Checkout: Users frustrated with loss of items in cart after logging in their Triangle accounts across all banners



sportchek.ca

Likelihood to Recommend (Digital): 5  
Satisfaction with Digital Experience: 5  
Respondedate: 11/28/2023, 2:46 PM EST

## Reason for Score Comment

Good sale price for item however the checkout process was frustrating. The item kept disappearing from my card with a "there has been a change to your cart message" appeared. Finally, after several tries I was able to check out. Not a smooth ordering process!



canadiantire.ca - NEW

Likelihood to Recommend (Digital): 7  
Respondedate: 11/27/2023, 8:49 PM EST

## Reason for Score Comment

I was ready to check out but the page asked me to sign in to my account, when I did that, I returned to an empty cart. I had to do it all over again,



marks.com

Likelihood to Recommend (Digital): 5  
Satisfaction with Digital Experience: 4  
Respondedate: 11/25/2023, 2:16 PM EST

## Reason for Score Comment

While at Checkout, I was asked to log in. I did so that my Triangle rewards would be included. However, when I signed in, my cart was empty. If I can't purchase the items I had in my cart, I will be very upset. Also, you should have the sizes that are most ordered available.

# Value for Money Theme Shines Across All Banners

## Value for Money: Impact Score by Digital Property

Time Period: 11/20/23 to 11/28/23

Rank	Digital Property	Impact Score	NPS, and Top 2 Box	% of Responses	% Positive	% Negative	# of Responses
1	canadiantire.ca - NEW	+0.62	49.09	4.15% (230)	70.00% (161)	22.17% (51)	230
2	marks.com	+1.26	36.88	4.66% (146)	69.18% (101)	21.23% (31)	146
3	sportchek.ca	+0.87	25.77	4.07% (98)	72.45% (71)	20.41% (20)	98
4	partycity.ca	+1.82	65.52	6.71% (29)	68.97% (20)	17.24% (5)	29
5	atmosphere.ca	+9.25	80.00	7.30% (10)	90.00% (9)	10.00% (1)	10
6	lequiper.com	+1.41	88.89	2.59% (9)	100.00% (9)	0.00% (0)	9

< -2.00   -2.00--1.00   -1.00-0.00   0.00-1.00   1.00-2.00   ≥ 2.00   Low sample size < 50

What Is Impact Score?  
Topics or themes people mention more often when they give high or low scores can give you valuable insight into the influence of those areas on overall satisfaction. Topics with higher impact scores indicate more influence on satisfaction than topics with lower impact scores, helping you prioritize between different areas.



# Value for Money Theme: Customers Celebrate Incredible Sale Prices Across All Banners



canadiantire.ca - NEW

Likelihood to Recommend (Digital): 10  
Respondedate: 11/23/2023, 11:36 PM EST

Reason for Score Comment

like the deals, loyalty and promotions , plus the people at the Simcoe store are great.



marks.com

Likelihood to Recommend (Digital): 9  
Satisfaction with Digital Experience: 9  
Respondedate: 11/23/2023, 11:22 PM EST

Reason for Score Comment

Good products and deals



atmosphere.ca

Likelihood to Recommend (Digital): 10  
Satisfaction with Digital Experience: 10  
Respondedate: 11/28/2023, 10:49 PM EST

Reason for Score Comment

good pricing



sportchek.ca

Likelihood to Recommend (Digital): 10  
Satisfaction with Digital Experience: 10  
Respondedate: 11/27/2023, 3:51 PM EST

Reason for Score Comment

Always find great deals on Sportchek.ca. Site is easy to navigate.



