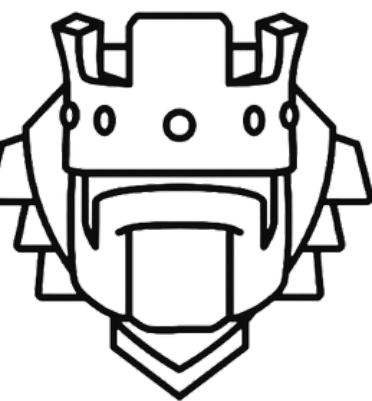


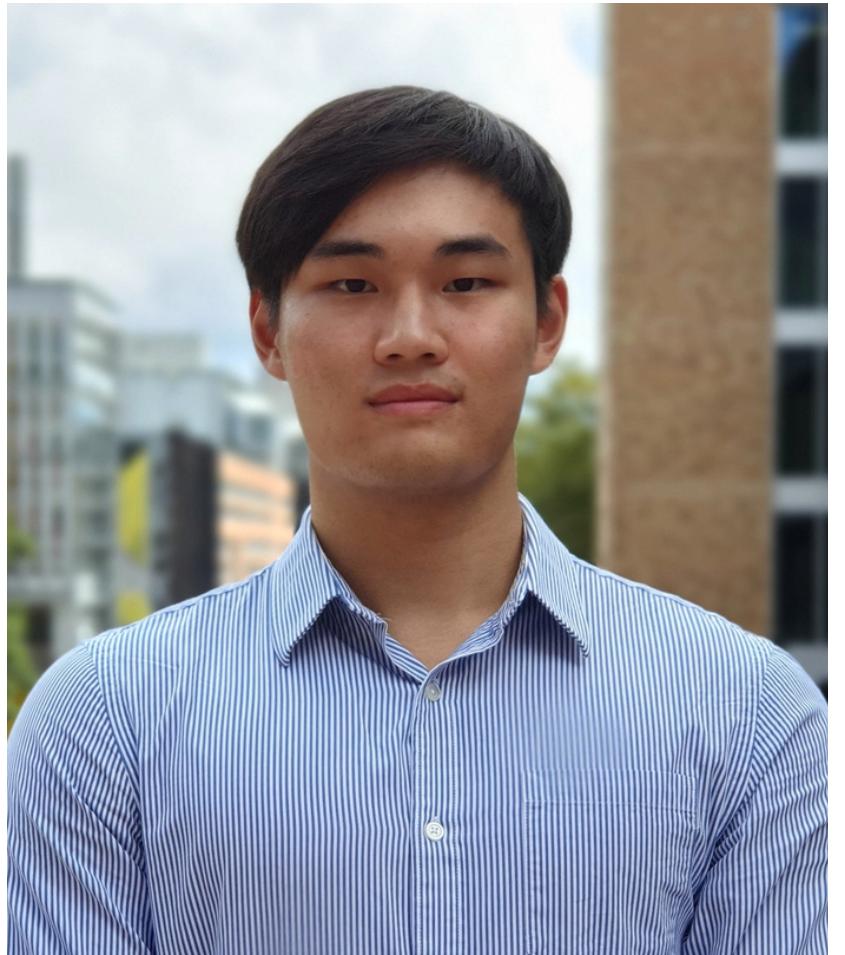
DRIVING DIGITAL DOMINANCE



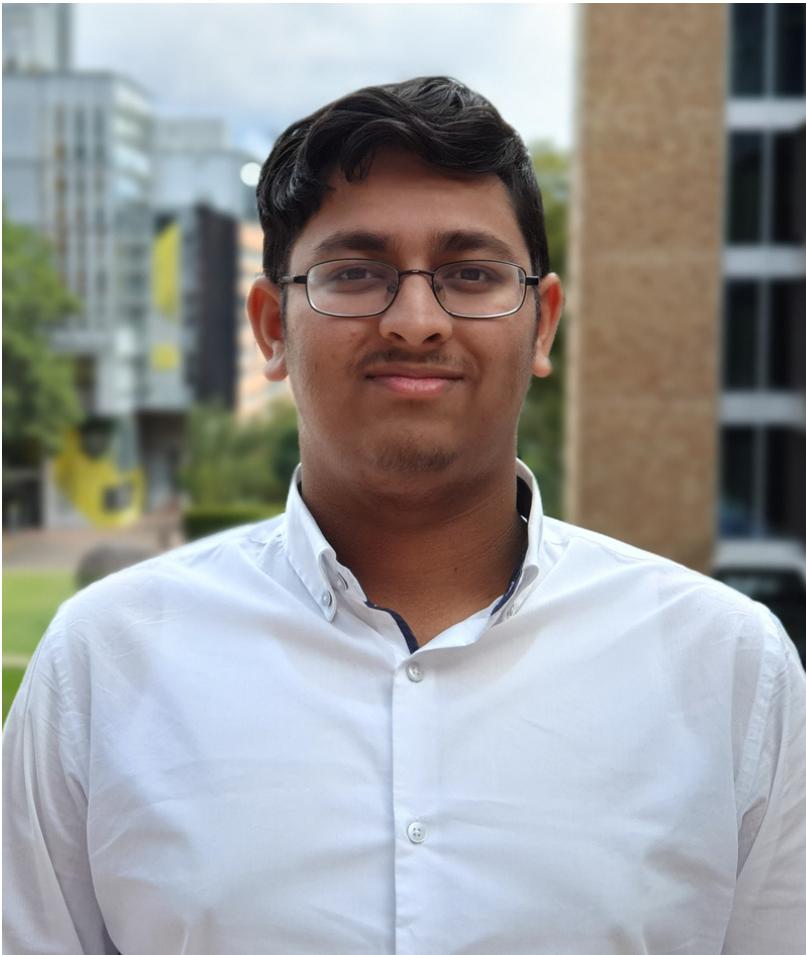


Titans Tech

THE TITANS TECH TEAM



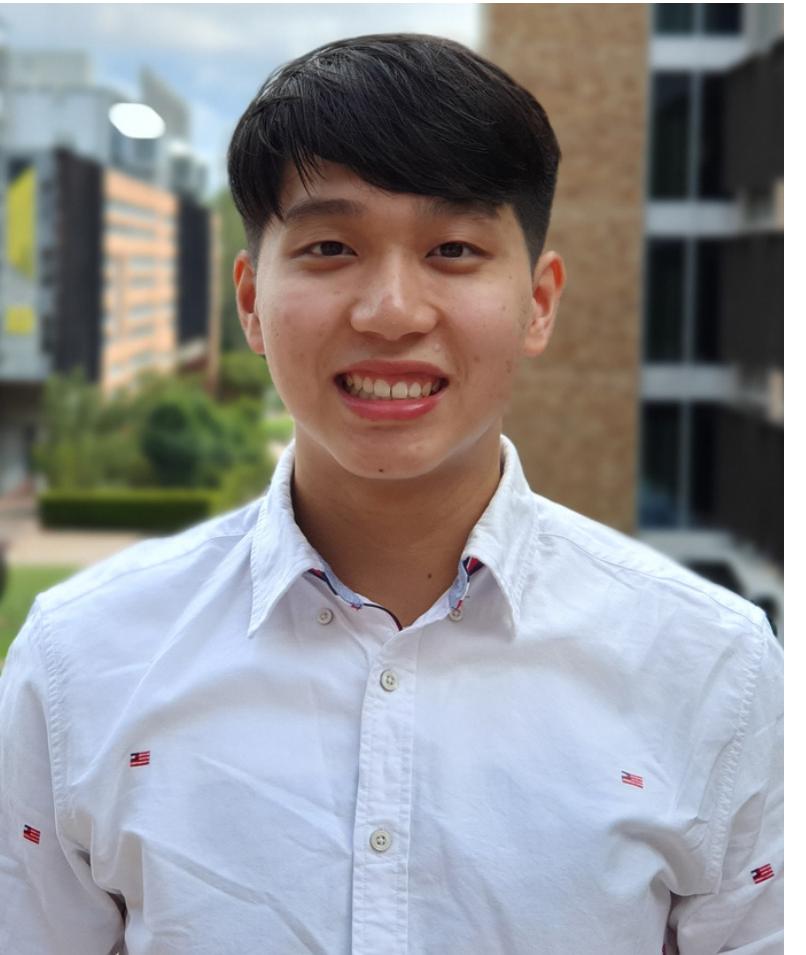
ALEX
KIM



ANUJAN
THAVARAJASINGHAM



KLAUS
LEUNG



JOHN
VAN

EXECUTIVE SUMMARY

Key issue

How can Woolworths use data to become a top-of-mind shopping choice for everyday Australian consumers?

1 Current Issues

Sluggish checkout processes

Lack of user-friendly IT infrastructure

2 Area of focus

Enhance current technological advances to drive consumer convenience

3 Strategy

IN STORE EXPERIENCE

Expansion of Scan&Go

Incentivise new checkout option

Integrate sale promotions

APP EXPERIENCE

Real-time Customer Service

Find My Item via App

Offers in line with food trends



Main Goal

Create a personalised experience for Woolworths' customers by catering to their needs

A photograph of two business people in a meeting, one in a suit and tie, the other in a white shirt, shaking hands over a laptop. A futuristic, semi-transparent digital interface overlays the scene, featuring a world map, various data charts (line graphs, bar charts, pie charts), and abstract geometric shapes in shades of blue, green, and purple. The overall theme is technology and data analysis.

IN STORE EXPERIENCE

DETRACTORS



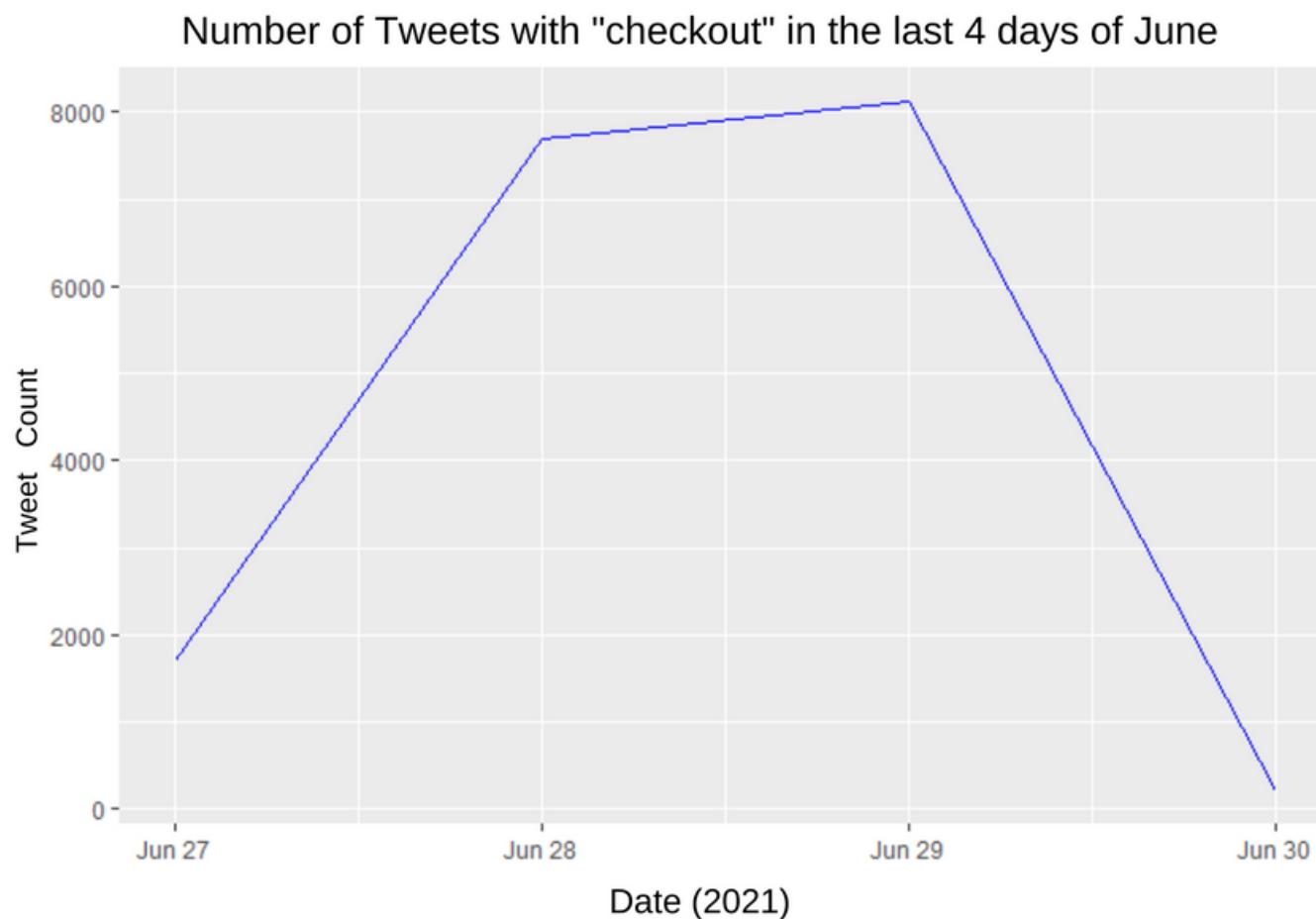
Locals who shop at **busy** venues without S&G are **detractors** of traditional checkout options



Dissatisfied with long queues stemming from **lack of staff, peak hour crowding and trolley blockage**



Keywords "**checkout**" and "**groceries**" trending with negative sentiment on Twitter as lockdowns announced



