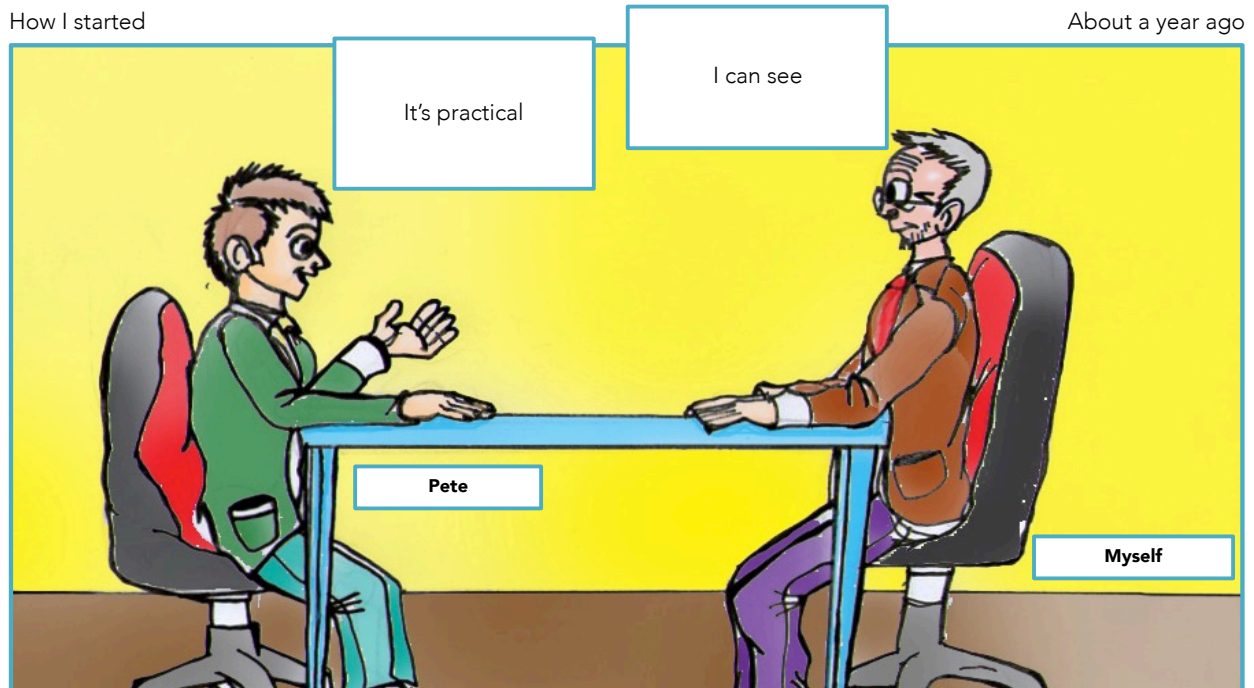


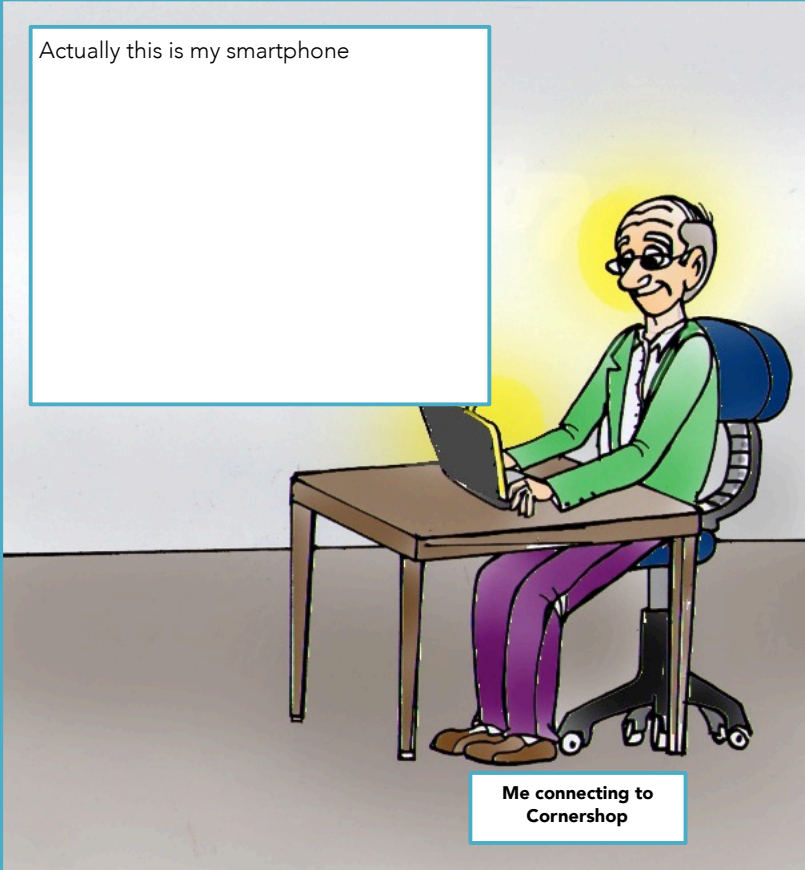
Introduction

Claudia is the young owner of a coffee shop. She also waits on customers and strives to provide a good service. She is a frequent Cornershop user and therefore, she is a “Pop” customer (i.e., the delivery of her purchase of \$28 or over is free).