Digital Property      partycity.ca

Likelihood to Recommend (Digital)  
Respondedate      11/28/2023, 01:10 PM



Reason for Score Comment  
Reasonable prices for things I need

# Product Availability: Negative Impact Scores is seen across all banners

## Product Availability: Impact Score by Digital Property

Time Period: 11/20/23 to 11/28/23

Rank	Digital Property	Impact Score	NPS, and Top 2 Box	% of Responses	% Positive	% Negative	# of Responses
1	canadiantire.ca - NEW	-0.25	28.02	3.45% (191)	38.74% (74)	42.93% (82)	191
2	marks.com	-1.82	-30.08	4.50% (141)	19.15% (27)	67.38% (95)	141
3	sportchek.ca	-2.73	-40.16	5.81% (140)	13.57% (19)	77.14% (108)	140
4	partycity.ca	-1.81	5.26	4.40% (19)	26.32% (5)	57.89% (11)	19
5	lequiper.com	-1.56	-28.57	2.02% (7)	0.00% (0)	85.71% (6)	7
6	atmosphere.ca	-4.73	-80.00	4.38% (6)	0.00% (0)	100.00% (6)	6
7	triangle.canadiantire.ca	—	—	0.50% (1)	0.00% (0)	0.00% (0)	1

< -2.00   -2.00--1.00   -1.00-0.00   0.00-1.00   1.00-2.00   ≥ 2.00   Low sample size < 50

What Is Impact Score?  
Topics or themes people mention more often when they give high or low scores can give you valuable insight into the influence of those areas on overall satisfaction. Topics with higher impact scores indicate more influence on satisfaction than topics with lower impact scores, helping you prioritize between different areas.



# Product Availability: Customers express dissatisfaction with the availability of low or out-of-stock items



canadiantire.ca - NEW

Likelihood to Recommend (Digital): 2  
Respondedate: 11/24/2023, 6:06 PM EST

Reason for Score Comment

your stock online is very often incorrect. you should be checking stock more often and update your site especially your clearance items



sportchek.ca

Likelihood to Recommend (Digital): 0  
Respondedate: 11/23/2023, 9:48 PM EST

Reason for Score Comment

your site is frustrating for the reason above you find an item and then it is not available why even put it on the site. you need to update your site constantly not every now and then

Additional Comments

list stuff you can actually buy



marks.com

Likelihood to Recommend (Digital): 5  
Satisfaction with Digital Experience: 3  
Respondedate: 11/26/2023, 2:51 PM EST

Reason for Score Comment

I've looked up several coats, only to find out at the end of my search that it isn't available in my size, or that none of the local stores have it in stock. VERY Frustrating. Guess I need to look elsewhere. Sucks to be you.

Additional Comments

Start with a sort by size, then by availability, then price.



9/10

Digital Property      partycity.ca  
Respondedate      11/28/2023, 02:22 PM

Reason for Score Comment

Everything seemed smooth with the order, except I was unable to order low stock items which means I have to go look for those items elsewhere even though they may be available.



atmosphere.ca

Likelihood to Recommend (Digital): 5  
Satisfaction with Digital Experience: 0  
Respondedate: 11/27/2023, 1:28 PM EST

Reason for Score Comment

A lot of pants that are my size are out of stock. It feels like a waste of time to visit your site if there is no sizes available to me.

# Site Stability: Negative Impact Scores is seen across all banners

## Site Stability: Impact Score by Digital Property

Time Period: 11/20/23 to 11/28/23

Rank	Digital Property	Impact Score ↕	NPS, and Top 2 Box ↕	% of Responses ↕	% Positive ↕	% Negative ↕	# of Responses ↕
1	canadiantire.ca - NEW	-2.28	-49.64	2.96% (164)	🔴 12.20% (20)	78.66% (129)	164
2	marks.com	-2.61	-71.11	3.51% (110)	🔴 3.64% (4)	90.91% (100)	110
3	sportchek.ca	-3.47	-74.47	4.40% (106)	🔴 5.66% (6)	90.57% (96)	106
4	triangle.canadiantire.ca	—	—	🔴 5.45% (11)	🔴 0.00% (0)	🔴 100.00% (11)	11
5	lequiper.com	-3.12	-66.67	🔴 2.88% (10)	🔴 0.00% (0)	🔴 90.00% (9)	10
6	partycity.ca	-1.17	-75.00	🔴 0.93% (4)	🔴 0.00% (0)	🔴 100.00% (4)	4
7	atmosphere.ca	-0.04	0.00	🔴 0.73% (1)	🔴 0.00% (0)	🔴 0.00% (0)	1

< -2.00 -2.00--1.00 -1.00-0.00 0.00-1.00 1.00-2.00 ≥ 2.00 | 🔴 Low sample size < 50

What Is Impact Score?  
Topics or themes people mention more often when they give high or low scores can give you valuable insight into the influence of those areas on overall satisfaction. Topics with higher impact scores indicate more influence on satisfaction than topics with lower impact scores, helping you prioritize between different areas.