Instore Experience

App Experience

INFLUENCERS

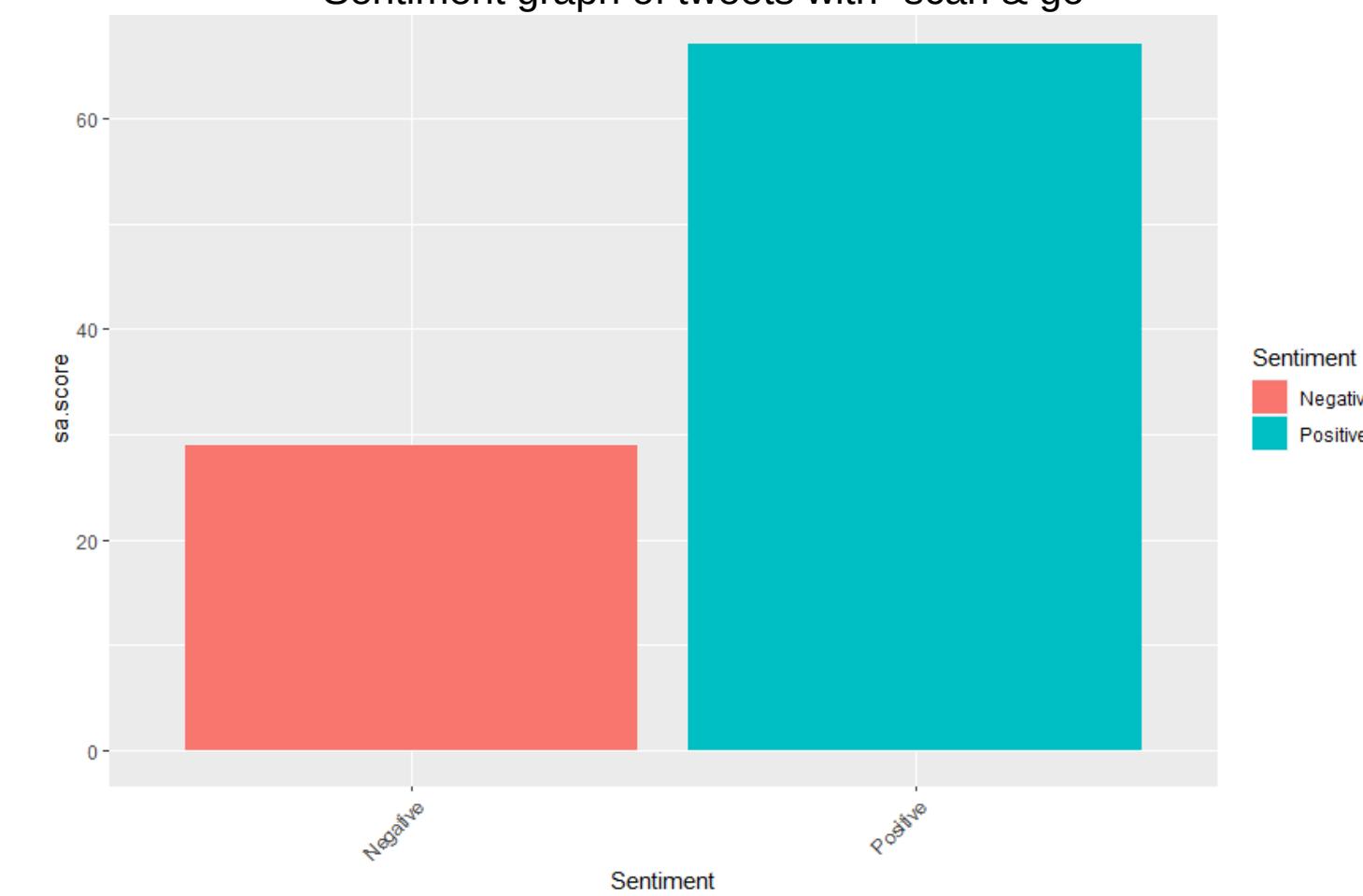


Many locals that live near a **Scan&Go** supermarket have voiced their **satisfaction** on Twitter, shown by sentiment graph



These **influencers** consist of bloggers and academics with valued inputs
Their following are composed of **tech-savvy** individuals

Sentiment graph of tweets with "scan & go"



Code & Output

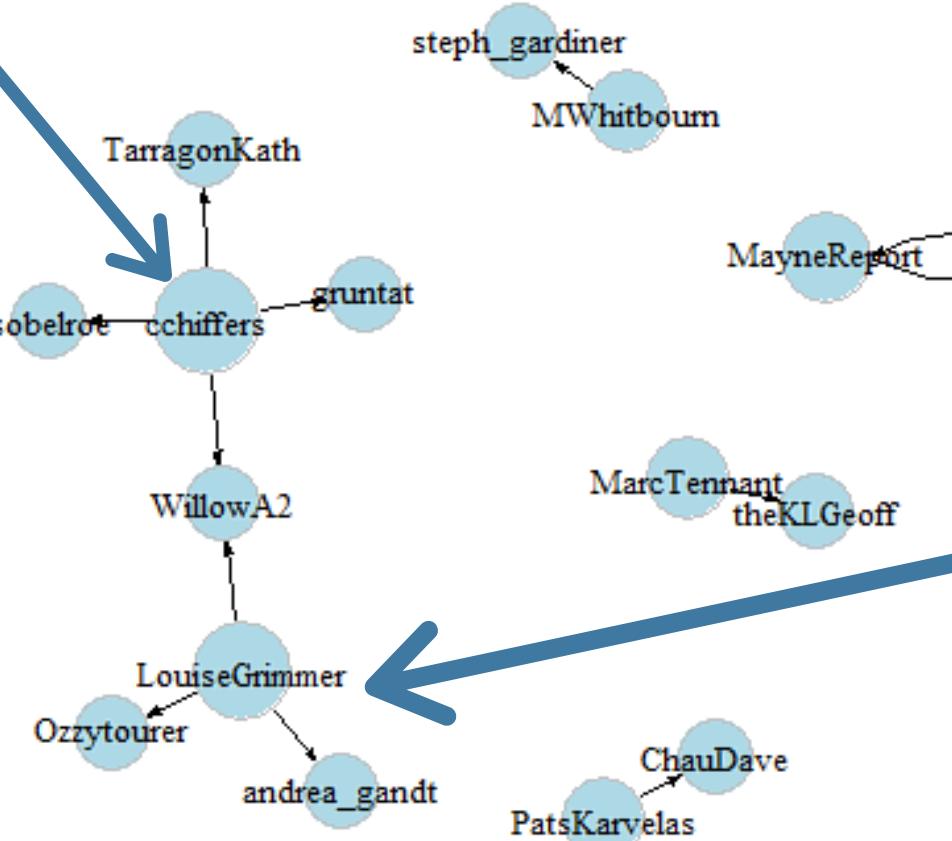
Implementation

NOTABLE INFLUENCERS

Craig Chiffers
@cchiffers
Teams SME at Microsoft. Passionate about transforming the way we work with Microsoft Teams. Speaker, Blogger. Tweets are my own.
⌚ Sydney, Australia ⚡ blog.chiffers.com Joined November 2014
685 Following 1,576 Followers

Craig Chiffers
@cchiffers
Woolies new Scan and Go app is awesome! It feels strange not going through the usual checkout process in store though.
4:44 PM · Jul 30, 2019 · Twitter for Android

Interaction Network Graph of tweets under "Woolies"



Louise Grimmer
@LouiseGrimmer
Small Shops Enthusiast | Retail Marketing Academic @UTAS_ | Fulbright Scholar 2021-22 @AustAmFulbright | Host of UCTV @UnderwoodCentre | @duranduran devotee
⌚ Planet Earth ⚡ Joined June 2014
2,349 Following 2,833 Followers

Louise Grimmer
@LouiseGrimmer
Some of my thoughts in this great piece by @mjlmas via @SmartCompany "Signal to the future": Woolies unveils checkout-free trial with new 'scan and go' tech - SmartCompany smartcompany.com.au/industries/retail...
@UTAS_ @TSBE_UTAS @UTAS_newsroom #retail

Golden Ratio of 2.3

Golden Ratio of 1.21

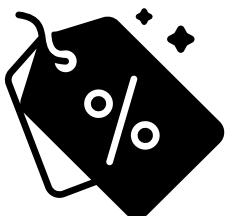
SUCCESS OF SCAN & GO

KEY BENEFITS TO CUSTOMERS



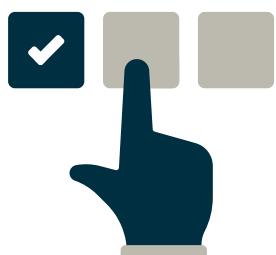
Shorter queues

Trolley-less individuals eliminated from queue - shopper transacts at own pace



Seamless promotion integration

Payment cards, loyalty points and offers



Customer Empowerment

Customers seek the fast and frictionless ability to buy on their own terms



Positive Feedback

Digital checkouts are not only relevant to the pandemic era, but thereafter, for **peak hour crowding**.

Larger stores benefit the most
Customers choose from **3 checkout options**:
Manned-checkout, Self-checkout and S&G.

Gradually, Metro to offer S&G checkout only

- Minimal queue and staff to save time
- Caters to city workers and train commuters for '**grab and go**' items



Howie @the_howie · Jul 10, 2020

I've used the [@woolworths](#) **Scan & Go** checkout 34 times so far. I get so disappointed when I go to a **Woolies** that doesn't have it!

EXPANSION OF SCAN&GO

Key Expansions in-mind



Promotional events to up amount of Scan&Go users

300 *Everyday reward points* for every 5 S&G transaction on different occasions

Product Engagement

Tailored offers based on buying history as incentives for app use



Additional scales generate QR codes at the fresh food aisle

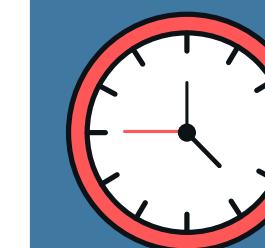
Eliminates possibility of *queueing* if scale numbers are limited

CURRENT PROCESS

1. **Scan** the product barcodes as you go
2. **Pay** in-app when you're done
3. **Go** to the Scan&Go exit

Only available in **31 stores nationwide** at the moment

International Success



3 - 5

Minute reduction in peak-hour wait times



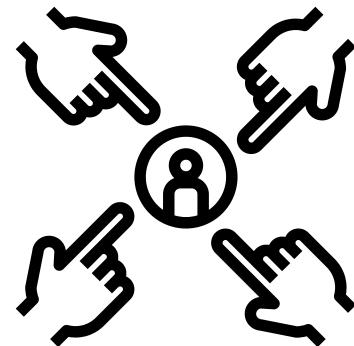
Five-fold

Digital members within 2 months in stores with Scan&Go options



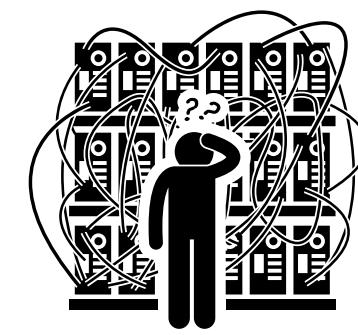
APP EXPERIENCE

CURRENT APP ISSUES



Detractive Tweets

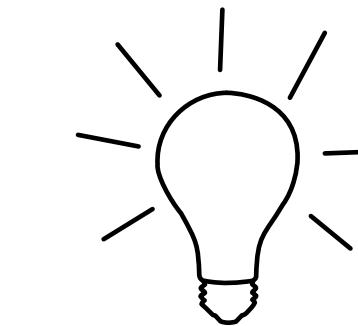
"Every time I order online...Items missing stock, or they pick something annoying as a replacement"



Complication

"Being in a remote region...problems signing in...14 phone calls to a useless set of robots."

Limited **assistance or interaction** towards online remote shoppers



Improvements

Analyse **mistake patterns** to predict seasons of lowest and highest demand, to **restock** timely.

Greater **synchronisation** between inventory management and app database

Live chat customer service feature for online shoppers

Offer **video shopping appointments**, enabling staff to help remote customers pick out items

NOTABLE DETRACTORS

Rebecca LeBard
@rlebard

Scientist BSc (hons) PhD | Educator MEd (HE) SFHEA | VP comms @aussocmic
#biology #microbiology #biochemistry #higherEd | #running

sydney, australia medium.com/@rlebard_37209 Joined April 2009

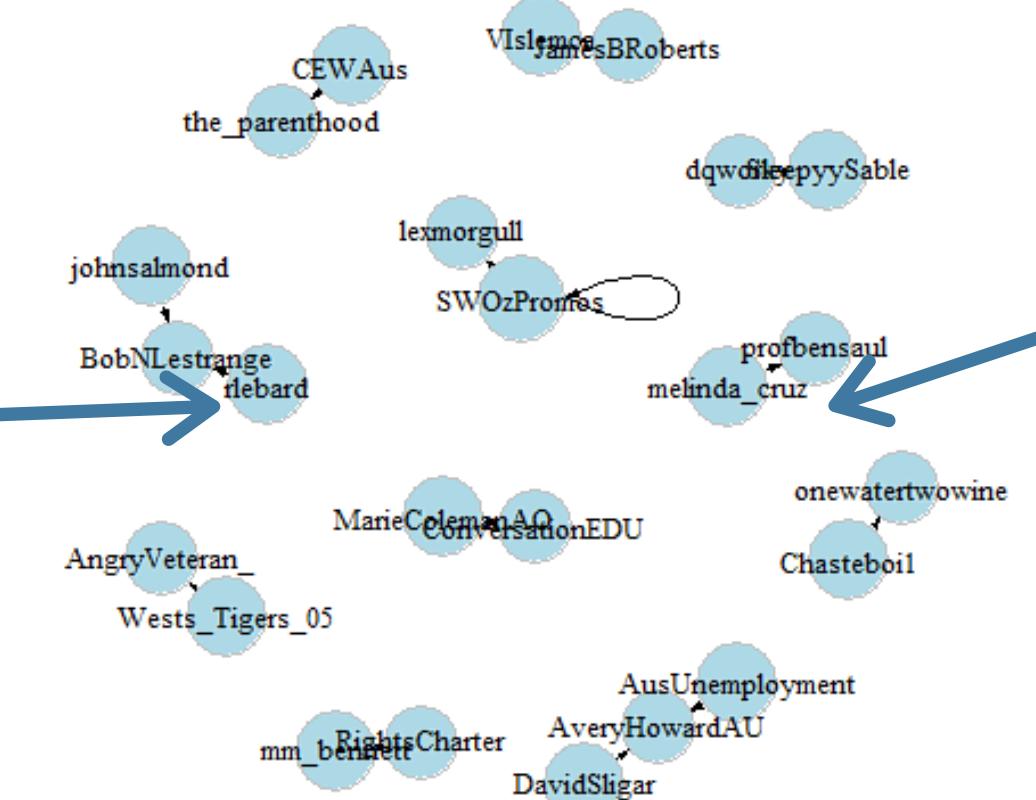
2,474 Following 3,042 Followers

Rebecca LeBard @rlebard

A new low for the @woolworths order! First a message order would be 40 mins late. Then... would be hours late and arrive between 12.30 AM & 1.30 AM. Yes after midnight!! Waited 15 mins on hold before I could reschedule... still beats the supermarket I guess.

