




Forrester's US 2017 Customer Experience Index Reveals Complete Rankings of 36 Traditional Retail Brands

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CAMBRIDGE, Mass., Oct. 25, 2017 /PRNewswire/ -- Traditional retailers in the US did not improve CX quality since 2016, according to Forrester's US 2017 [Customer Experience Index \(CX Index™\)](#). In new CX Index data revealed today, Forrester found that the average CX Index score decreased by a single point this year.



2017	2016	BRAND	PERFORMANCE
1 A	5	PetSmart	950 950 950 950 950
2 A	3	Nordstrom	900 900 900 900 900
3 +	2	Hallmark Cards	850 850 850 850 850
4 A	6	Neiman Marcus	800 800 800 800 800
5 +	4	Hobby Lobby	750 750 750 750 750
6 A	15	BJ's Wholesale Club	700 700 700 700 700
7 +	8	Cook's Wholesale	650 650 650 650 650
8 +	7	Bed Bath & Beyond	600 600 600 600 600
9 A	17	Michaels	550 550 550 550 550
10 --	10	ROSA	500 500 500 500 500
11 A	14	Walgreens	450 450 450 450 450
12 +	9	Petco	400 400 400 400 400
13 +	11	Sam's Club	350 350 350 350 350
14 A	16	Lowe's	300 300 300 300 300
15 A	30	Toys R Us	250 250 250 250 250
16 +	12	Best Buy	200 200 200 200 200
17 A	21	Saks Fifth Avenue	150 150 150 150 150
18 A	20	Rite Aid	100 100 100 100 100
19 +	1	Bornes & Noble	50 50 50 50 50
20 +	18	J.C. Penney	40 40 40 40 40
21 +	19	CVS	30 30 30 30 30
22 +	12	Kohl's	20 20 20 20 20
23 A	29	Old Navy	10 10 10 10 10
24 +	33	Target	5 5 5 5 5
25 +	32	The Home Depot	4 4 4 4 4
26 +	30	Staples	3 3 3 3 3
27 A	30	Marshalls	2 2 2 2 2
28 +	34	Gap	1 1 1 1 1
29 +	27	Macy's	0 0 0 0 0
30 A	32	H&M	-1 -1 -1 -1 -1
31 +	28	Dick's Sporting Goods	-2 -2 -2 -2 -2
32 +	29	T.J. Maxx	-3 -3 -3 -3 -3
33 +	25	Office Depot/OfficeMax	-4 -4 -4 -4 -4
34 +	31	Sears	-5 -5 -5 -5 -5
35 A	36	Walmart	-6 -6 -6 -6 -6
36 A	37	Kmart	-7 -7 -7 -7 -7

Very poor (0-40) Poor (40-60) Okay (60-70) Good (70-90) Excellent (90-100)

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Based on a survey of nearly 120,000 US online adult consumers, Forrester's CX Index measures and ranks more than 300 US brands across 21 industries to identify how well a brand's customer experience strengthens the loyalty of its customers. Of the 315 US brands ranked in 2017, 36 traditional retail brands were analyzed to determine how customers perceive their experiences and how CX drives loyalty. Key findings include that:

- PetSmart is ranked the number one traditional retailer in 2017. While its CX Index score did not increase, PetSmart jumped up from its fifth-place ranking last year due to other brands' scores decreasing, as well as its customers ranking it with the highest score for effectiveness in CX across all of the retailers measured.
- Average CX quality was down slightly, leading to several shifts in rankings: 20 retailers' scores declined and 15 increased. While these changes were minor and do not signal a profound shift in the industry, Rite Aid is the only brand that saw a significant increase – which was less than half of the biggest decliner's decrease in 2017.
- The top emotions that drive customer loyalty in traditional retail are feeling appreciated, respected and valued. For example, 91% of customers who feel valued plan to stay with the brand and 89% plan to spend more. This proves that emotion affects retailers' bottom line: a one-point improvement in a CX Index score can lead to an incremental \$244 million in revenue for big-box retailers.

[Contact us](#) to learn more about how Forrester's CX Index can help your business.

About Forrester's CX Index

Forrester's CX Index is the most complete and powerful CX tool in the market today. The CX Index gives businesses a deep and actionable understanding of the quality of their customers' experiences, competitive benchmark data so that business and technology leaders know how they

stack up against their peers, and the ability to model the improvements that will have the biggest impact on revenue.

For more information, please visit <http://forr.com/cxindex>.

About Forrester

Forrester (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We work with business and technology leaders to develop customer-obsessed strategies that drive growth. Forrester's unique insights are grounded in annual surveys of more than 675,000 consumers and business leaders worldwide, rigorous and objective methodologies, and the shared wisdom of our most innovative clients. Through proprietary research, data, custom consulting, exclusive executive peer groups, and events, the Forrester experience is about a singular and powerful purpose: to challenge the thinking of our clients to help them lead change in their organizations.

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