Crowd Favorite

Custom eCommerce & Robust Curbside Capability

Curbside achieves Net Promoter Score double the national average

A high-end, specialty grocer based in Texas partnered with Crowd Favorite to deliver a robust eCommerce solution featuring a curbside program that achieved an **87% Net Promoter Score**.

IMPACT

Curbside achieved a world class

87%

Net Promoter Score*



CHALLENGE

As an industry leader, this top Grocer was looking to increase their customer's options for experiencing their products and services by adding **online shopping and curbside pickup** options. Additionally, the solution needed to scale with their growth and be flexible to their unique service offerings and store locations.

SOLUTION

Working within their current digital platform, Crowd Favorite succeeded in integrating a sophisticated sales system that could be **scaled and customized** to all retail locations. The solution was also tailored to function with the top priority around Customer Experience, allowing the Grocer to quickly adapt to the needs of their customers.

CUSTOMIZATION

Optimizing both Customer Experience and the client's ability to manage the site were foundational goals to customizing the eCommerce platform that would prioritize curbside capabilities and catering programs. With that in mind, Crowd Favorite delivered a seamless buying experience for the customer on the front-end, while providing an intuitive, robust, and customized backend for the client to manage every aspect of the experience.

EXPERTISE PROVIDED

Digital Strategy

Ideation
UX & UI design

Web Development

Ecommerce
Web development
Systems integration

Digital Support Services

Technical support
Performance optimization

Our team is ready to help with your curbside solution. **Let's talk!**

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* According to the Satmetrix NICE 2018 average NPS by industry report, Grocery & Supermarkets average an Net Promoter Score (NPS) score of 40. An NPS score over 70 is considered to be exceptional and typically indicates loyal and enthusiastic customers that are more likely to generate new leads and revenue from customer referrals.