8:23 PM · Feb 7, 2021 from Sydney, New South Wales · Twitter for iPhone

Interaction Network Graph of tweets under "Woolies"



Melinda Cruz
@melinda_cruz

Founder @miraclebabies
Speaker, Writer, Coach
Mumma to 3 boys (they love basketball)
Helping you live well & do good
LINKS TO MORE

Sydney, Australia beacons.ai/melindacruz_ Joined April 2009

592 Following 1,745 Followers

Melinda Cruz @melinda_cruz · Jun 25, 2020

Not a normal post for me but as a longtime @woolworths online shopper this is a first. Groceries delivered at 11.51am -my selected window was 6-9am, items not bagged in Woolies Reuse&Recycle bags -but was required to purchase them on checkout & 3 items not bagged at all 🤦‍♀️ #woolies

Golden Ratio of 1.23

Golden Ratio of 2.95

APP IMPROVEMENTS

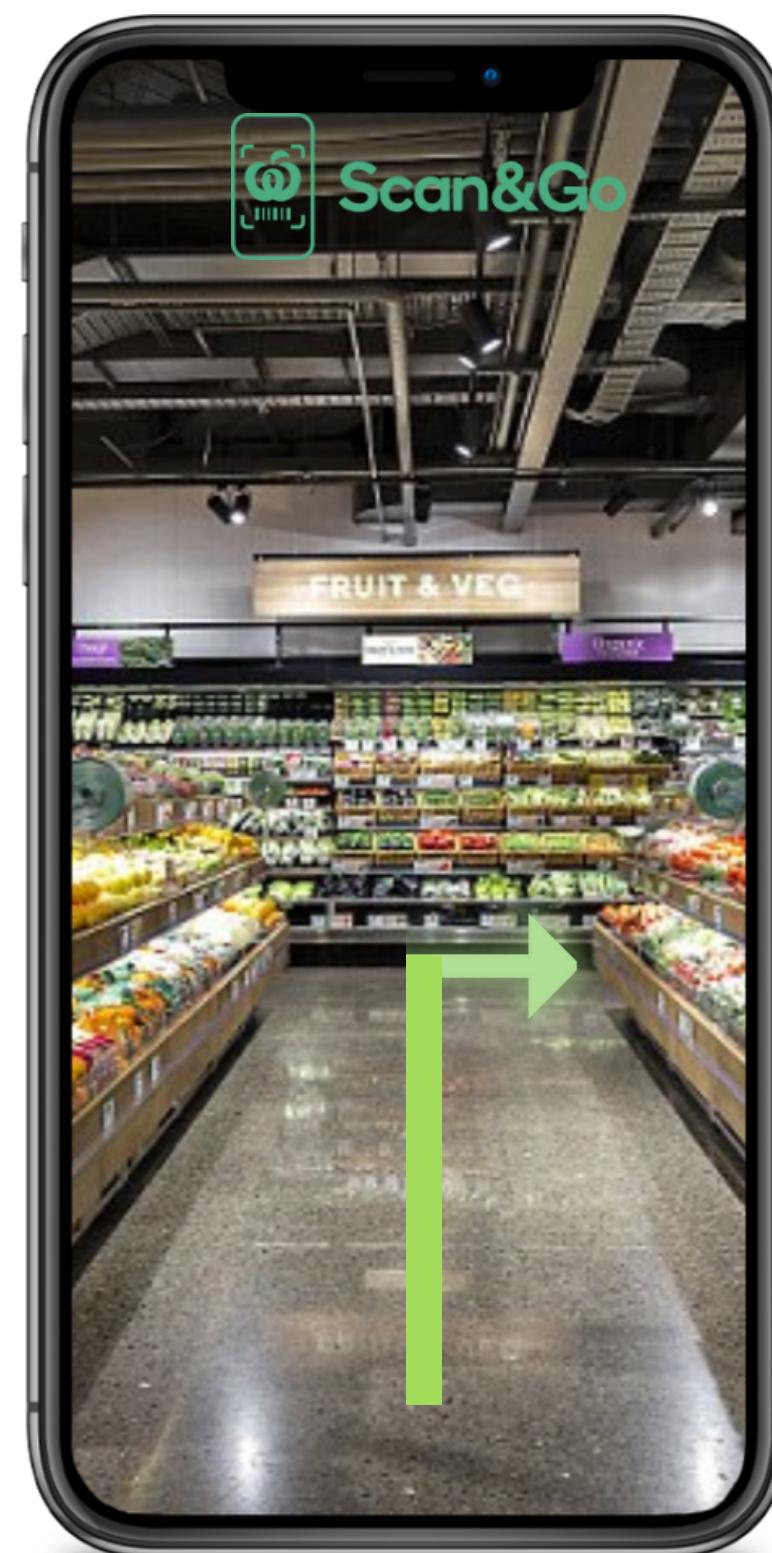
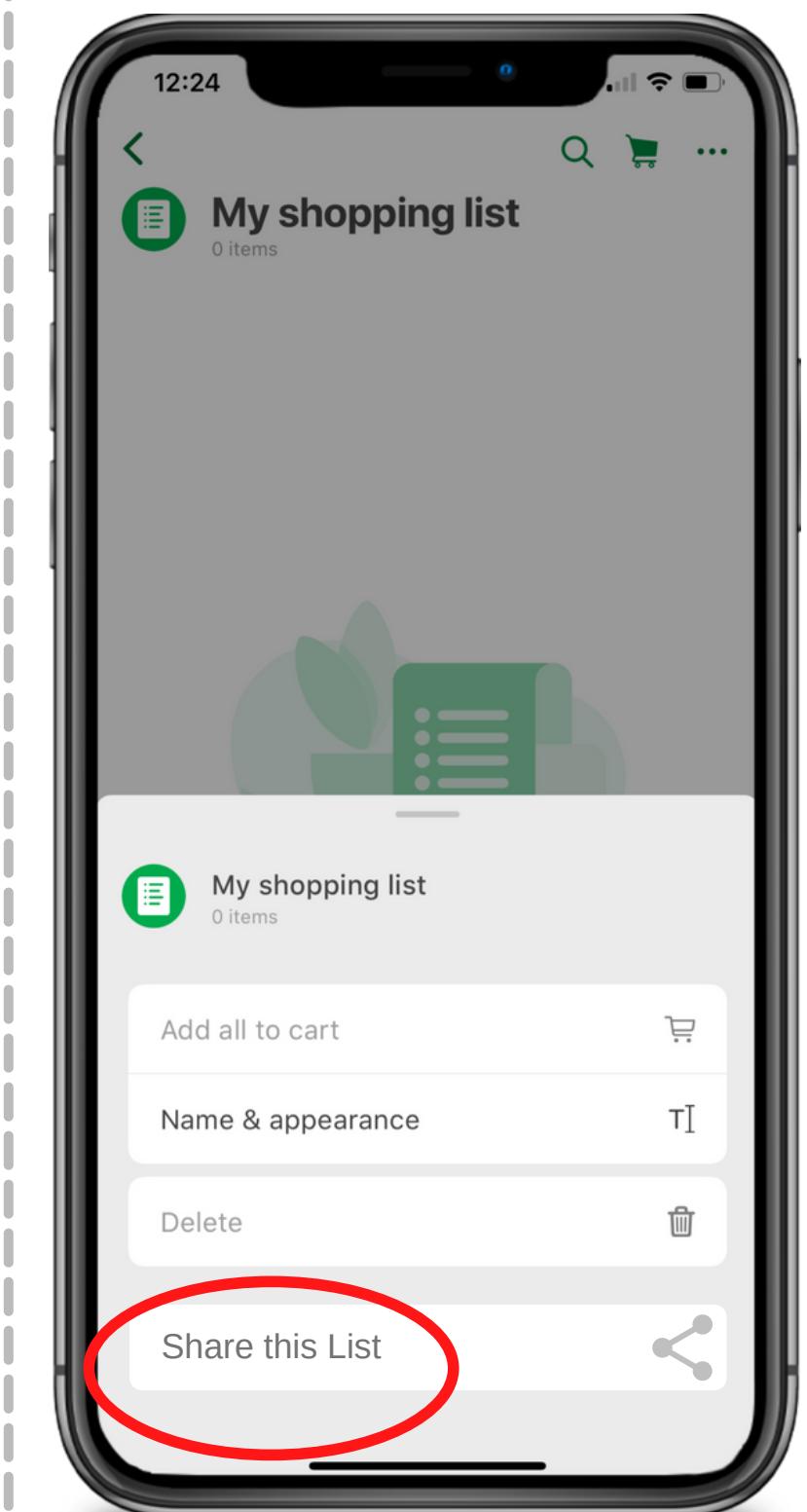
1. Product mapping that signals its aisle and whereabouts using geo-fencing tech

2. Sharing shopping lists with other users

- Caters to caretakers and elderly

3. App tab for trending food suggestions

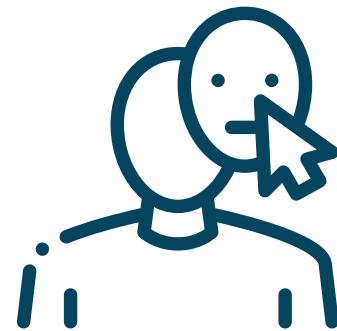
- Current trends include plant-based and non-processed



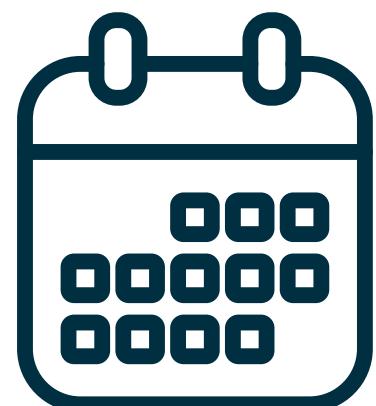


CODE AND OUTPUT

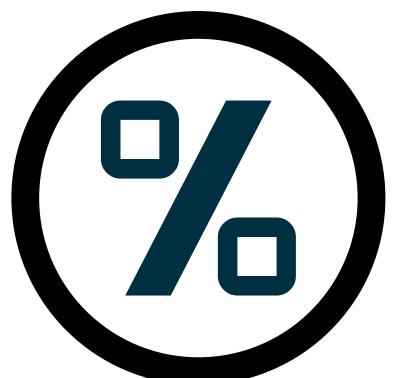
DATA PREPARATION: IDENTIFYING BOTS



Users that have tweeted relevant search terms are sorted in ascending follower count
0 follower accounts are removed
e.g. #Woolworths, #groceries



Accounts created in the **last 2 weeks** are removed, as bot accounts are shortlived
Twitter removes 10 accounts per second

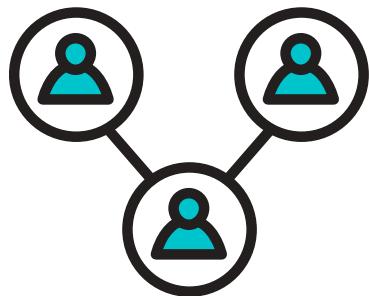


Sort user data by: ***Marketing Golden Ratio = Follower count ÷ Following***
Users with a **ratio < 0.5** can be assumed to be bots and removed
A higher ratio indicates greater influence