# Site Stability: Customers Frustrated with errors, lags, and bugs throughout different parts of their shopping journeys that negatively impacted their experience



**canadiantire.ca - NEW**

Likelihood to Recommend (Digital): 0

Respondedate: 11/20/2023, 7:14 AM EST

Reason for Score Comment

**Horrible website that crashed during the checkout and was incredibly slow the entire time. If I could get this product easier elsewhere I would.**



**sportchek.ca**

Likelihood to Recommend (Digital): 1

Satisfaction with Digital Experience: 1

Respondedate: 11/25/2023, 9:51 AM EST

Reason for Score Comment

**Very slow. Glitchy. Multiple clicks to get somewhat where I wanted. Would have shopped more but too frustrating**

Additional Comments

**No excuse for a website like this in 2023**



**marks.com**

Likelihood to Recommend (Digital): 2

Satisfaction with Digital Experience: 2

Respondedate: 11/26/2023, 2:53 PM EST

Reason for Score Comment

**Your website is suffering.. you MUST expect a lot of traffic during Black Friday week.. and your site simply didn't handle it**

Additional Comments

**It's a bad experience..I quite two or three times and then finally it worked..**



**marks.com**

Likelihood to Recommend (Digital): 5

Satisfaction with Digital Experience: 4

Respondedate: 11/27/2023, 8:17 PM EST

Reason for Score Comment

**very difficult website, slow and crashed my computer twice!**

# Ease of Navigation Theme has a Positive Impact Across All Banners

## Ease of Navigation: Impact Score by Digital Property

Time Period: 11/20/23 to 11/28/23

Rank	Digital Property	Impact Score	NPS, and Top 2 Box	% of Responses	% Positive	% Negative	# of Responses
1	canadiantire.ca - NEW	+0.94	64.78	2.89% (160)	80.00% (128)	15.00% (24)	160
2	marks.com	+1.26	46.60	3.32% (104)	78.85% (82)	20.19% (21)	104
3	sportchek.ca	+1.29	44.00	3.16% (76)	75.00% (57)	22.37% (17)	76
4	partycity.ca	+0.83	57.14	4.86% (21)	90.48% (19)	9.52% (2)	21
5	atmosphere.ca	+5.58	62.50	5.84% (8)	87.50% (7)	12.50% (1)	8
6	lequiper.com	+0.25	66.67	0.86% (3)	100.00% (3)	0.00% (0)	3
7	triangle.canadiantire.ca	—	—	0.99% (2)	0.00% (0)	100.00% (2)	2

< -2.00   -2.00--1.00   -1.00-0.00   0.00-1.00   1.00-2.00   ≥ 2.00   Low sample size < 50

What Is Impact Score?  
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# Users Rave About the Seamless Shopping Experience: Effortless Navigation and Fast Checkout



**canadiantire.ca - NEW**

Likelihood to Recommend (Digital): 10

Respondedate: 11/27/2023, 1:26 AM EST

Reason for Score Comment

easy to navigate through your website; quick response time when clicking on links; the thorough descriptions are very helpful



**canadiantire.ca - NEW**

Likelihood to Recommend (Digital): 10

Respondedate: 11/27/2023, 9:55 PM EST

Reason for Score Comment

Everything was easy to find and checking out was straight forward. I had no issues and so long as everything goes well with pickup there's no reason why I wouldn't recommend shopping online.



**marks.com**

Likelihood to Recommend (Digital): 10

Satisfaction with Digital Experience: 10

Respondedate: 11/28/2023, 7:42 PM EST

Reason for Score Comment

The website was very easy to navigate. The items and sizes available were well laid-out and easily able to be understood. I wasn't signed-in first, but the check-out sequence was very fast. Bravo Marks!



