

# *Case Study*

**SAFEWAY** ™

 **QuestionPro**  
Online Research Made Easy™

# QuestionPro

**SAFEGWAY**   
Ingredients for life.™

## **Safeway.com - SurveyAnalytics Helps Online Grocery Store Ring Up Customer Satisfaction**

### **Client**

Safeway.com is a full-service online grocery store with the same quality products and low prices as a neighborhood Safeway. Customers can do all their shopping with just a few clicks, and groceries are delivered right to the door. For more information, please visit [www.safeway.com](http://www.safeway.com)

*“Some services were too basic, others were too complex or required too much integration. Only SurveyAnalytics was “just right”. I’m able to do very sophisticated analysis, but the surveys are simple to create and the data is automatically tabulated.”*

**Preeti Nathan,  
Customer Insight Manager,  
Safeway.com**

### **Challenge**

Historically, Safeway.com information collection was disjointed and more complex. Preeti Nathan, Safeway.com’s Customer Insight Manager, conducted a comprehensive evaluation of the various online survey services, and ultimately selected SurveyAnalytics for its blend of high-end features (like Conjoint Analysis), its user-friendly interface and its value. Partnering with SurveyAnalytics has reduced the process to merely days and results in higher quality business intelligence for Safeway.com and a better experience for its customers.

For more information contact our sales team at +1 (800) 531-0228

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## Solution

In an effort to ensure the highest quality of satisfaction among users of its online home delivery service, Safeway.com created a new position that reports directly to an executive committee on a monthly basis. The objective in forming the group was to

- \* Obtain scores on overall level of satisfaction for seven key customer “touch points”
- \* Obtain customer opinion, via open ended questions
- \* Analyze satisfaction trends in each of the seven areas
- \* Receive real-time insights from responses to new initiatives, site changes, promotions, etc.

## Result

“Now that the data collection and reporting is automated, I have more time to read every one of the customer responses to our open ended questions,” Nathan said. “The actual words customers use to describe their experiences adds tremendous dimension to the quantitative data the surveys collect. As a result, we’re able to get better insights.”

# Online Research Made Easy

Why more organizations choose SurveyAnalytics.com

## Superior Technology

The system has been designed from the ground up to accommodate the needs of anyone conducting online research. Our simple interface, cutting edge features, and competitive price have landed us in the top tier of web-based survey software providers. We truly believe that you will not find a better value on the web today.

## Reliability and Commitment

Our absolute commitment is to the success of our clients. We recognize what our clients need to make their online research a success and we're 100% focused on creating solutions that meet and exceed these requirements.

## Proven Track Record

Thousands of clients worldwide have chosen our system to conduct their online research. Companies, both large and small have chosen us as their trusted partner for conducting online research.

## Security

Our system adheres to the highest level of security standards on the internet. Data security and privacy are addressed at all levels starting with survey delivery all the way through protecting your survey results.

## Support

Our customers have access to an expert team of developers who are responsible for ensuring 100% client success.



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