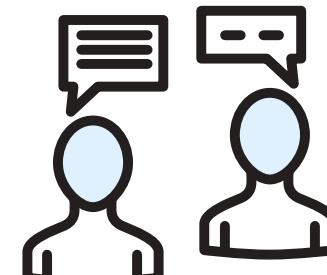
GRAPH BASED DATA STRUCTURES



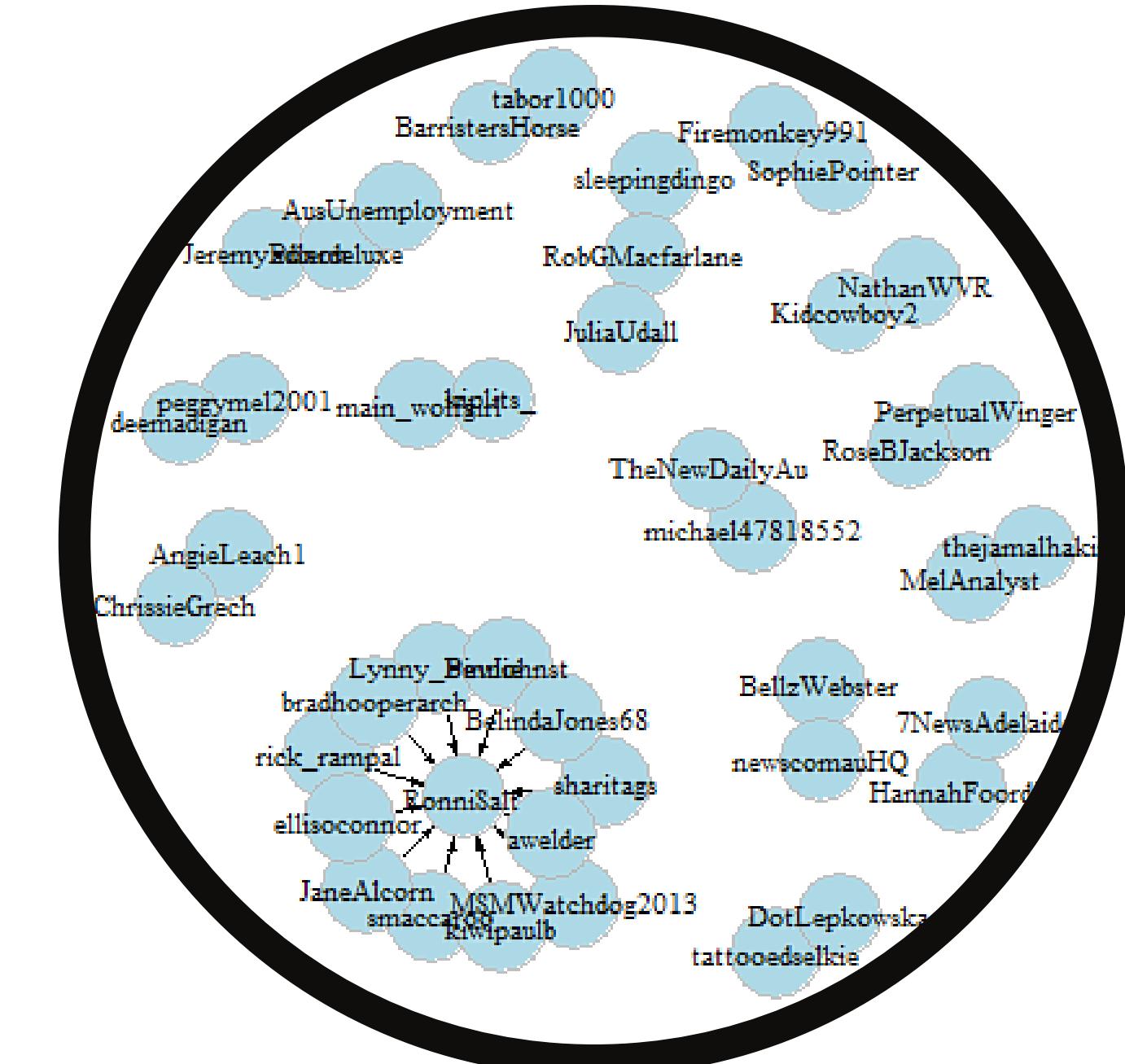
The Twitter API uses a graph-based structure which WooliesX can use to conduct business analytics



- Arrows (called edges) represent interactions between users
- Arrows on both sides mean mutual interaction between users

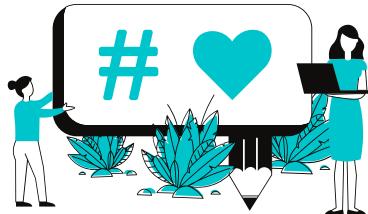


- **Size of circles:** Represents the amount of power/influence someone holds within the twitter network
- **Out-degree** is used to find users who retweeted most
- **In-degree** is used to find users who posts were retweeted the most

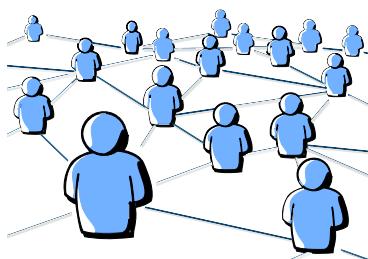


A generated sample of the graph-based twitter network using "supermarket" related Australian tweets

ADVANTAGES



- Graph-based structures are optimal in this context
- Exposes unintuitive social insights, highly important in a social media perspective

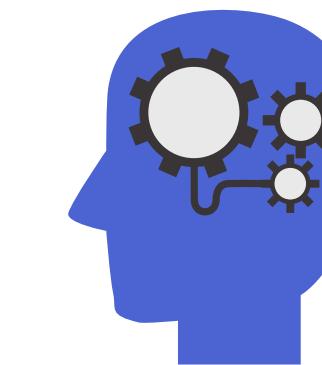


- Allows for prediction if the network will be able to grow over time
- Can analyse individuals frequently communicating with each other and width of reach



- WooliesX can use such information to isolate those with the most influence in order to further Woolworths' market presence

LIMITATIONS



- Need substantial amount of data to yield appropriate results, can take a lot of time and resources



- Graph-based networks can become unreadable and cluttered with too many datapoints

CODE

```
# Get tweets by Australians with specified search term
woolies_tweets <- search_tweets("woolies", n = 15000, include_rts = FALSE,
                                lang = "en", location = lookup_coords(("Australia")))
woolies_tweets <- woolies_tweets[woolies_tweets$followers_count>10000,]
woolies_users <- users_data(woolies_tweets)

# Sort users by the Marketing golden ratio: following/follower ratio
woolies_user_df <- woolies_users %>%
  group_by(screen_name) %>%
  summarize(follower = mean(followers_count),
            friend = mean(friends_count))
woolies_user_df$ratio <- woolies_user_df$follower/woolies_user_df$friend
```



```
# Find twitter trends by city, or Australia as a whole
auscity_tw_trends <- get_trends("Sydney")
auscity_tw_trends
# Calculate total number of tweets
aus_tw_trends <- aus_tw_trends %>%
  group_by(trend) %>%
  summarize(tweet_vol = mean(tweet_volume))
# Sort tweets in descending order
aus_tw_trends <- arrange(aus_tw_trends, desc(tweet_vol))
aus_tw_trends
```



OUTPUT

screen_name	follower	friend	ratio	location	text
FinancialReview	316567	493	642.123732	Australia	ESG concerns, slower historical growth and opacity about its...
Gatty54	35773	2131	16.786954	Sydney	@rossco1304 Yep. Too many not even using QR code at sho...
MayneReport	40209	11190	3.593298	Melbourne	All this "Endeavour Group can buy more pokie pubs" guff, s...
MayneReport	40209	11190	3.593298	Melbourne	Free from its toxic pokies business, Woolies shares have onl...
MayneReport	40209	11190	3.593298	Melbourne	Is Bruce Mathieson fit to hold a gaming licence. He disrespe...
nbnnnews	19201	687	27.949054	Australia	Keep the woolies on hand this weekend. Here's Gavin Morri...
newscomauHQ	557255	4227	131.832269	Australia	It's a common item you'll find in Coles and Woolies, but one...
newscomauHQ	557255	4227	131.832269	Australia	A TikTok user who thought it would be funny to destroy a s...

Sorted user follower profile, ratio and tweet output
deemed extremely useful to pinpoint key influencers

trend	tweet_vol
Trump	702150
Canada	395817
Bill Cosby	378331
Pfizer	279135
Signed	141867
Donald Rumsfeld	115228
Nuno	70782
Everton	65670
1st of July	59228
Iraq	52640
Afghanistan	48217

Trend output is only moderately useful to our strategy when food/grocery keywords are trending

CODE

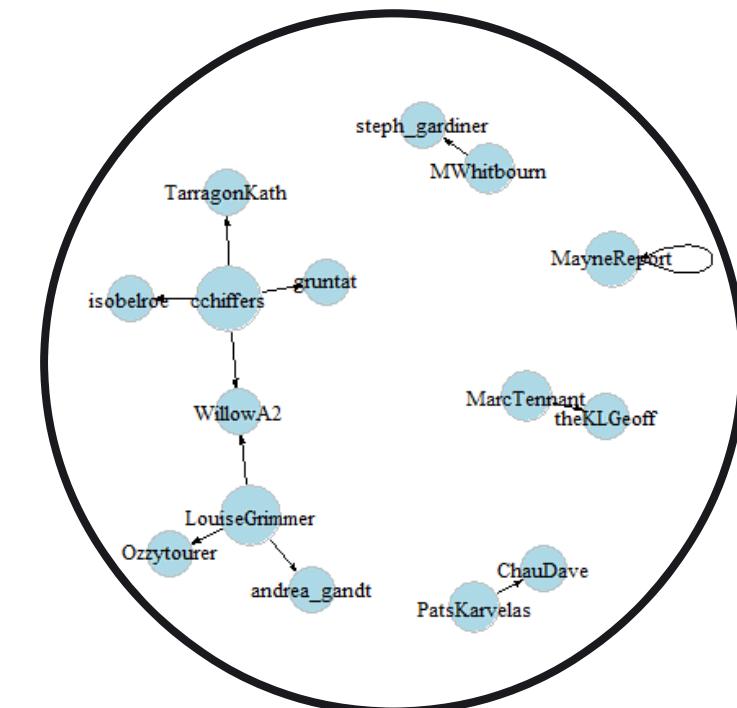
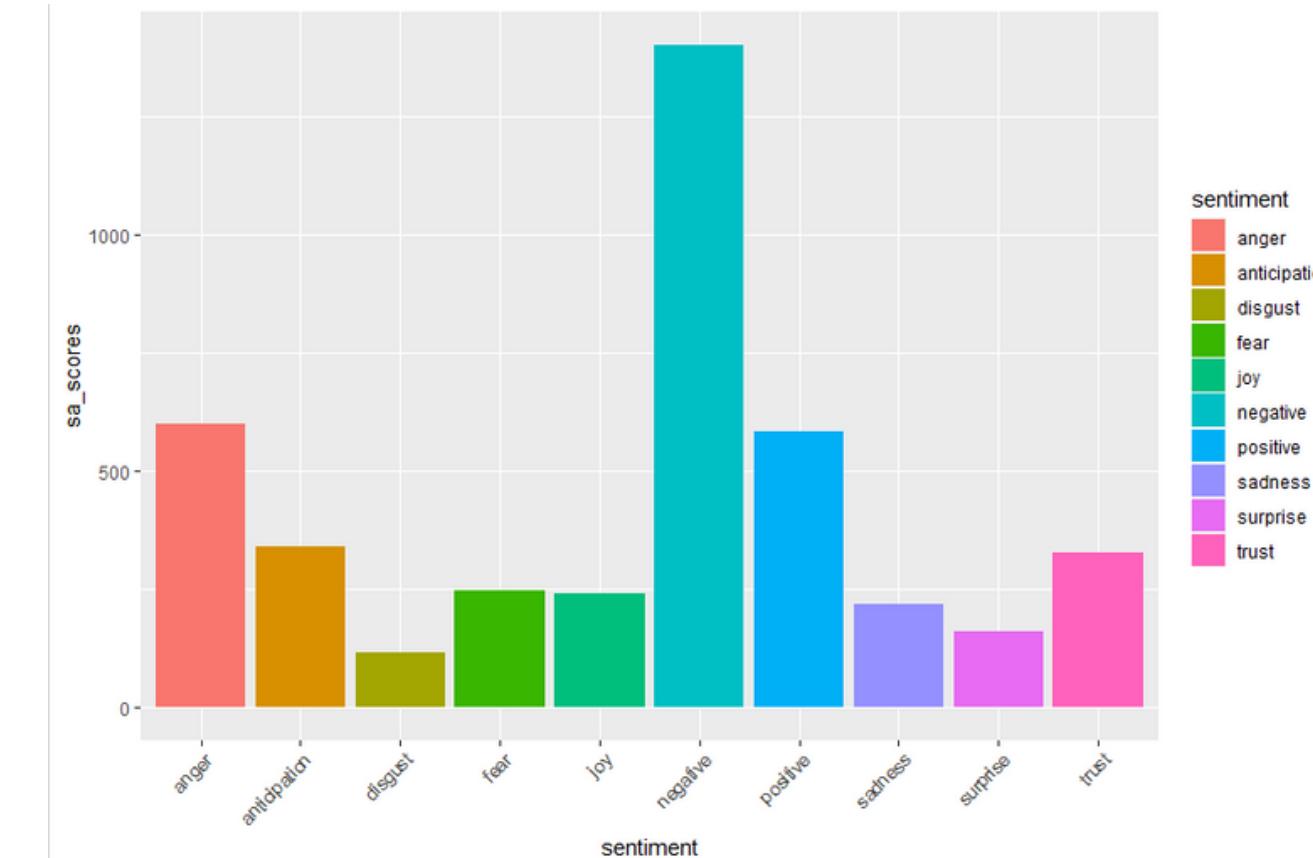
```
#sentiment analysis(sa): Looks at sentiment of lockdown tweets
sa_value <- get_nrc_sentiment(lock.twt$text)
#view sentiment scores
sa_value[1:5, 1:7]
#calculate sum of scores
sa_scores <- colsums(sa_value[,])
#convert to data frame
sa_scores_df <- data.frame(sa_scores)
#create sentiment column in the dataframe
sa_scores_final <- cbind(sentiment = row.names(sa_scores_df),
                           sa_scores_df, row.names = NULL)
#Plot the sentiment scores
ggplot(data = sa_scores_final, aes(x = sentiment, y = sa_scores,
                                    fill = sentiment)) +
  geom_bar(stat = "identity") +
  theme(axis.text.x = element_text(angle = 45, hjust = 1))|
```

Sentiment analysis of twitter users: Very useful as we can determine the overall sentiment of twitter users. Usable for any Woolworths related keyword

```
#set vertex size based on out degree of the twitter network users
vertex_sz <- (out_degree * 2) + 20
#Assign vertex_sz to vertex size attribute and plot network
#Adds additional formatting
set.seed(1234)
plot(retweet_network, asp = 1,
      vertex.size = vertex_sz,
      vertex.color = "lightblue",
      edge.arrow.size = 0.25,
      edge.color = "black",
      vertex.label.cex = 0.8,
      vertex.label.color = "black",
      vertex.frame.color = "grey")|
```

Network graphing of twitter users: Extremely useful, as this will be our main source of graph visualisation of tweets, can identify potential influencers to target