My friend Pete told me he used an app to order purchases. Initially I was wary about other people doing shopping for me. But he let me use his account to make an order. I could check that it worked very well and so, I created my own Cornershop account.

Placing an order



Actually this is my smartphone

I started to use it. At the beginning, I only shopped at supermarkets. But then, I was adding other businesses. Now I use it almost every day.

Whenever I need something over \$28 (so that the delivery be free), I connect to the app and place my order.

I do it by phone...I have no time to do it by computer.


My orders may be from different stores. Not all stores of a given type work the same. For instance, for supermarkets, I prefer "Leader", but if it does not have my product, I choose "Jumbo". "Jumbo" is not very convenient because there is a charge for the service; besides, the price through Cornershop is not the same than the price in the physical supermarket (it is higher).

Concerning other items, I like "Home and Ideas". From drugstores, I prefer "Salcobrand" (there is also "Pricerite Pharmacy").

Me connecting to Cornershop

3

Choosing stores



Food for my puppy...

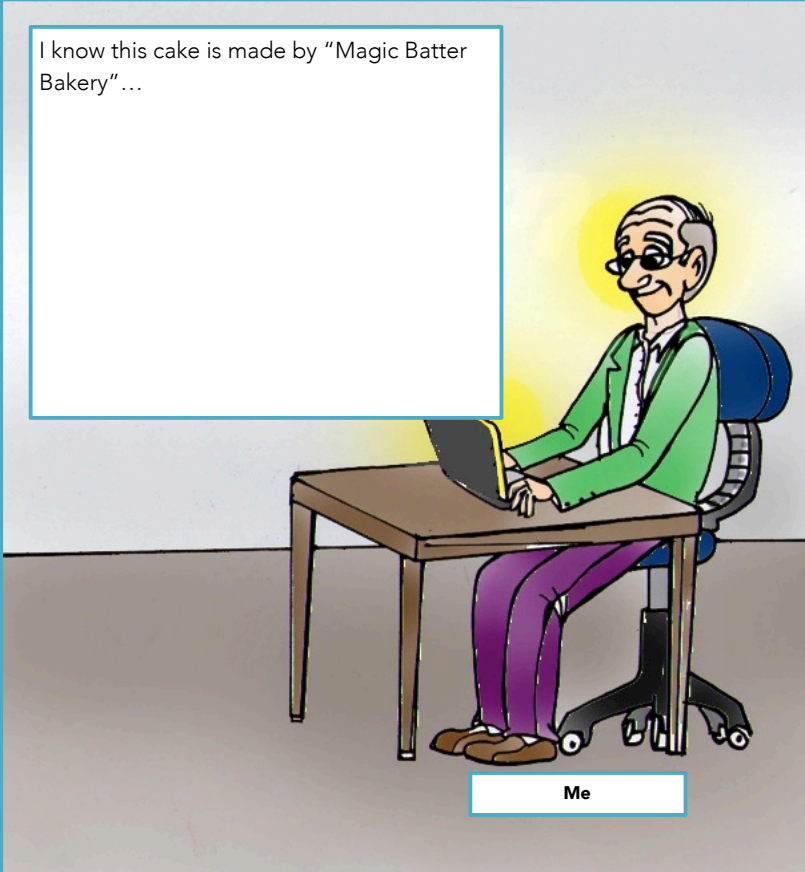
Sometimes, choosing a store is a bit tricky. For instance, when I need to buy food for my pets (cat and dog), I check prices in two specialised stores. It may also happen that the needed product is not available in one of the stores, but there is stock in the other one.

Me

4

Ordering

I know this cake is made by "Magic Batter Bakery"...



Me

When I order products, I drop them in the Cornershop cart.


It may occur to me to ask for something which is not in the catalog. For instance, I buy pastries from "Magic Batter Bakery". Now they do not offer a chocolate/orange cake, but I may make a request (I don't know its price). The shopper will call me and then I will know availability and price.

5

Customers arriving to my coffee shop

Claudia, could you sell me coffee filters?

You need to wait a while, but I'll get them for you. I'll let you know by phone when I have them



