

Part A:
Drive Grocery Mobile Commerce

Part B:
**Importance of Protecting a
Grocery Business's Reputation Online**

MET CS782 - Assignment 4

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Contents

Part A - Introduction: Driving Grocery Stores Mobile Commerce -----	1
Walmart: The Rising Star of Mobile Commerce-----	2
Amazon: The Retail App King-----	4
Conclusion -----	5
Part B - Introduction: Managing Online Reputation -----	5
Protecting X-Market Reputation -----	6
Works Cited _____	8

Table of Contents Figures

Fig1. Apps vs. mobile web.....	1
Fig2. Monthly Visitor across Mobile and Desktop	1
Fig3. Mobile Benchmark Report.....	2
Fig4. Walmart Master-Pass System.	3
Fig5. Walmart Saving Catcher System.....	3
Fig6. Amazon Go store. Entrance with scanning QR code	4
Fig7. Amazon Go application.....	4

Part A - Introduction: Driving Grocery Stores Mobile Commerce

X-Market is a business-to-consumers and Business-to-Business retailer of grocery shopping stores. X-Market grocery stores is the chain stores that located in ten states of the US. These grocery stores sell variety of food and non-food products. Despite, the rapid rise in demand for mobile options by shoppers in all parts; grocery business has remained strongly traditional, with shopping in the store remains a clear favorite for ease and product selection. For reasons of this event would be considered multiple factors such as slim margins, fierce competition, and the customer base leads a fast-paced, in supermarket and grocery stores.

The CIO of X-Market company decides to increase online shopping channel especially Mobile shopping experience.

M-commerce is about way more than just buying things on a mobile device and as mobile payment, it become clearer that mobile plays role as a bridge between the physical and digital worlds. (Moovweb, 2016)

New research on mobile behavior

Using comScore data, Morgan Stanley says the web is winning:

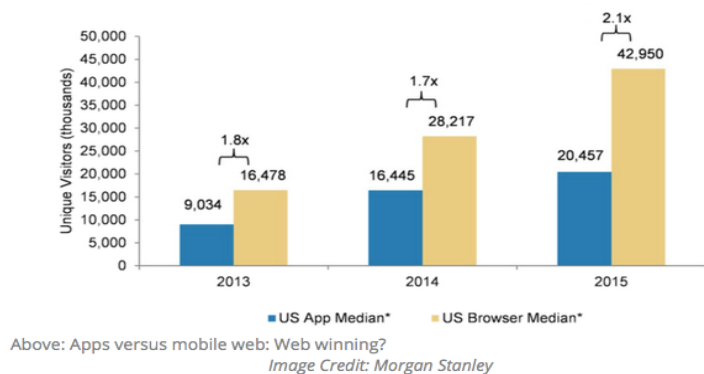


Figure 1. Apps vs. mobile web (Moovweb, 2016)

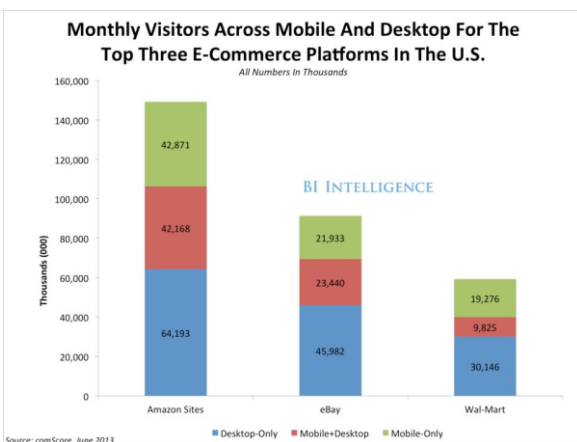


Figure 2. Monthly Visitor across Mobile and Desktop (Moovweb, 2016)

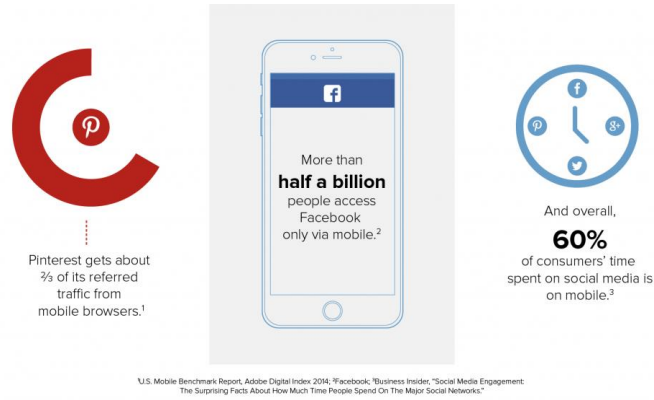
shows over 85% of mobile time spent in apps.

A quick glance at this number would indicate that eight out of every 10 minutes of app time spent solely in an individual's top three apps. Across industries, the web drives 2x the site traffic of apps.