OUTPUT



CODE

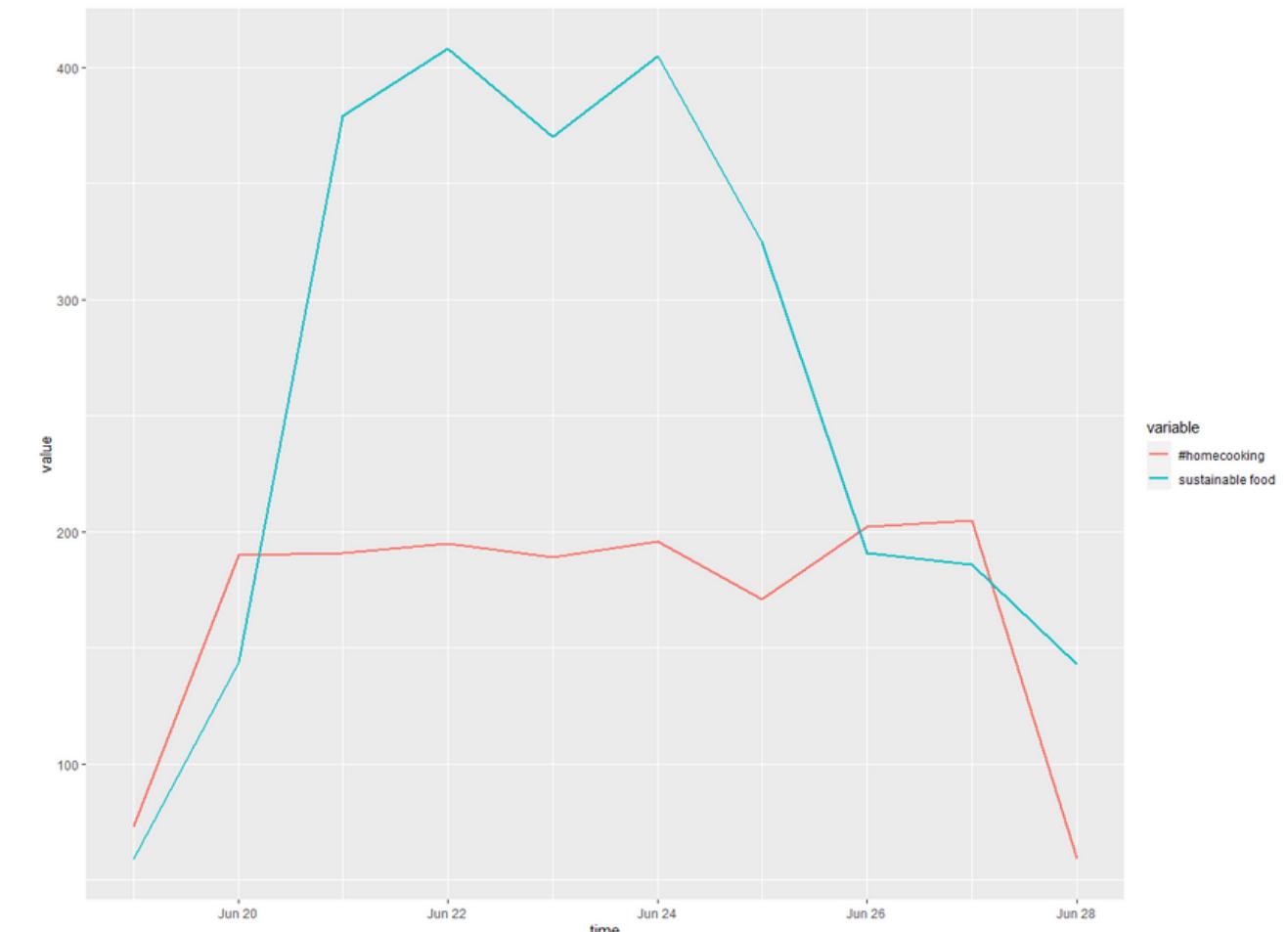
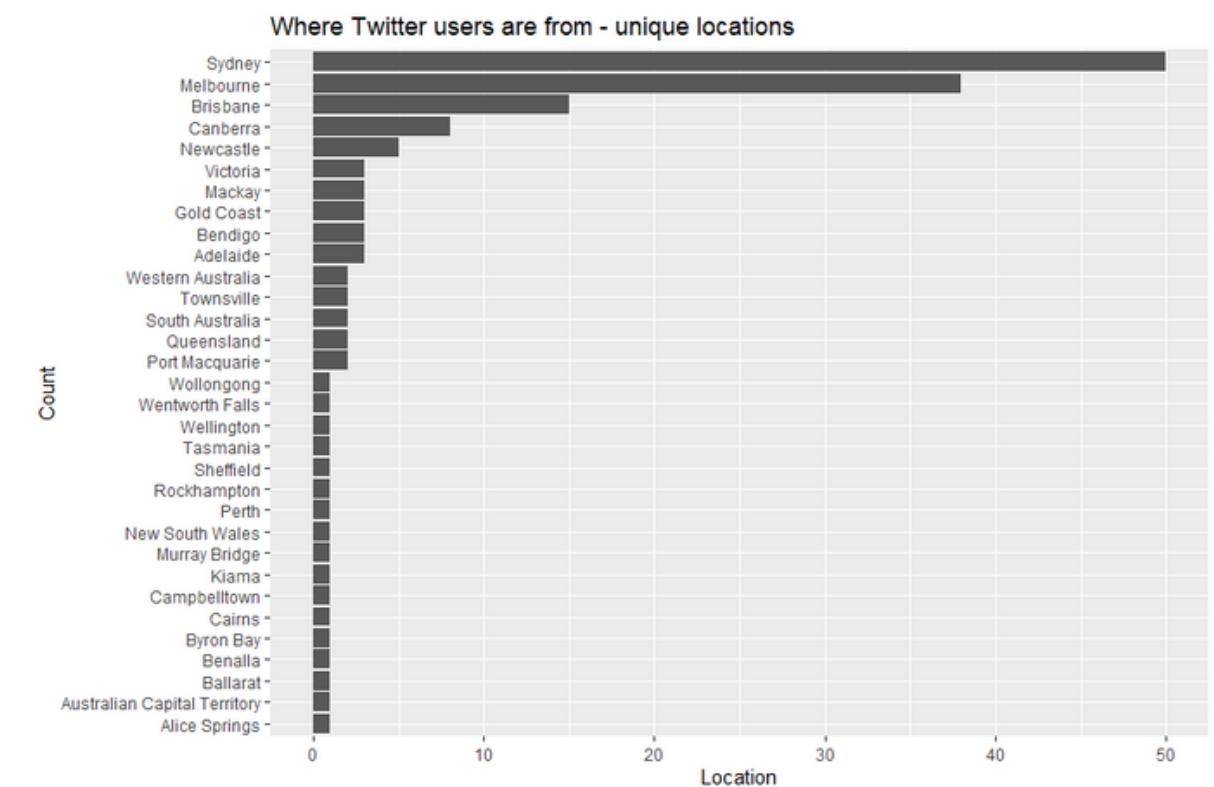
```
#create table of geographical locations of the tweets  
#only within Australia  
wooliestwt %>%  
  count(location, sort = TRUE) %>%  
  mutate(location = reorder(location, n)) %>%  
  top_n(20) %>%  
  filter(location != "Australia") %>%  
  ggplot(aes(x = location, y = n)) +  
  geom_col() +  
  coord_flip() +  
  labs(x = "Count",  
       y = "Location",  
       title = "Where Twitter users are from - unique locations ")
```

Geographical locations of twitter users: Very useful as we could generalise which type of Woolworths store the tweeters visited (cities/towns)

```
# Time series analysis of the frequency of two tweets  
tweet_1 <- search_tweets("checkout" , n = 18000, include_rts = FALSE)  
  
graph <- ts_plot(tweet_1, by = "days" , color = "blue")  
tweet_1 <- ts_data(tweet_1, by = 'days')  
names(tweet_1) <- c("time" , "checkout")  
  
tweet_2 <- search_tweets("groceries" , n = 18000, include_rts = FALSE)  
tweet_2 <- ts_data(tweet_2, by = 'days')  
names(tweet_2) <- c("time" , "groceries")  
  
merged_df <- merge(tweet_2, camry_ts, by = "time" , all = TRUE)  
melt_df <- reshape::melt(merged_df, na.rm = TRUE, id.vars = "time")  
  
ggplot(data = melt_df, aes(x = time, y = value, col = variable))  
+ geom_line(lwd = 0.8)
```

Comparing frequency of two tweets: Very useful as we could identify related trending search terms easily

OUTPUT

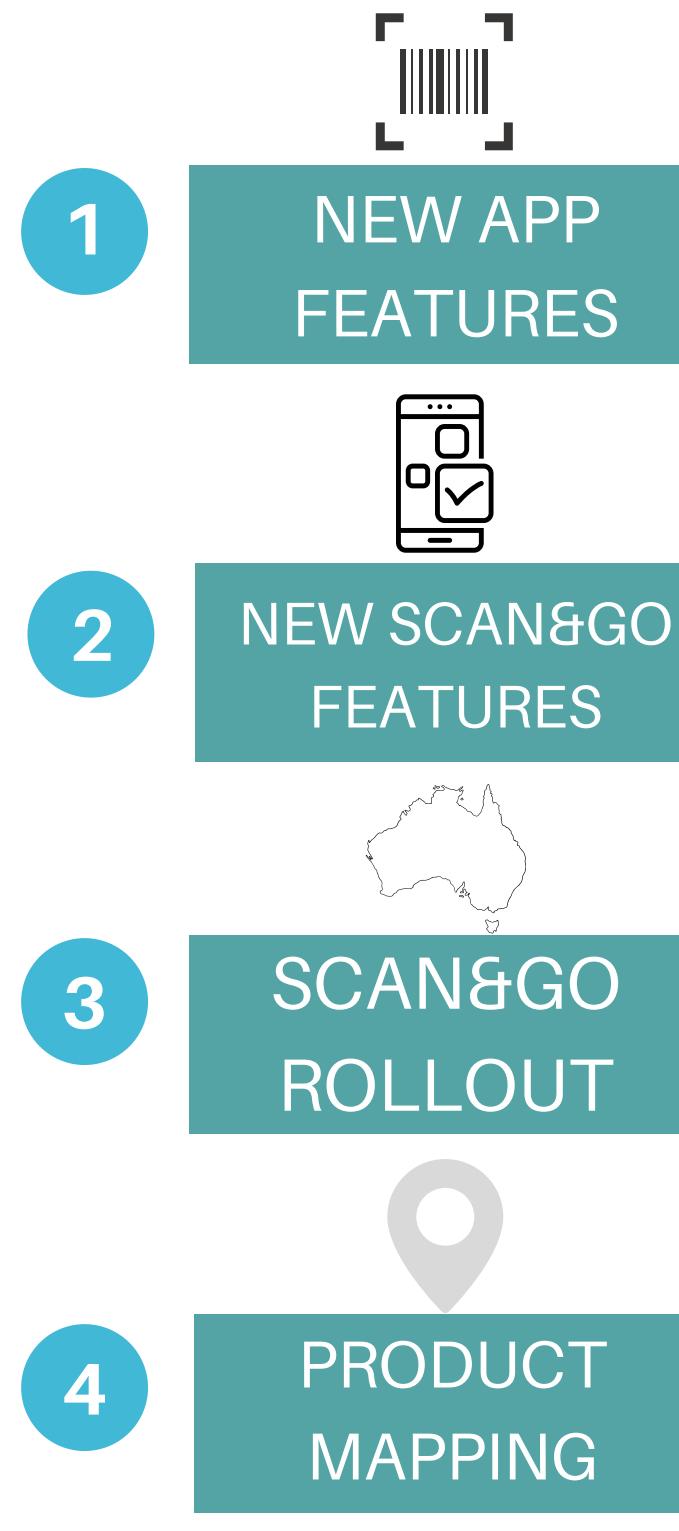




IMPLEMENTATION CONSIDERATIONS



IMPLEMENTATION



FEATURES

- Shareable shopping list
- Trending food suggestions tailored for consumers
- Live time customer assistance

- Promotional events to up amount of S&G users
- More fresh food scales to generate QR codes

- Implementing S&G gates to every store to facilitate functionality

- Using geofencing to direct customers to wanted products

FEASIBILITY

High

Simple and low-technical but effective changes that enhance online shoppers' convenience

High

- Promotions easily marketed through app and newsletters
- New scales built in each branch as part of capital

Medium

- Costly and long-term operation needed to expand nationwide
- However, the current 31 S&G stores are highly engaged and growing

Low-Medium

Geofencing technology is advanced, taking multiple trials to perfect and roll out to every store

SCALABILITY

High

- A nationwide application is already implemented

Medium

- Promotion of S&G as a viable shopping option must come before feature promotion