**sportchek.ca**

Likelihood to Recommend (Digital): 10

Satisfaction with Digital Experience: 10

Respondedate: 11/27/2023, 5:45 PM EST

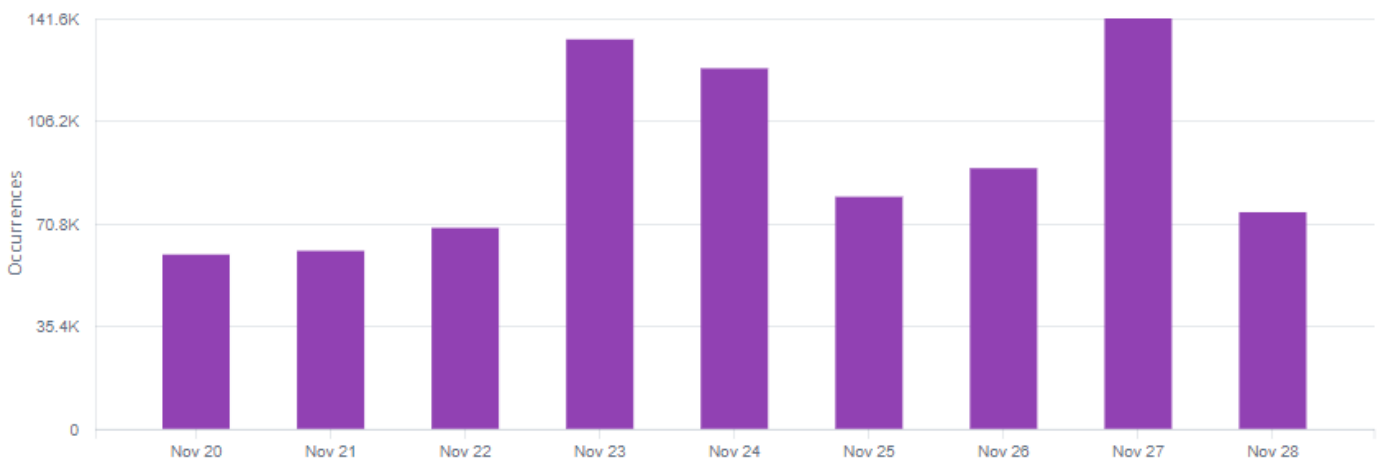
Reason for Score Comment

ease of navigation, good search functionality, ease of finalizing purchases

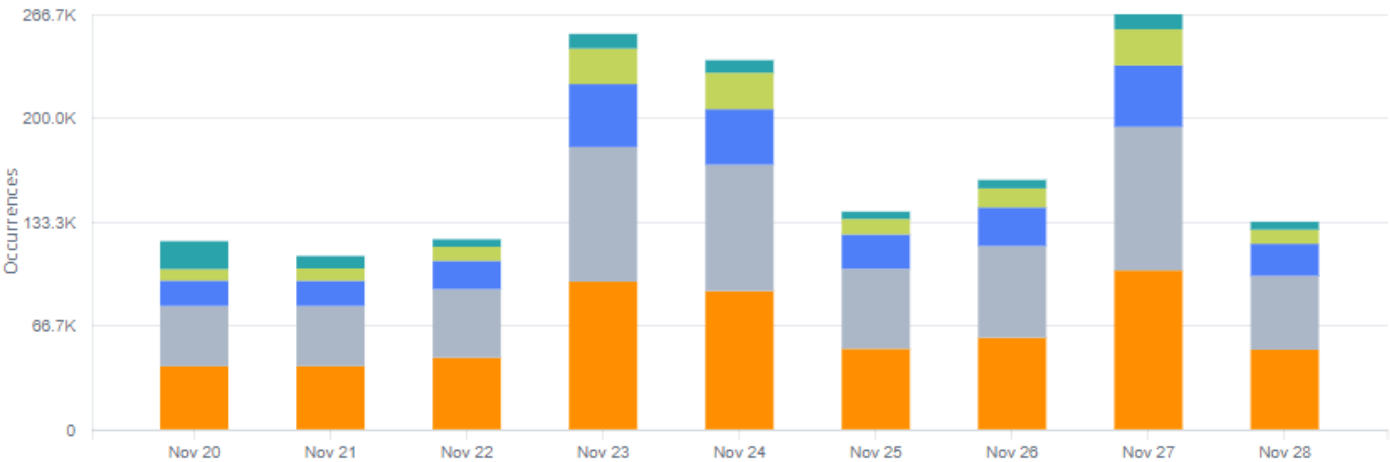
