



RESEARCH BEST PRACTICES GUIDE:

# Better Customer Insights with Walmart Luminate



THIS IS NO NEW INSIGHT:

With great research comes responsibility.

**It's all or nothing.** To get the insights you need to make swift, informed decisions in the marketplace, you need to engage the right respondents with the right questions in the right way.

Get one part wrong, and it's all wrong.



A background image showing three people in a casual setting. On the left, a man with glasses and a beard is looking towards the center. In the middle, a man with a beard and a denim jacket is looking towards the right. On the right, a woman with curly hair is smiling and looking towards the center. The image has a purple overlay.

TIME FOR THE GOOD NEWS:

We have good stuff to share.

First, let's remind ourselves:

**1 Why to ask**

Then, as we write our surveys:

**2 How to ask**

And last, but farthest from least:

**3 Who to ask**

With **Walmart Luminate Customer Perception**, we're partnering with suppliers to show how it's all done. Leveraging **our verified, invite-only Walmart Customer Spark Community**, these brands are asking the questions that drive thoughtful, nonbiased responses—which, in turn, drive the same flavor of business decisions.

# Why to ask customers questions

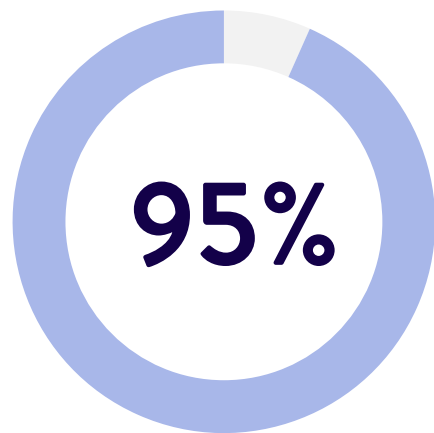
They're at the center of every great decision.

Putting the time and effort into engaging your customers can have dramatic impact.



## RESEARCH BEST PRACTICES GUIDE

## It's well known. Innovation comes with risk.



of new products fail<sup>1</sup>

# \$15MM

average cost<sup>2</sup> to bring  
a new product to market

## Q: So how do brands try new things with confidence?

<sup>1</sup> <https://www.inc.com/marc-emmer/95-percent-of-new-products-fail-here-are-6-steps-to-make-sure-yours-dont.html>

<sup>2</sup> <https://www.forbes.com/sites/loracecere/2013/12/11/new-products-more-costly-and-more-important/>



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## A: They humanize their data to create stories that guide innovation.



Opportunity

**Humanize the data**Special  
new idea

Asking real customers questions and drawing insight into their behavior allows you to go from abstract to **tangible**, from observations to **meaning**.

**The result?** A vivid story that can drive vision and collaboration between suppliers and merchants.

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## A story in action:



**“It’s cliché, but it’s true—we always start with the customer.**

Leakage protection has been the most important attribute in diapers and training pants for decades. What we heard from [our supplier] was **specific customer feedback... for why that’s important.** To hear why and what the customer cares about– you get an extra layer of insights that you wouldn’t get otherwise... **it forces us to go a layer deeper** – if this is most important, is it being communicated in packages? In our marketing? Before we heard that insight, it was like ‘great, so what’ – but **now we’re going to make sure we’re talking it.**”

– Chip Daugherty, Merchandising Director, Baby Consumables

# How to ask customers questions

Ready to discover your story?

How you design your questions up-front makes a big difference in the quality of your responses.





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## Don't make them read it twice.

### Why ask:

**Q.** You mentioned you are likely to host or co-host social gatherings / parties this summer. Thinking about what you might purchase to help you prepare for a social gathering / party this summer, which of these categories will you be most likely to purchase, and for each category, how will you be most likely to purchase, Walmart in-store, Walmart online, or Other (including purchasing at a retailer other than Walmart)?

### When you could ask:

**Q.** When you shop for summer parties, where will you purchase each of these items?

### Takeaway:

When you trim your question text, you lighten the cognitive load—and reduce the risk of losing your respondent's attention from here on out.

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## Use friendly terms.

### Why ask:

**Q.** How would you rate Walmart's eComm user experience relative to other mass merchandisers?

### When you could ask:

**Q.** How would you rate Walmart's online shopping experience compared to other large retailers?

### Takeaway:

Complex jargon can waste the energy of your respondents as they try to understand your language. Make sure you use common language to keep the focus on the answers.