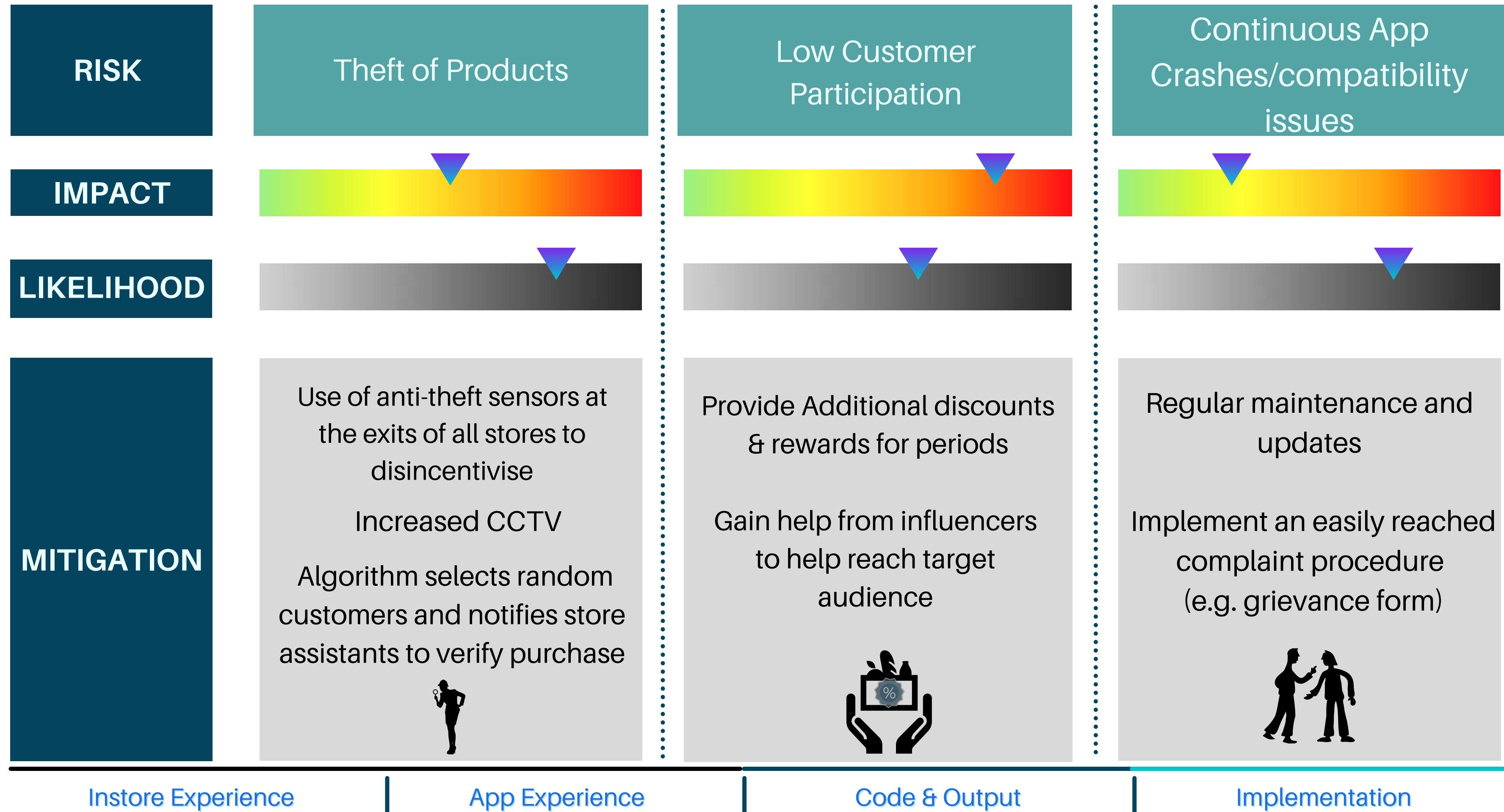
High

- Citywide, statewide then nationwide
- Highly dependent on increasing digital users

Low

- As different stores will have different layouts, product mapping nationally will take time

RISKS & MITIGATION STRATEGIES

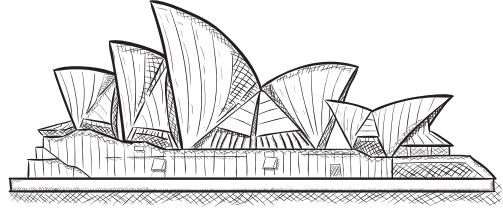


APPENDIX



S&G ROLLOUT PROCESS

1



Sydney citywide rollout, based on the city with the **most feedback** (supported by graph shown)

2



Consequent rollouts to next top cities, then **statewide** implementations

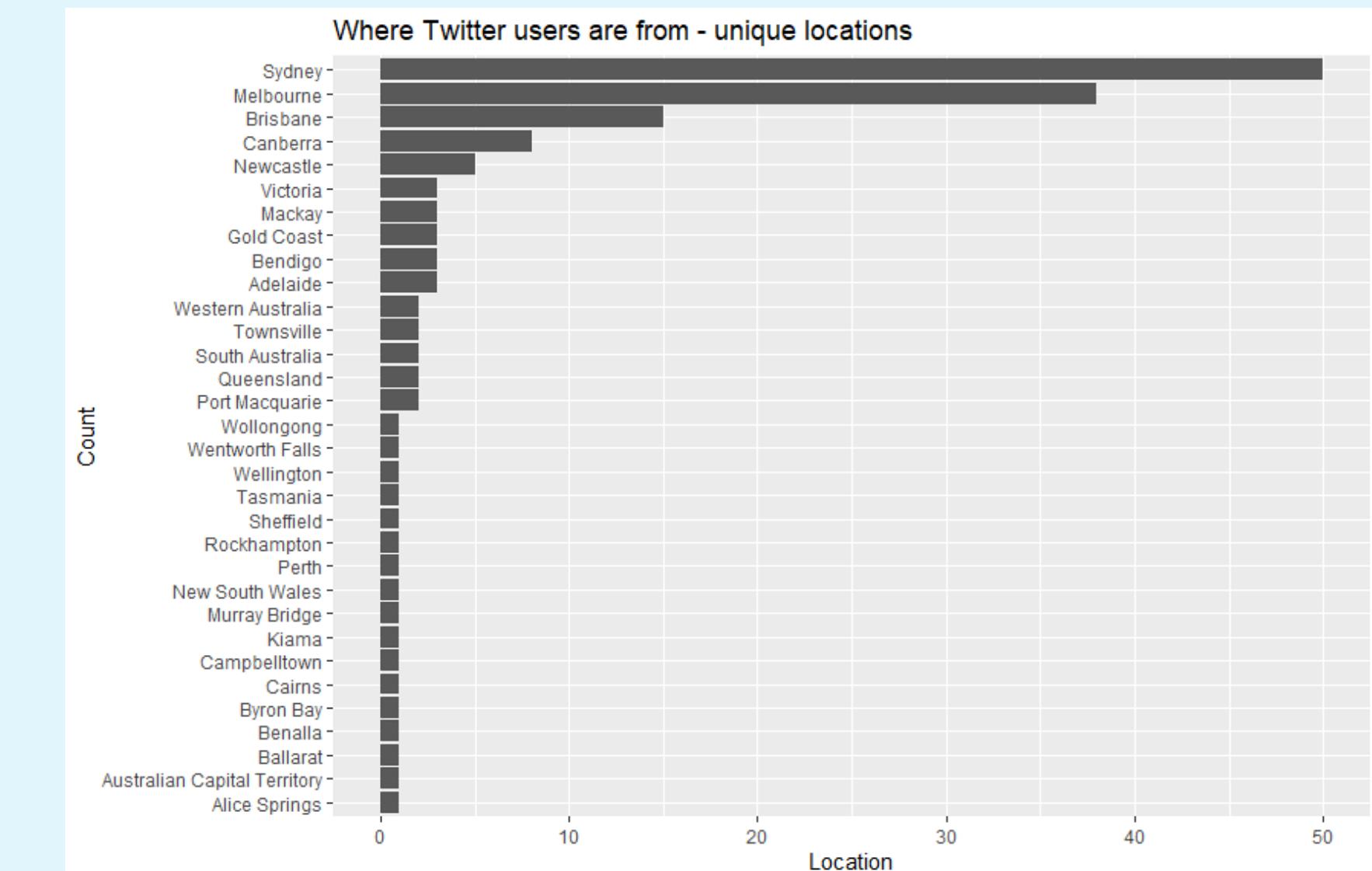
3



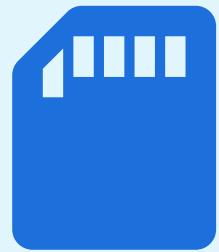
Gradual expansion to all **995 Woolworths stores** including Metro across Australia



Walmart's Scan&Go technology rollout across all Chinese stores took **7 months**, from April to November 2020

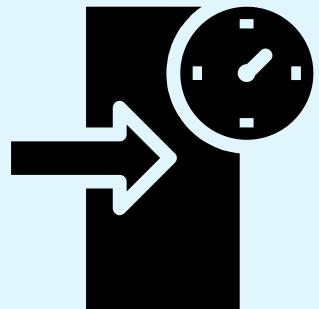


S&G COST CONSIDERATIONS



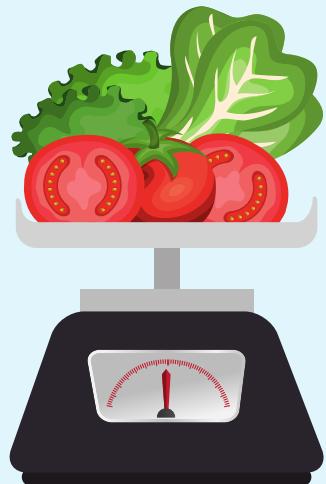
Walmart's Scan&Go codebase is only

4 MB



A QR Code generating S&G gate costs approx:

\$8,500



A QR Code generating food scale costs approx:

\$45,000



Labour costs

for assistance staff, especially in Metro shops

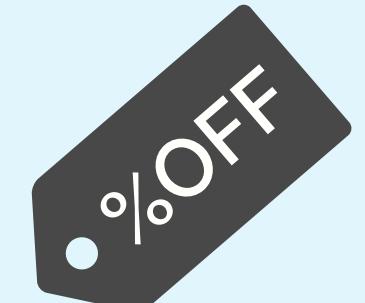


A self-checkout station costs over

\$125,000

Implementing two S&G exits & scales in a store is

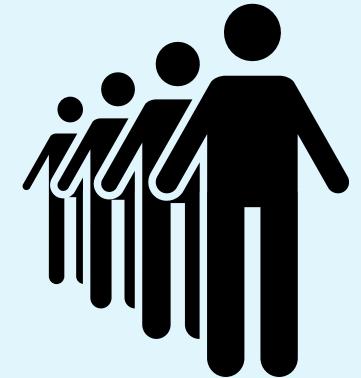
7.2% cheaper



STATISTICS OF S&G

"43% of US customers would rather try scan-and-go than wait in a checkout line."

<https://www.emarketer.com/content/is-scan-and-go-the-future-of-retail>



"67.3% of Shoppers leave stores without buying when they cannot find the product"

<https://retailtouchpoints.com/topics/store-operations/study-reveals-why-96-of-shoppers-leave-stores-empty-handed>

"54% of global consumers shop with retailers with offers in-store via smartphone, as they want offers **the moment they are shopping"**