# Quantum Metric Findings

# Rise in Site Traffic Coincides with Surge in Errors

Comparison of Site Traffic in Canadian Tire's Shopping Cart and Top 5 Errors by Occurrences



● Cart - Shopping Cart ...



● Uncaught Exception

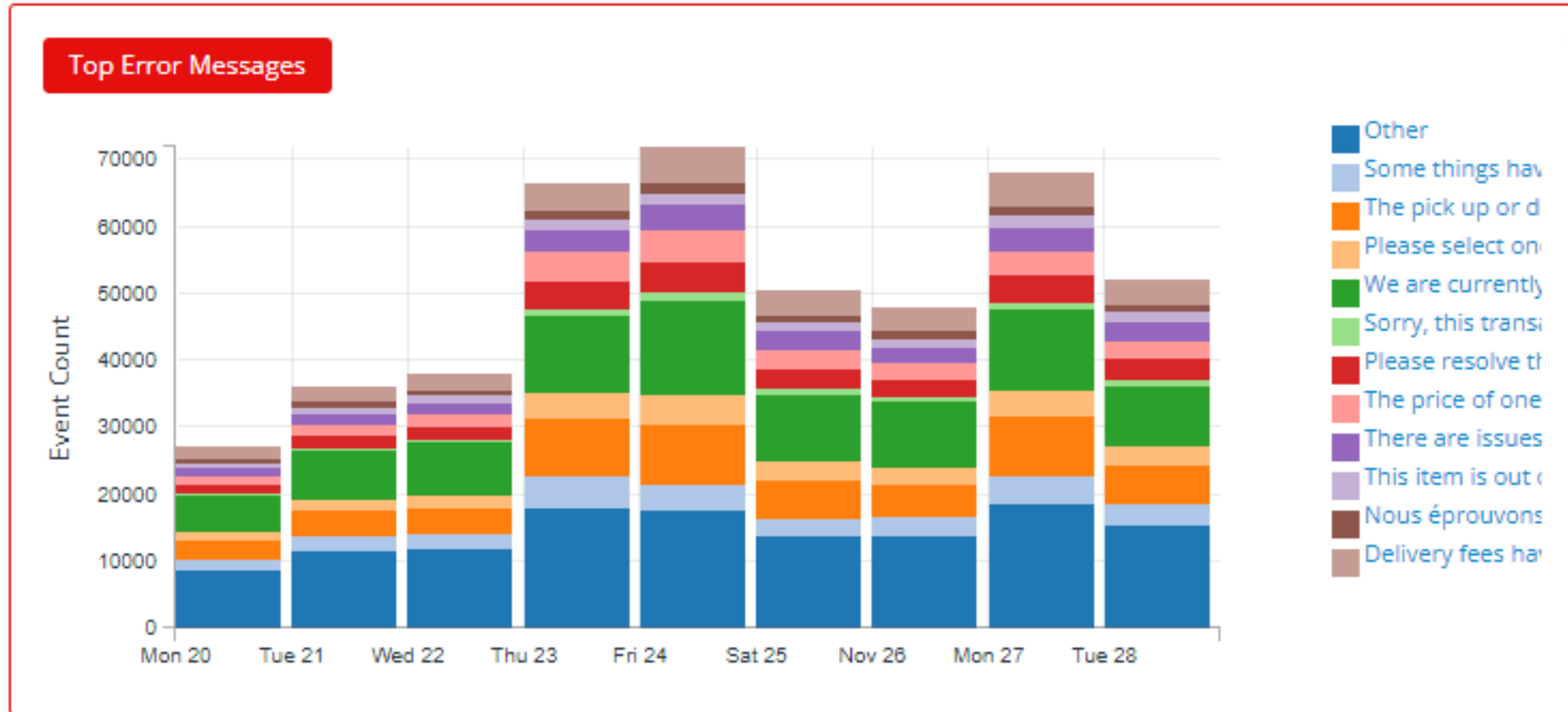
● API Not Found

● Error Messages - Buc...