In fact, of the top 30 U.S. retailers only two – Amazon and Walmart – drove more than half of their visits via their apps. It has significant implications for retailers, especially for online commerce, where mobile commerce now accounts for 30 percent of US

e-commerce and it expected to grow 300 percent faster than traditional e-commerce. About two thirds of Americans have at least two digital devices (desktops, smartphones, tablets, or laptops). In addition, more than $\frac{1}{3}$ own all three. (Moovweb, 2016)

In the retail sector, social media is a significant force. Social media customers spend more money on the Internet. In addition, social-driven retail sales and referral traffic are rising faster than other online channels.



Amazon, eBay and Wal-Mart are top three mobile commerce properties in the U.S with millions of apps and websites competing for attention. (Workman B. 2013) In this paper we chose Walmart and Amazon mobile commerce as a case study where both are biggest retailers on the world.

Walmart: The Rising Star of Mobile Commerce

Walmart is the major bricks and mortar retailer that was able to stay the top spot in mobile commerce and changing retail Market to achieve something remarkable. One major step for improving Mobile Commerce was its online and mobile pay system that becoming increasing important in online purchasing.

Walmart's move to integrate Master-Pass into its digital payments platform to expand online and mobile channels through Master-Pass that enhances the online and mobile checkout process. Master-Pass requires users to sign up for the service once and view the "Buy with Master-Pass" button on a mobile then may select it to enjoy a one-click checkout. (Samuely A. 2016)



Figure 4. Walmart Master-Pass System. (homeworldbusiness. 2016)

Walmart also is offering a mobile price-matching program that called "Savings Catcher" for providing low prices every day, on everything. The benefits of providing this service could mention keeping valuable shoppers coming back.

This app guarantees the lowest-price possible by allowing them to scan QR codes directly into the Walmart app. Savings Catcher compares the price customer paid at Walmart in-store with ads from competitor's retailers. If a competitor is offering a lower than the Walmart price, then customer get an eGift Card for the difference.

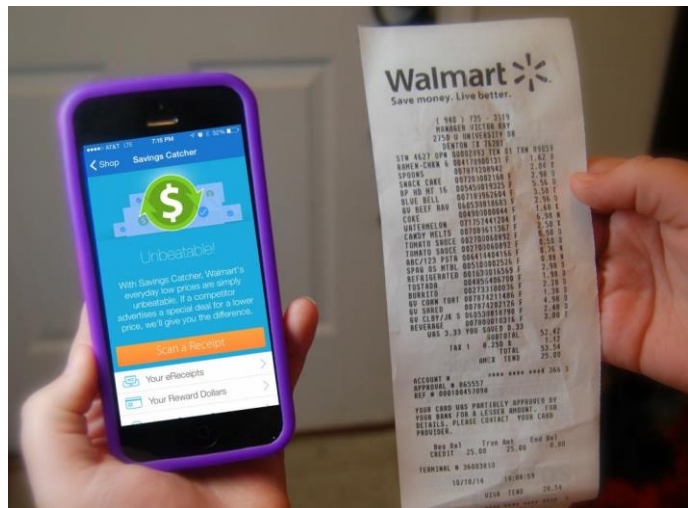


Figure 5. Walmart Saving Catcher System. (Thetiptofairy. 2017)

The Savings Catcher only works with in store receipts. Customers also have to upload it within 7 days of purchase, and they can upload seven total receipts in one week's time. (Thetiptofairy 2017)

For improving mobile delivery services on grocery part, Walmart also collaborated with third-party app.

Amazon: The Retail App King

Amazon as a leader in the digital retail space and a major innovator that was born on the Web.

Although nowadays Amazon is continuing to move further into physical retail with its latest offering Amazon Go technology that indicates a bricks-and-mortar grocery store where customer can purchase items through an app and then just grab them off the shelf. The Amazon go application by joining to store features 'Just Walk Out' technology provides a Non-stop shopping experience. Customer with wearable smart watch (Apple Watch, Samsung Gear, etc.) or latest version of Android / iOS smartphone or even tablet / iPad can simply walk in, pick out what they want and even sometimes put items back on the shelf and walk out when customers exit the store through a transition area, automatically charge a fee for the items. (Wattles J. 2018)

Upon entering the store, customers scan the app and go up to shelf, grab what they want to buy, dump it in their bag, and the app automatically rings all their items up. Amazon Go system uses "Walk Out" technology where is combination of computer vision, sensor fusion, and deep learning to track what customers have purchased. (Wong R. 2018)



Figure 6. Amazon Go store. Entrance with scanning QR code (Wattles J. 2018)