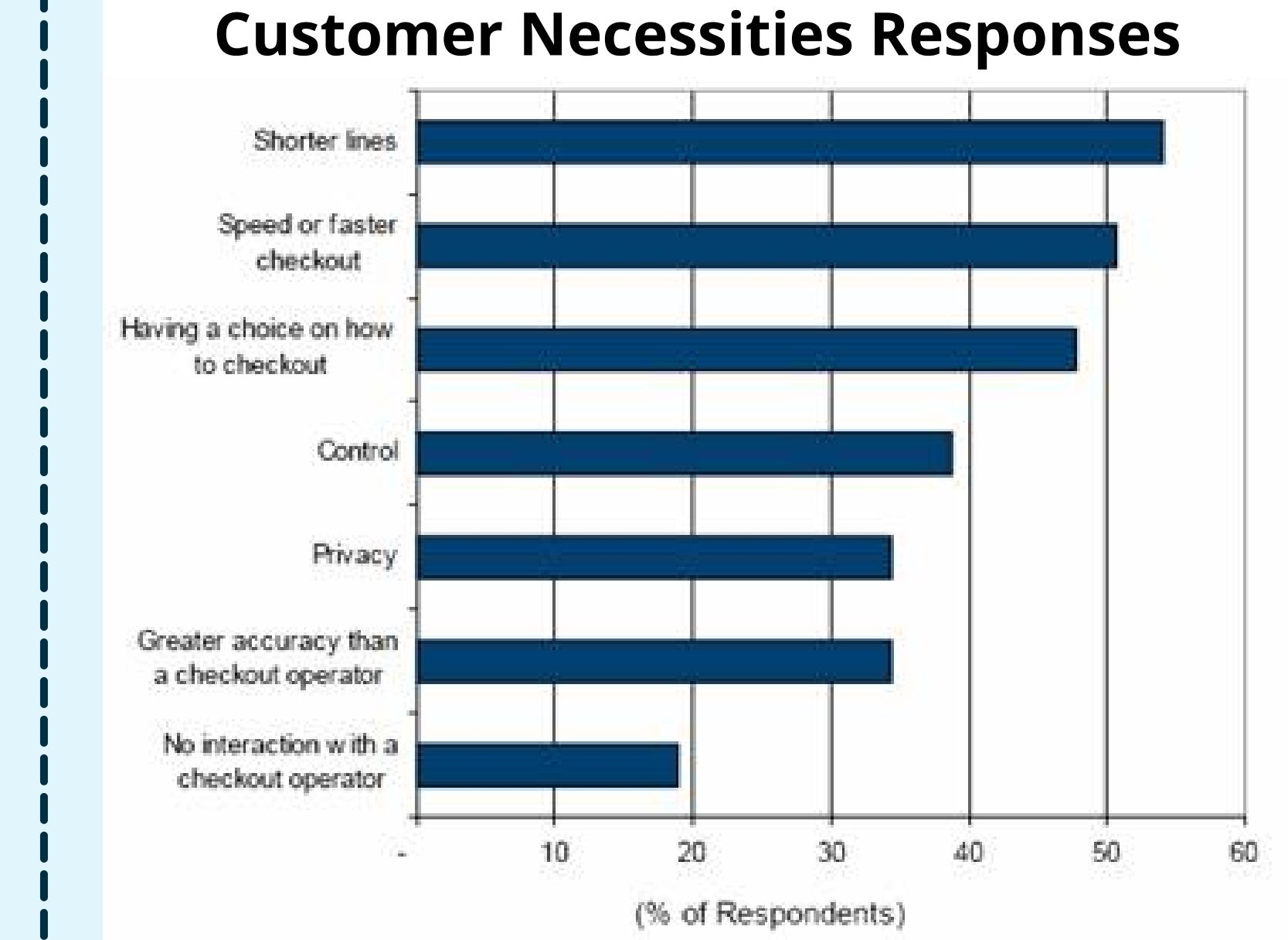
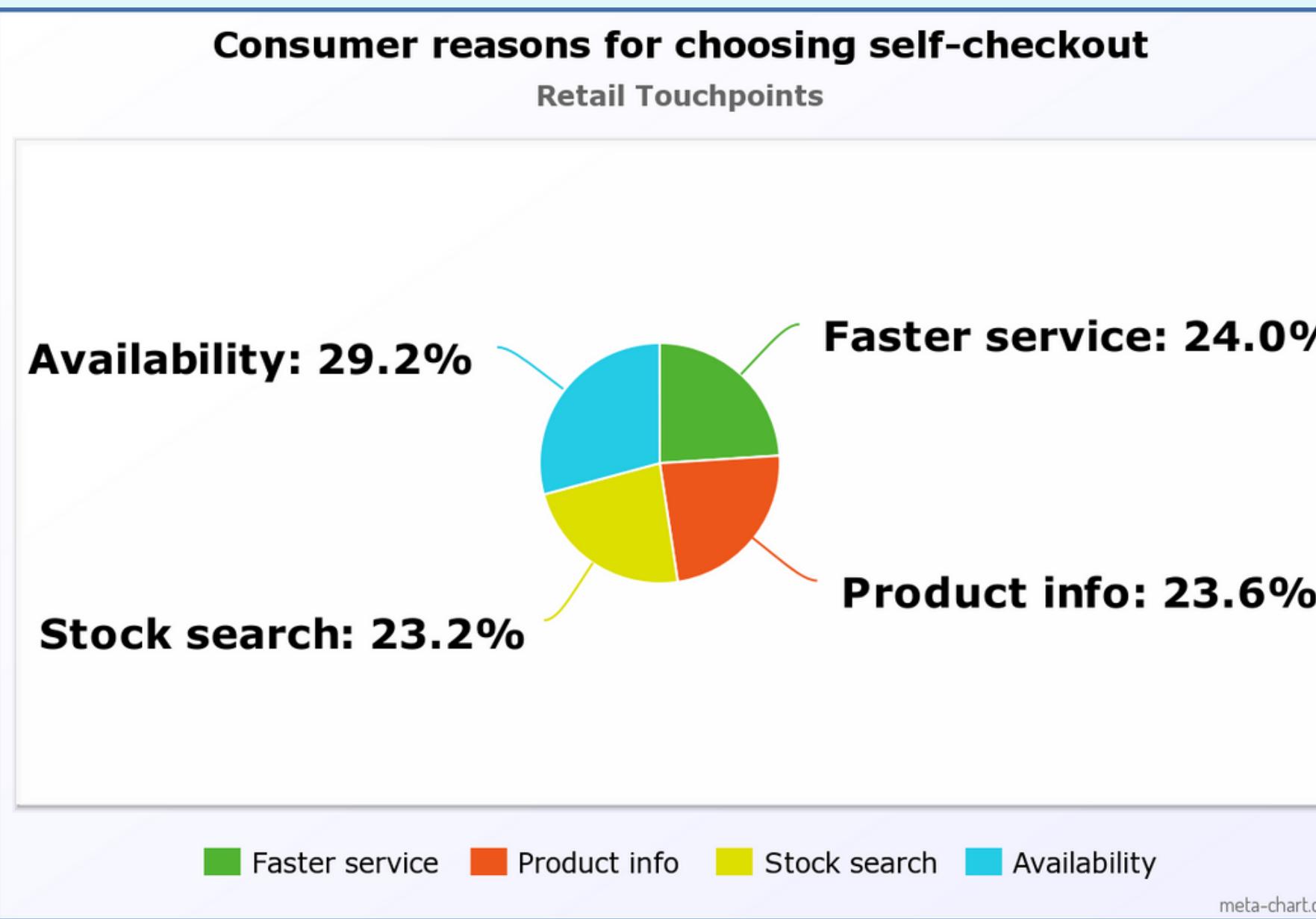
<https://retailtouchpoints.com/topics/store-operations/study-reveals-why-96-of-shoppers-leave-stores-empty-handed>



"Double Bay Woolworths store has seen more than 70% recurring S&G users."

<https://www.news.com.au/finance/business/retail/woolworths-extend-trial-for-scanandgo-technology-that-could-do-away-with-the-checkout/news-story/4fb4c6419d8284a499191766151e32e8>

TOP CUSTOMER NEEDS



TAILORED ONLINE CUSTOMER SERVICE

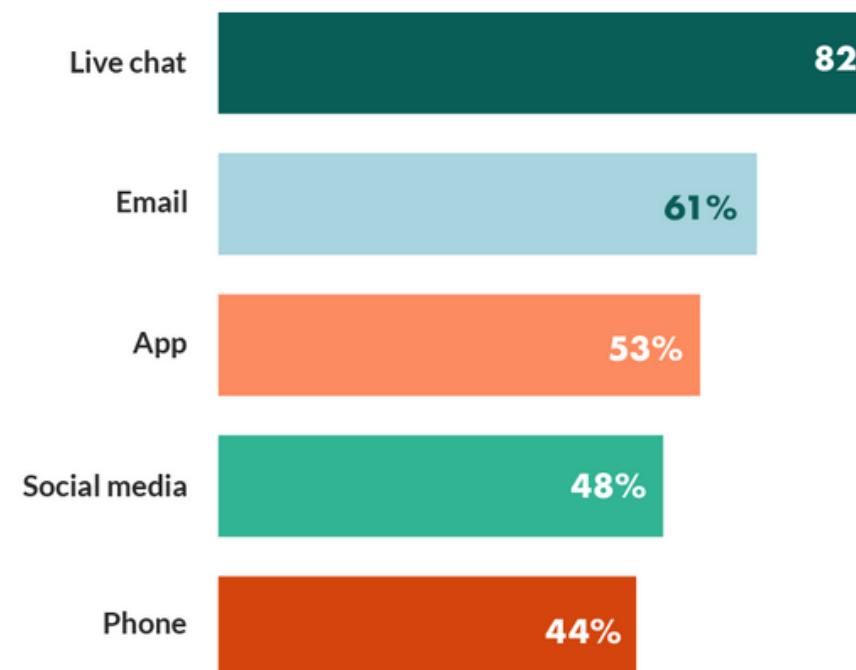
38% shop in-person as they can receive **personalised** services upon walking into the stores.

<https://retailtouchpoints.com/topics/store-operations/study-reveals-why-96-of-shoppers-leave-stores-empty-handed>

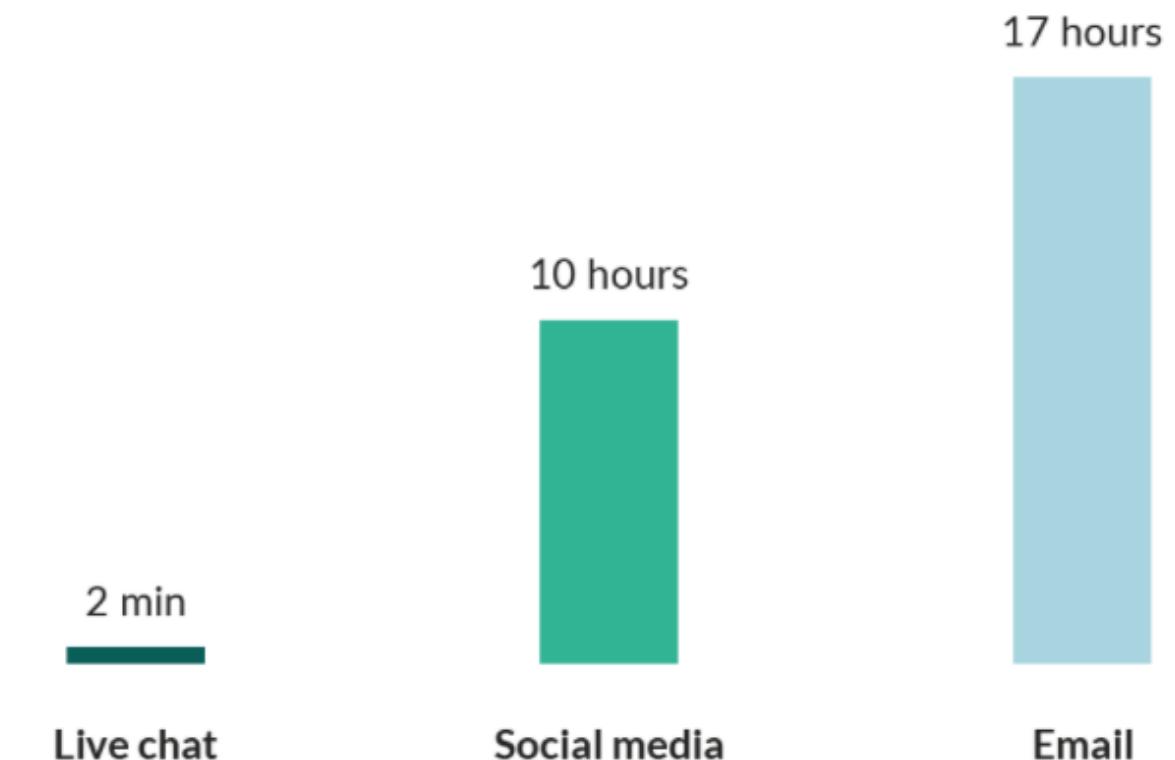
73% of customers say **saving time** is the most important thing companies can do as good customer service.

<https://www.superoffice.com/blog/live-chat-statistics/>

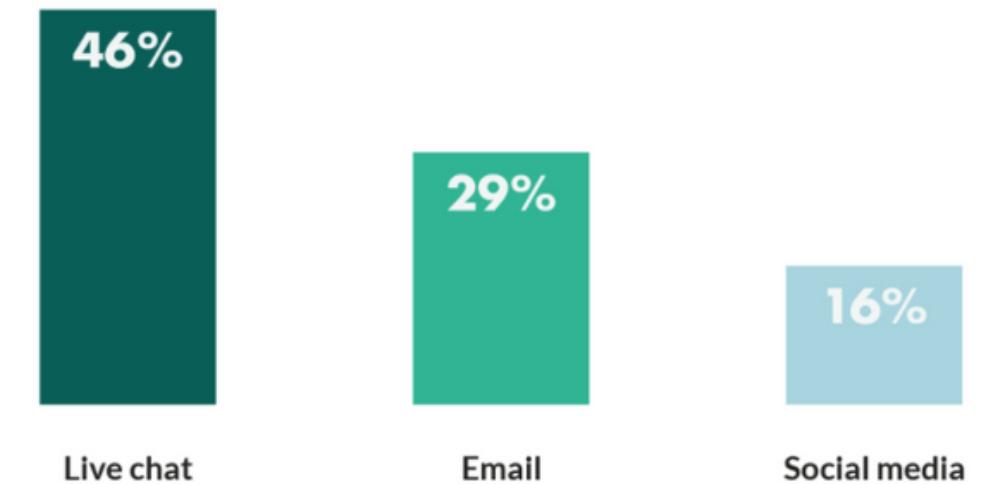
CUSTOMER SATISFACTION RATINGS



CUSTOMER SERVICE RESPONSE TIMES



LIVE CHAT IS THE LEADING DIGITAL CONTENT METHOD



IN-APP PRODUCT MAPPING



Scan & Go tech will **not be maximised** to its full potential if customers can't find the items they're looking for



A "**“navigate”**" button to existing product search solves this issue



Indoor GPS senses when a customer is lingering in front of a shelf, and thus helps them make a decision by **suggesting promotions** as customers are browsing



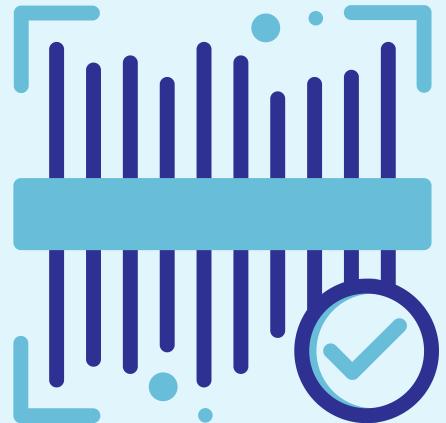
Indoor GPS can be used as an **anti-theft measure**, as it collects location data of where an item was scanned and the time and path the customer took

- Machine Learning **algorithms** provide indications of potential crimes

SCALABILITY OF VARIOUS IMPLEMENTATION STRATEGIES

New app features

These have the ability to **scale very quickly**, due to the fact regular app updates on a national scale have been around for a long time, such as on the app store. Once the desired features are achieved on a technical level, it can easily be expanded.



S&G new features

The new features have a **medium level** in terms of scalability. Should there be funds directed towards the additional weighing stations, the process should go smoothly alongside S&G rollout nationwide. Also, the incentive scheme will be introduced fairly quickly after being accepted by management.

S&G rollout

The rollout of the S&G across all of the Woolworths stores has a relatively **high scalability** level, which could come with possible complications. We would have to acquire all the new equipment, set them up in the stores and would also have to check that they are properly functional before first use. Woolworths already has in place a sufficient transportation network, due to grocery delivery rising



Product Mapping

The layout of each Woolworths stores differs from one another, making each product map store-specific. Rollout also has to be tested multiple times as it is a completely never-used new technology in Woolworths at the moment hence currently labelled as **low scalability**.

FEASIBILITY OF VARIOUS IMPLEMENTATION STRATEGIES

New App Features

With a standardised national app, the implementation of new features on the mobile application is **highly feasible**, through mass application updates.



New Scan&Go Features

Through linking the Scan&Go app with a customers Woolworths mobile account, new digital features such as adding trend and share with friends tabs can be **easily completed**. Further these features can be promoted easily through app and newsletters marketing. However new & expensive scales need to be built in each branch as part of capital, making it more feasible over a longer period of time.



Scan&Go Rollout

Due to the high costing nature of this project an immediate nationwide implementation will not be feasible but rather a **citywide --> statewide --> nationwide** approach will be **more effective and feasible** to help grow the current 31 Scan&Go stores into being implemented in all 995 stores nationwide.