● Slow API Call

● API Error Response - ...

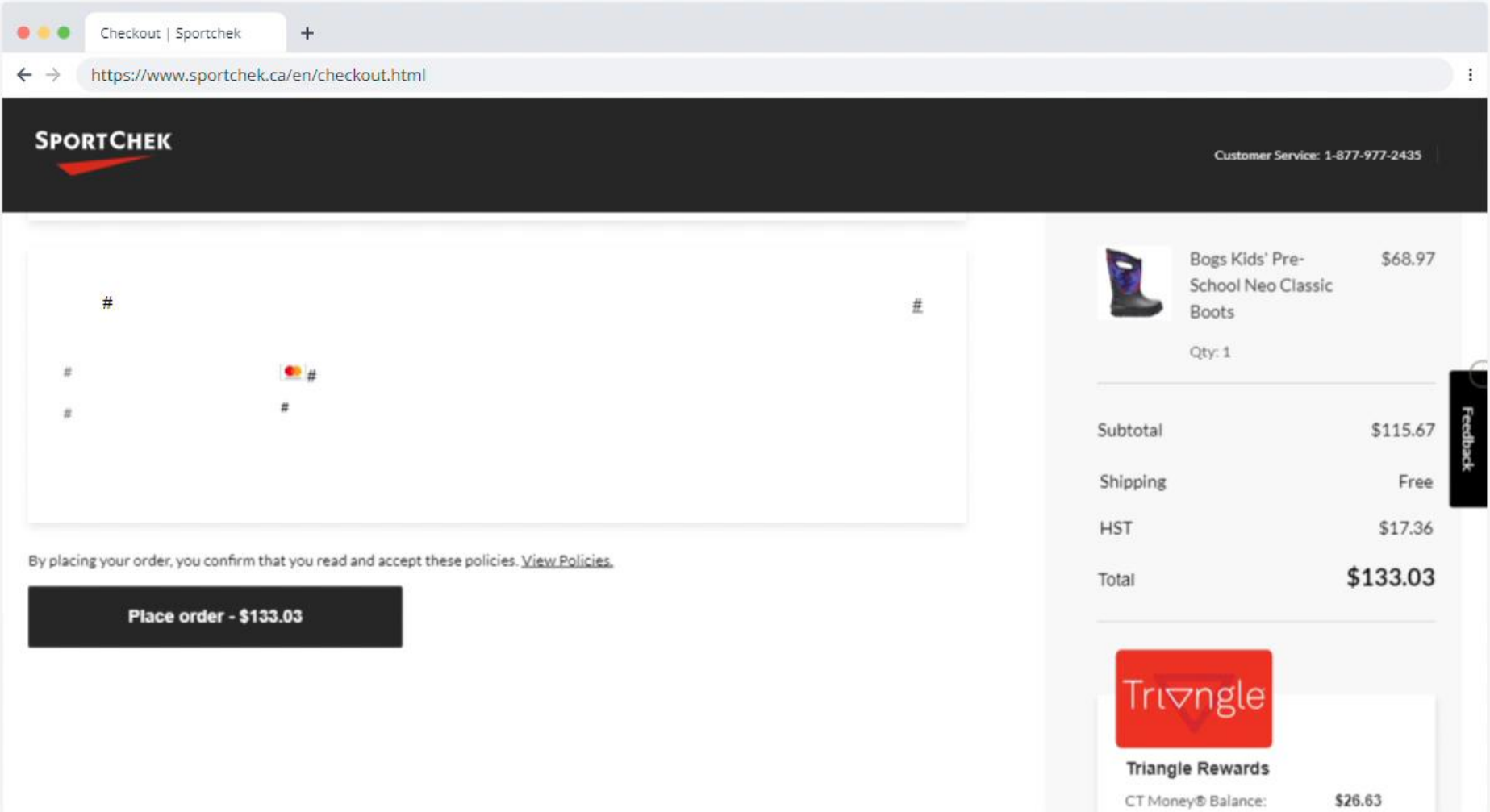
## Total Error Messages Followed a Similar Trend to Site Traffic