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## Keep your answer choices simple.

### Why ask:

**Q.** How do you usually research heartburn/heartburn related products prior to purchase?

- Research online via laptop/desktop computer, buy in a store
- Research online via smart phone, buy in a store
- Research online via laptop/desktop computer, buy online (shipping/home delivery)
- Research online via laptop/desktop computer, buy online (pick up at the store)
- Research online via smart phone, buy online (shipping/home delivery)
- Research online via smart phone, buy online (pick up at the store)
- Research in a store by browsing aisles/shelves, buy online
- Research in a store by browsing aisles/shelves, buy in a store
- No research required, I shop and buy in a store
- No research required, I shop and buy online (shipping/home delivery)
- No research required, I shop and buy online (pick up at the store)

### When you could ask:

**Q.** Before you buy heartburn products, how often do you research them?

- Never    ☒ Not very often    ☒ Somewhat often    ○ Often    ☒ Very often



**Q.** Where do you do your research?

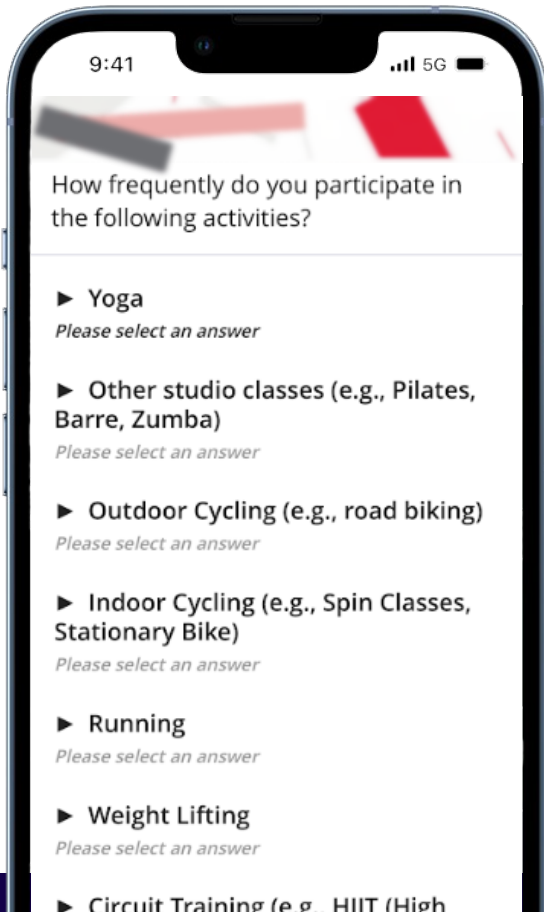
### Takeaway:

This much text would give anyone heartburn! If every detail in the answer choice structure is necessary, consider simple follow-up questions instead.



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# Don't get lost in the matrix.

*Actual Industry Survey*

## Why try to ask 20+ questions at once?

**Every one of these areas requires a tap, then reveals another five nested questions.** That level of complexity leaves respondents with more than they bargained for—and that means their attention (and your survey data) is at risk.

### Did you know?

Walmart Luminate Customer Perception limits matrix questions to five rows max for this reason.

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## Tie up your loose ends.

### Why ask:

**Q.** Please tell us about how often you like shopping at our store and what time you like to shop there.

### When you could ask:

**Q.** How often do you shop at Walmart?

- Less than once a month
- Once a month
- Once in two weeks
- Once a week
- Multiple times per week

**Q.** What time do you prefer shopping in-store?

- 6AM - 10 AM
- 10AM - 2PM
- 2PM - 6PM
- 6PM - 10PM
- 10PM - 2 AM
- 2AM - 6AM

### Takeaway:

Open-ended questions are best when you need creative responses. Since they take extra time to answer, try to limit yourself to four.

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## Keep it conversational.

### Why ask:

**Q.** For whom did you purchase a gift in association with the Mother's Day holiday that occurred in May of this year, 2022?

### When you could ask:

**Q.** Who did you buy Mother's Day gifts for this year?

### Takeaway:

The way you talk to respondents in surveys should match the tone of your brand – which is probably friendly and approachable.



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## Show empathy.

### Surveys take time and energy

Make sure to find little ways to keep your respondents engaged and make them feel “seen.”

When *you* show that you care about their experience, *they* are more likely to care about what they put into their responses.

