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Grocers tops in winning consumer trust

By

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December 9, 2021

The pandemic has changed a lot of things, but one thing that has remained the same is that consumers value customer service. Also important are quality products, convenience and transparency to name just a few. It seems as if grocery retailers are stepping up to the plate when it comes to gaining consumer trust.

According to Qualtrics' 2022 Experience Index, five of the top 10 spots in the annual ranking of customer trust and loyalty were held by grocery retailers, with the top spot going to Costco. More traditional grocers Kroger, Publix, Aldi and Trader Joe's placed third, fourth, fifth and 10th respectively.

With switching brands being easier than ever, 67 percent of consumers ranked a good customer experience as a top driver for brand loyalty. Businesses that take time to listen and understand the thoughts, feelings and emotions of customers, and act on that feedback, will be able to differentiate themselves in competitive markets.

"As the pandemic continues to impact daily life, we're all working, entertaining and cooking more at home. This list highlights companies that stepped up and delivered truly great experiences in a fast-changing world, listening deeply and responding with speed and agility," said Bruce Temkin, head of the Qualtrics XM Institute. "In an online world where switching brands is as easy as turning on your phone, successful organizations met customers where they were, whether they needed curbside pickup, reliable delivery or a touch-free payment system."

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