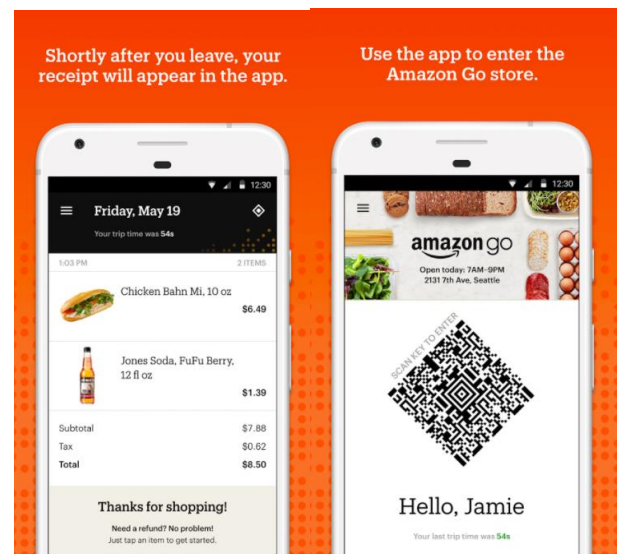


Figure 7. Amazon Go application (Wong R. 2018)

Conclusion – Part A

There is much to be learned from Walmart and Amazon Mobile commerce in order to improve customer experience on X-Market grocery store. Innovation and save money & time are significant aspects in their drives toward development robust mobile experience for customers.

From the Walmart, X-Market company could adapt and implement Master-pass system and mobile price-matching program that called “Savings Catcher”. By integrated Master-pass system, by X-Market Company, customers be able making simple, and secure payment with a Master-pass app by a quick tap of their device at X-Market grocery stores. X-Market also can implement similar program like Walmart mobile price-matching program that called “Savings Catcher”. This program could keep most loyal and valuable customers in X-Market Company.

From the Amazon go technology, X-Market Company can learn how leverage new technology in order to offer convenience new retail format to improve time saving solution by creating non-stop shopping experience.

Amazon Go offers time saving solutions. Other retailers, like Walmart, are testing cashier-free technology, including mobile product scanning.

Walmart is offering a Scan & Go capability that allows customers to use a mobile app to scan barcodes of items they want to buy, pay for them in-app with one touch and show the in-app receipt when they leave the store. (Brief D. 2017)

Part B - Introduction: Managing Online Reputation

Reputation management is crucial in any business, because negative comment can destroy a company’s image on society in just a short period. Establish a solid reputation fundamentally need providing high-quality products at the best prices possible. Many people almost use social media sites on a daily basis. Thus, frequent monitoring of these sites and awareness of contents them are vital in managing online reputation for making fundamental marketing strategy. (Pena S. 2016)

Online reputation is actually the latest hot form of marketing, because a good response can turn people into business. There are many reasons that justify why Online reputation

matters. First reason that I mentioned before is getting more customers, because referral marketing is important to attract more customers.

Some service like Yelp is a site for sharing user experience and opinion on businesses and products. Users usually visit the site before going to dinner, or shopping. In fact, 90% of Yelp users make purchase decisions based on positive reviews.

Following items show referral based marketing statistics, which illustrates the importance of online reputation in securing business success:

- 65% of new business comes from referrals - Source: The New York Times
- People are four times more likely to buy when recommended by a friend - Source: Nielsen
- 83% of customers are willing to refer after a positive experience -Source: Texas Tech
- 49% of U.S. consumers say friends and family are their top sources of brand awareness
- Source: Jack Morton

Other aspects of improving online Reputation leads to help local SEO and improve company branding. (Eardley M. 2016)

Protecting X-Market Reputation

Grocery store X-Market is known for their great and natural selection of food, and household items. For improving and protecting X-Market online reputation, online reputation management team monitor their social media accounts and review sites. They also provided response statement on social media like Facebook, twitter, Google+ pages, Yelp and official customer's views blog in order to keep in touch with loyal and regular customers on the social platforms. Managing online presence is key to X-Market business success. (Eardley M. 2016)

In addition, X-Market online reputation management handle @ X-Market that is dedicated solely to responding to customers who need help. @ X-Market allows the company to provide an entire account to customer service, which simplifies the process while keeping comments, questions, or concerns in one support center.

Publish and promote positive contents on blog, videos and social media post is another way to help shape public opinion of company brand.

Online reputation management team realize that right item position and price of products increase the online reputation and number of customers as well.

They also set up web and social alerts such as Google Alert, Warble Alerts and Social-Mention for their brand. They get a message in their inbox when their brand posted online without having manually check every time.

Online reputation management responsible to create effective corporate image. For making a positive brand impression Online management reputation team leverage company corporate image to increase business and make positive impressions on customers. (Kalb I. 2014)

To achieve this aim, they involved the following challenge included:

- Create a mission statement
- Create corporate identity tools that include name, logo, slogan, colors, and type fonts.
- Train employees and other internal stakeholders on company mission
- Promote company mission and corporate identity tools to people outside company by using traditional, online, social media, business cards, letterhead, signs, company vehicles, packaging, brochures, and all corporate communications.
- Provide useful products and services
- Follow up after delivering a product in order to improve business offerings.
- Commit to innovation
- Respond quickly to complaints and inquiries
- Act quickly to remove bad products from the market.
- Be a trustworthy business partner, means paying invoices on time, communicating honestly and respectfully with other companies.

Enhancing company image involves communicating their successes and positives to the potential audience. (Wikihow 2015)

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