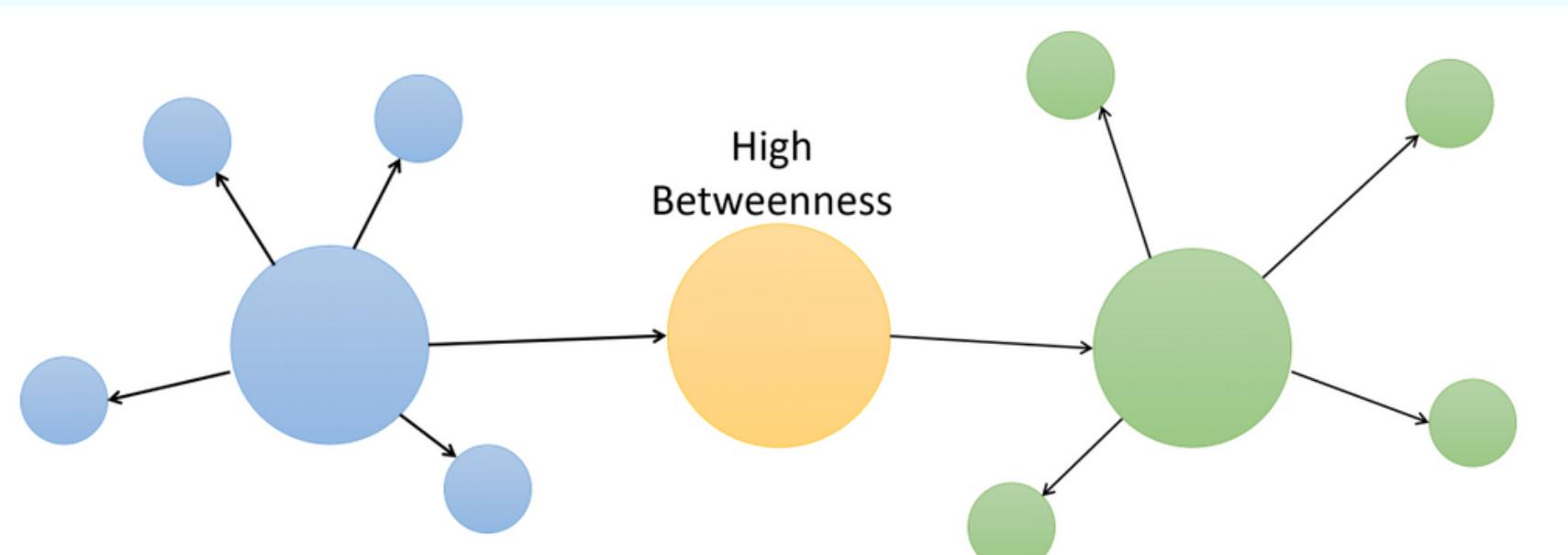
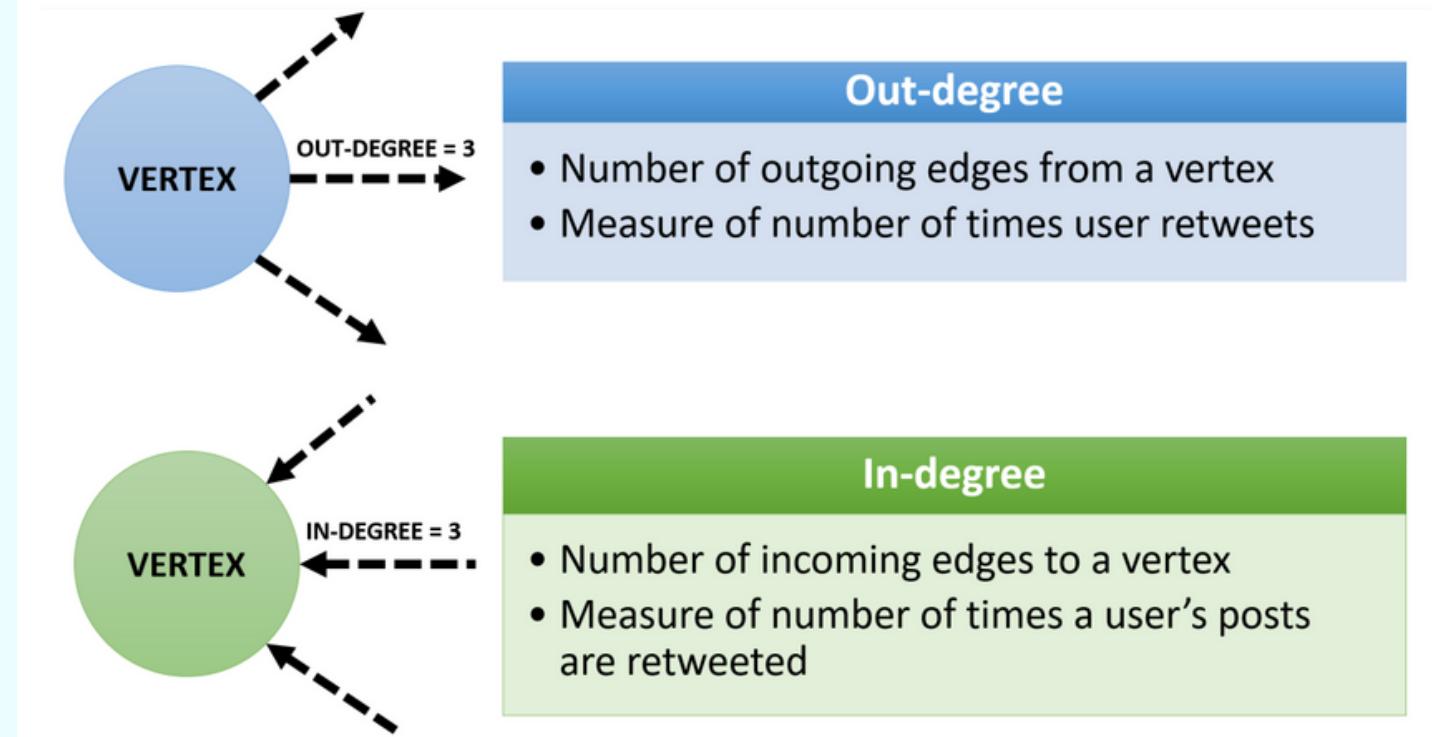


Product mapping

As product mapping requires advanced levels of geofencing technology multiple attempts will be needed to perfect its use in each individual store each with their own unique floor plan, making product mapping **not very feasible in the short term** and rather a long term goal.

TWITTER DATA ANALYSIS

Concept of betweenness: Betweenness in terms of a twitter network measure the degree to which certain nodes stand between each other. It captures individuals with the visualised role of transferring information within a network. A higher betweenness score means higher levels of control.



Network graph analysis: Above is the representation of the out degree and in degree scores and what they mean, which will hold more value as the network expands

TWEETS ON IN-STORE EXPERIENCE

Scan&Go



Howie @the_howie · Jul 10, 2020

I've used the **@woolworths Scan & Go** checkout 34 times so far. I get so disappointed when I go to a **Woolies** that doesn't have it!



Chris 👍
@cruticus

@woolworths still loving scan & go! I noticed you updated with multiple cards usage!! 👍 😋👏 Now...I want to redeem my everyday rewards \$10 in the app... Is this coming?



Craig Chiffers
@cchiffers

Woolies new Scan and Go app is awesome! It feels strange not going through the usual checkout process in store though.



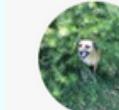
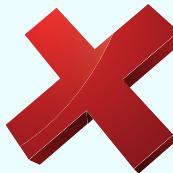
4:44 PM · Jul 30, 2019 · Twitter for Android

Long checkout



Victor Rodrigues
@jeunj

@woolworths curious as to your opinion on people bring near-trolley-full to the self checkout counters? This one was pretty clogged up and queue was slow moving because of it.



Scoutabout & Chris 🌸🐶 @Scoutabout2 · Oct 27, 2019

@woolworths It's Sunday afternoon you have 4 checkout people on and at least 6 people with full trolleys waiting in each line. Put more staff on. Seriously. Why wait until it gets that bad!



sa sa ke, slyssa ✨ @slyssabits · Jun 26

Made the mistake of going to **Woolworths**, oof. Reckon i'll still be in the checkout **line** when lockdown ends?



TWEETS ON ONLINE SHOPPING EXPERIENCE

App convenience



Brenden Wood @BrendenWood · Jan 8
I'd be using the online services of Coles or Woolies!

Ben Davis @BenDavis74 · Jan 8
Can we just calm our farms please Brissy?
It's THREE DAYS..... THREE!!!
Coles Kedron 5hrs after @AnnastaciaMP media conference
@7NewsBrisbane #panicbuying #COVID19Aus #covidqld #lockdown



Paula Boardman
@PaulaBoardman

Replying to [@laurie_ms](#)

I like the Woolworths app because you can scan the barcode of the product you just ran out of and it adds it to your list. I find the search function a *little* better than Coles but they're both lacking intuitive searches.



Online Shopping experience



Betina Naiman
@BettyBee99

This [@woolworths](#) online delivery experience is truly rock bottom customer service. Awaiting my 48-72 hr callback for my escalation and complaint. If my experience is anything to go by it will be several hours to days late. Pathetic. Next time Coles.



Rebecca LeBard
@rlebard

Replying to [@woolworths](#)

Thanks - the reschedule has not arrived either. The 'prioritised' delivery was meant to be delivered over the last hour. Have not even had a message as to why it has not arrived / is running late. Will DM you.



Shane Perris @smperris · Jun 24

Ugh. Woolies has botched my order every single online time, and the one time we did direct to boot. The only person I trust to get my groceries right is me 😞



OPINIONS FROM OTHER DOMAINS

 Trustpilot

Categories > Restaurants & Bars



Woolworths

Reviews 346 • Poor

 1.9 ⓘ

 LM
 1 review ⚙ AU

 4 days ago

MOBILE SERVICE TERRIBLE. CUSTOMER SERVICE WORSE!

Mobile service was terrible. Calls would constantly drop out or a voicemail would pop up because someone tried to call me and despite the phone being on and right next to me, it didn't ring. This happened multiple times. I tried troubleshooting with Woolworths Mobile chat representatives and was told to switch my phone to 3G to get better phone call coverage. The problem is that I use my phone for work, including using data, so the data was very slow on the 3G network. I shouldn't have to compromise data speed just to have more reliable phone service.

 Bruce Hodge
 7 reviews ⚙ AU

 10 May 2021

Woolworths dreadful online service. Not worth bothering

Have been trying to order online at woolworths, being in a remote region. Have had nothing but problems signing in, and have made 14 phone calls to a useless set of robots and unhelpful complaints staff. Obviously I will have to shop elsewhere, and staff have refused to provide a complaint number, the online complaint form needs a password which I do not have and they did not send email to reset it.

 Charlene Wilks
 1 review

 29 Apr 2021

Making Shopping Great Again!...

"Congratulations" to Matthew & fellow Colleagues at the St Kilda Store. I frequently receive "Exceptional" customer care & service with genuine enthusiasm. This store continues to exceed all expectations. Everyone on the floor is friendly & approachable with a positive "can do attitude".

 Irene Musumba
 2 reviews ⚙ AU

 20 May 2021

Frustrating online shopping

Honestly, Woolworths' online shopping just frustrates me a lot. Every time I order online instead of offering stress-free, convenient shopping I end up with missing items from lack of stock, or they pick something that is just annoying as a replacement. I would have better chances of finding items in the store. Consistently, Woolworths delivery has disappointed me. I keep telling myself I will never order online again, months down the line I forget how frustrated the experience is. JUST BE BETTER !!!!! AT LEAST IMPROVE!!

 Karen B
 2 reviews ⚙ AU

 9 Jan 2021

There are never enough checkouts open...

There are never enough checkouts open at Balwyn. Tonight there was only self serve or express and I had a large load. A staff member was walking through the store eating a Tim Tam and at the Deli the 2 staff were talking so much they didn't see me until I called out.



Woolworths (page 2 of 221) ▾

[Physical store](#), [Online store](#)

www.woolworths.com.au

2.0 from 3,312 reviews · [View Statistics](#)

[Write a review](#)

[Ask a question](#)

[Buy Now](#)



Unhappy

2 reviews 2 likes

ONLINE STORE

Limited variety, products unavailable

published 2 days ago

Please stock more organic/alternatives instead of just focusing on mainstream customers. Last I looked we were a diverse population. Everytime I want something it is not stocked, sold out or unavailable. If I request the store to order in a product, such as, organic chicken mince--that I would order in bulk weekly--I get ignored. Woolworths must lose a lot of money from this gap in the market and inability to cater as people like me just go elsewhere. If I cannot get the items I need, or rely on them being in stock when they are shown available...



Keisha D. Metropolitan Adelaide, SA

2 reviews 2 likes

ONLINE STORE

Woolworths online shopping

published 3 weeks ago

If I could rate 0 I would..

This is the worst online shopping service I have ever used in my entire life I would not recommend to anybody not even as a last resort they never get my order right and severely overcharge their customers.

I will on the other hand recommend Coles online shopping



KikiD
2 reviews

ONLINE STORE

Woolworths Sandgate, you guys are awesome!

published 2 weeks ago

Always top notch service from the team at Sandgate Woolworths. Well done guys. You make it so seamless and always make great selections



Nad T

ONLINE STORE

Customer Service

published 1 week ago

Terrible customer service. I was missing half my order and received a bag of groceries that weren't mine. They said the driver informed them he delivered all my groceries and i was a liar. Absolute terrible service. I had to go in store which defeats on line shopping to start with.



John718
10 reviews 3 likes

ONLINE STORE

Lack of availability

published 4 weeks ago

Many products are not available online. For example, I could not get 6 packs of eggs or organic eggs. I found the pricing for fruit and vegetables to be unclear as there is no indication of price per kilo.