# Checkout Glitch with Triangle Login: Cart Empties After Sign In

The screenshot shows a web browser window with the URL <https://www.marks.com/en/checkout.html>. The page header features the Mark's logo and a customer service number: 18663391626. The main content area is titled "Guest Checkout" and includes a "Back to Cart" link. A prompt encourages users to "Login for a faster checkout" by accessing Triangle Rewards, with a "Sign In" button highlighted by a green box. Below this, there are sections for "Contact Details" (with fields for #X and #4), "Shipping Information", and "Payment Information". A "Next" button is visible under the contact details. On the right side, the "Order Summary" section shows "3 Items in Cart" and a "Feedback" button. The items listed are: "Denver Hayes Men's Stretch Oxford Modern Fi..." priced at \$15.99 (Qty: 1), and "Women's Water Repellent Hyper-Dri 1 Softshell..." priced at \$77.99 (Qty: 1).

# Checkout Glitch: Customer Session Loops Back to Order Summary Screen After Attempting to Purchase Their Items.



# Appendix

## Key Takeaways

- Increased Responses on Red Thursday, Black Friday, and Cyber Monday
- Limited CT money redemption options and inability to redeem at checkout
- Technical glitches, bugs, and errors negatively impacting the customer experience
- Higher site traffic correlating with increased errors
- Customers frustrated with the lack of stock availability and inaccuracies in the stock information.
- Positive Feedback on Sale Prices and Seamless Experience

## Recommendations

- Enable redemption at checkout across all banners.
- Optimize site performance for peak shopping periods.
- Implement real-time inventory management for accurate stock information.
- Maintain competitive prices and intuitive user interface for positive feedback to continue.



# Methodology

1. Extracted user comments and data from Medallia.
2. Cleaned the dataset by removing rows without comments.
3. Manually reviewed comments and categorized themes in a 'Topic Category' column.
4. Conducted word frequency analysis to understand common concerns or praise.
5. Reviewed random comment samples to gain context and identify recurring themes.
6. Utilized QM Session Replays to investigate recurring themes.
7. Investigated high-volume session dates using in QM.

# Ease of Checkout: Technical Glitches, Bugs, and Errors Plague the System



**canadiantire.ca - NEW**

Likelihood to Recommend (Digital): 3

Respondedate: 11/24/2023, 8:51 PM EST

Reason for Score Comment

**Tried paying with Canadian Tire Mastercard kept saying error so was unable to use, had to use different payment method and didn't get 24 month payment option**



**sportchek.ca**

Likelihood to Recommend (Digital): 4

Satisfaction with Digital Experience: 4

Respondedate: 11/27/2023, 10:43 AM EST

Reason for Score Comment

**checkout process was very frustrating, kept getting errors. finally got it to work by signing OUT of my Triangle account.**

Additional Comments

**maybe fix your ordering process, lol. I would have bought more if it wasn't so frustrating.**



**marks.com**

Likelihood to Recommend (Digital): 4

Satisfaction with Digital Experience: 3

Respondedate: 11/25/2023, 10:10 AM EST

Reason for Score Comment

**Had more trouble than I've ever had on any other online webstore. Errors adding items to cart, errors during checkout. I actually thought the whole thing might fail and I wouldn't be able to complete the purchase. Disappointing that the error messages contained no information. Just saying "can't add to cart" or "please correct errors" when no errors are shown is annoying, as there's literally nothing I can do to resolve the issues.**



**marks.com**

Likelihood to Recommend (Digital): 2

Satisfaction with Digital Experience: 2

Respondedate: 11/28/2023, 9:35 PM EST

Reason for Score Comment

**checkout wasn't working; no error messages; nothing to give me any sense of what was wrong or if a problem was being fixed**