**Thank you for your attention!**

**We're about halfway through!**

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## Avoid playing follow the leader.

### This is leading:

**Q.** Do you consider yourself a person who likes to try new things?

**Q.** How likely are you to try our new hot meal service at Walmart?

**Q.** How likely are you to buy chicken soup when you use our new hot meal service at Walmart?

### Takeaway:

In this example the order of questions predisposes the respondent to answer favorably to a new product concept.

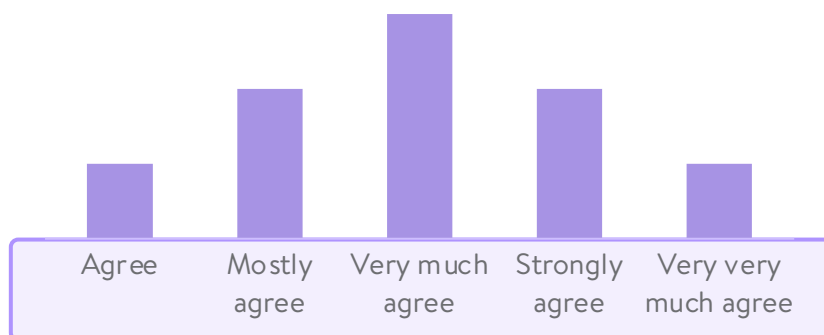
People are likely to respond “yes” to the first question, which influences their likelihood of saying “yes” again to questions two and three.

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## Use balanced scales.

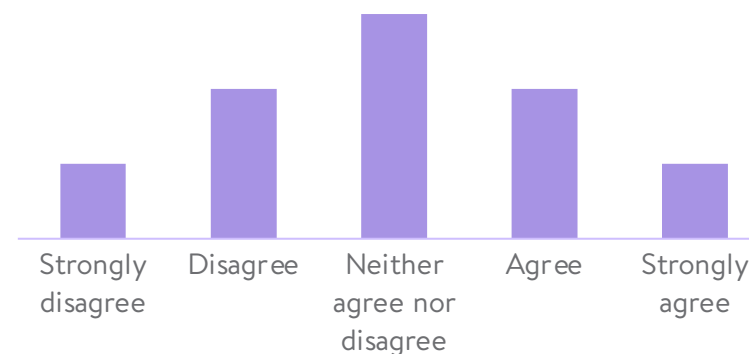
### Why ask:

**Q.** Please evaluate the following statement:  
“I would purchase this product over similar products.”



### When you could ask:

**Q.** Please evaluate the following statement:  
“I would purchase this product over similar products.”



### Takeaway:

The example on the left signals 100% panelist agreement, but this is obviously misleading data. Paying close attention to the quality of your answer scales will give you better insights.



# Who to ask

**The who is just as important as the how.**

To get the best data from your questions,  
ask them to the right people.  
Quality respondents yield quality data.





Up to

30%

of online survey  
data is fraudulent<sup>1</sup>

That means it comes from



*Speeders*



*Cheaters*



*Bots*

These agents abuse the system to receive incentives while providing misleading data.

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# Introducing the Walmart Customer Spark Community.

How we solve the industry's biggest problem:



### AI Recruiting – Invite only

Our proprietary AI ensures a wide array of customers to build transactional, behavioral, and demographic diversity.

### Proven transaction history

Every community member has a history of traceable transactions that verify their shopping behavior and help with targeting.

### Double opt-in

Community members join through a two-step sign-up process with transparent expectations.

### Full frequency control

Community members can set limits on how often they are engaged, keeping burn-out low and sentiment high.

A woman with glasses and a braid, wearing a grey and maroon baseball-style shirt, is smiling in the foreground. In the background, a man and a woman are working in a garden. The scene is set outdoors with green plants and a white fence under a bright sky.

# We put the power of “who” to the test.

We deployed the same survey to **two panels** of 200 respondents each.

