

Digital enhancements offer new touchpoints for customers + yield significant sales growth



Situation

Due to the pandemic and subsequent safety regulations for essential retailers, Tractor Supply Company understood they needed to shift how customers interacted with the brand.

To keep their edge in the competitive retail space, Tractor Supply implemented curbside service, providing customers with a new contactless option.



Insight

Location-level analysis showed curbside pickup quickly became the primary way customers interacted with the brand. Digging deeper into the data, the team discovered most issues with the curbside experience centered around communication—both internally among team members and externally with customers—regarding wait times upon arrival for pickup.

With SMG's research showing 3 out of 4 consumers planning to do their holiday shopping online, Tractor Supply was eager to make improvements on speed of service at this crucial touchpoint.

Action

- 01** | Invested in headsets for employees, providing more direct lines of communication
- 02** | Tested curbside drive-thru lanes + front-of-store customer service desk in select locations
- 03** | Updated mobile app to allow curbside customers to check in upon arrival
- 04** | Created dedicated pick-up locations + locker staging areas
- 05** | Reallocated labor leading up to holiday season

Results

3 quarters of triple-digit e-commerce growth

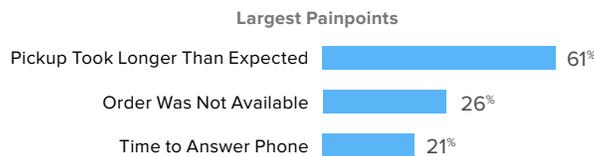
130% Comp sales YOY

+ 6 ppts OSAT after headset rollout

+ 4 ppts OSAT after BOPIS locker installation

- 2 ppts Problem occurrence after mobile app check-in launch

Data showed most issues with the curbside experience centered around speed + communication



This Top Partnership Insight was awarded to Tractor Supply Company in 2021