Panel 1:  
**Walmart Customer  
Spark Community**

Panel 2:  
**Industry-leading panel**

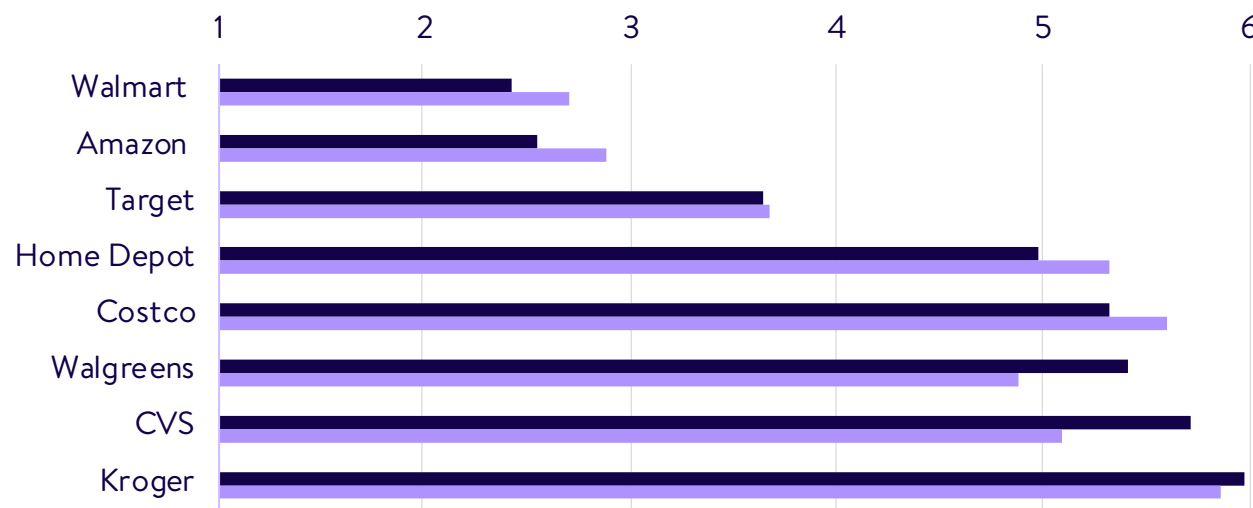
## Here's what we found.



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# Ask real customers.

**Q.** Who is your favorite retailer? (1 = Most Favorite 8 = Least Favorite)



This question is from surveys that were conducted on separate occasions by Walmart and the 3<sup>rd</sup> party panel company.

Respondents from the industry-leading panel did not know this was a Walmart survey.

■ Walmart Spark Customer Community  
■ Industry-leading panel

### Takeaway:

The Walmart Customer Spark Community is not just a Walmart fan-club. Our respondents shop other retailers as well.

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# Ask customers who give real answers.

Across all questions

	Walmart Spark Customer Community	Industry-leading Panel
Avg. number of characters per response	<b>87 characters</b>	<b>35 characters</b>
Number of responses of three words or less (e.g. "it's okay")	<b>32 responses (16%)</b>	<b>91 responses (45%)</b>
Number of gibberish responses (e.g. "blahfhdind")	<b>0 responses (0%)</b>	<b>21 responses (10%)</b>

## Takeaway:

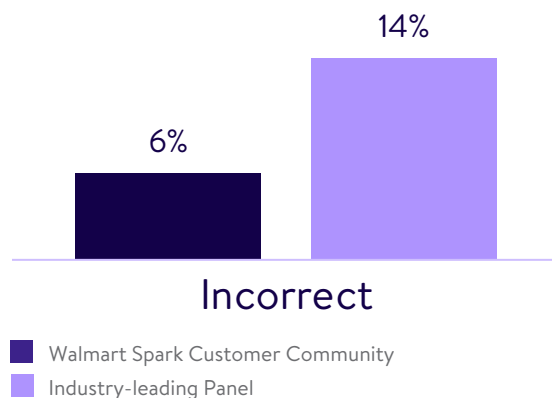
The Walmart Customer Spark Community has more engaged respondents that provided more thoughtful content and no “throw away” responses.

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## Ask customers who take their time.

Q. Which of these are states?

- California
- Texas
- Florida
- Tooth
- None of these



Average survey completion time

Walmart Spark Customer Community

**6 min 29 sec**

Industry-leading Panel

**2 min 34 sec**

### Takeaway:

The Walmart Customer Spark Community is more engaged on average than other industry leading panels. Our respondents typically spend 2.5x more time on answering questions.



THANK YOU FOR READING!

We saved one leading  
question for last:

Want to learn more about how  
we're bringing survey best practices  
to life with our **Walmart Customer  
Spark Community**?

Request a quick demo at

[walmartdataventures.com](https://walmartdataventures.com)