Satisfied customer

Me

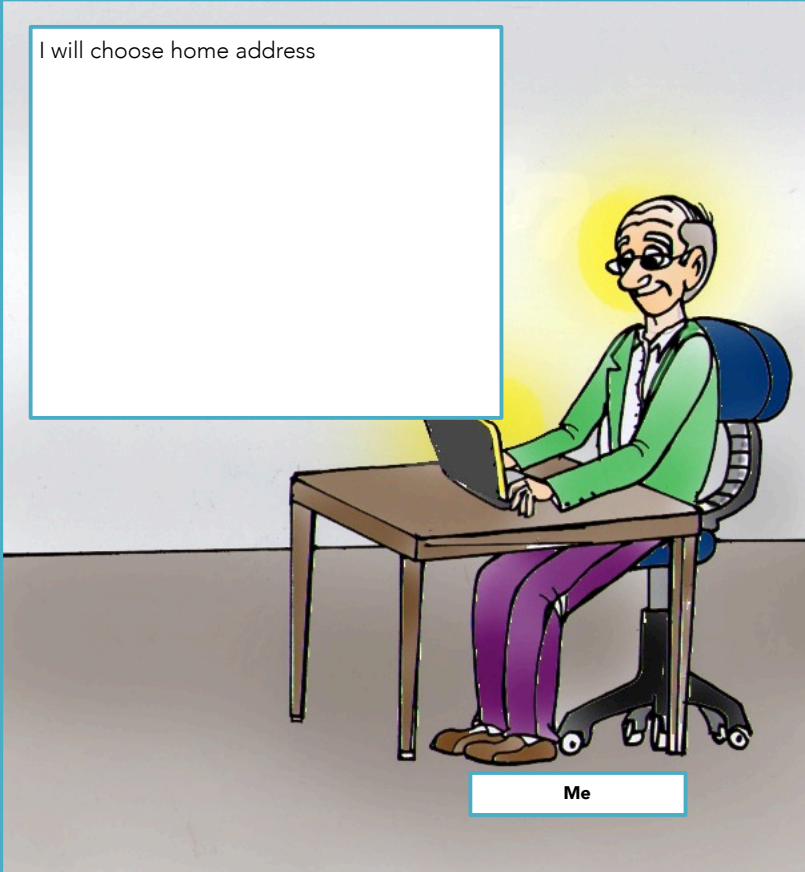
Sometimes a customer comes to my coffee shop and asks something I do not carry. Then I order it by Cornershop and let the customer know when it arrives.

In those cases, I request quickest delivery. Sometimes the system gives me 60 minutes delivery, and I choose it. In other cases, it gives me less than 90 minutes. I always add something else, so the delivery is free.

In these cases of customers' special requests, I do not make money, but I give customers a good service.

6

Choosing delivery address



I will choose home address


Now I have to choose delivery address. I choose either the coffee shop address or my own home address.

I can also give special instructions, such as: "if the bell for my apartment does not have an answer, please leave the package with the building receptionist".

Me

7

Payment



This is an order for the coffee shop

I use one of the three credit cards I have stored in Cornershop. One is for the coffee shop, a second one for my personal purchases, and the third card is for my home purchases.

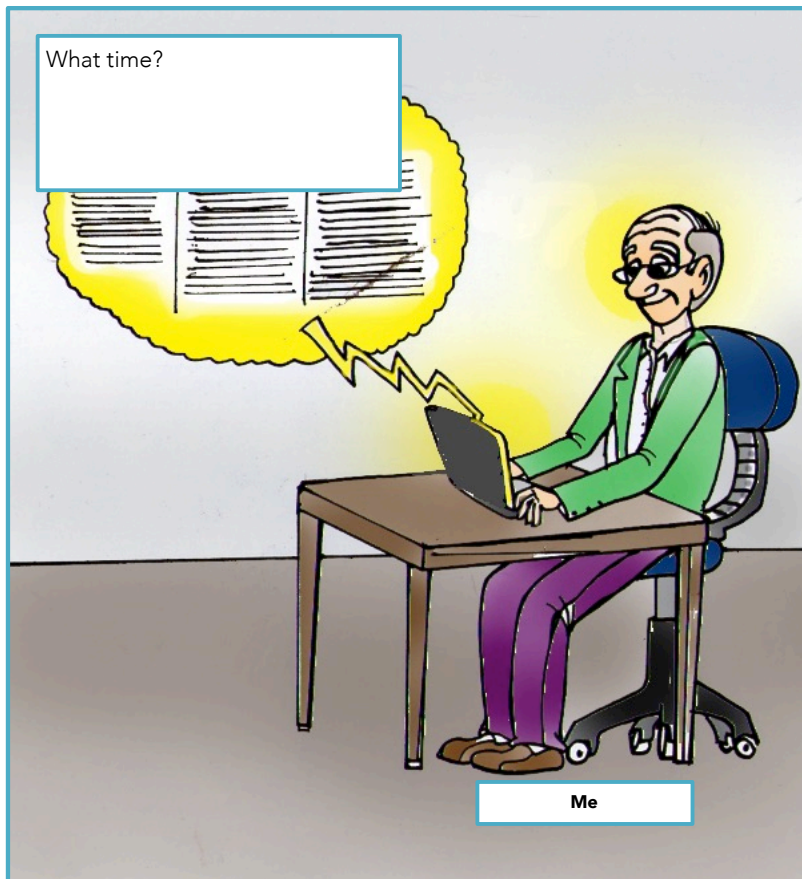
That is how I keep my expenses clearly separated.

Cornershop makes an initial charge once they receive my order. A supplementary charge is made once the order is completed after the shopper calls me.

Me, choosing card

8

Delivery time



Now I must choose the delivery time. Generally, I choose as soon as possible. However, when I order purchases for home, I schedule delivery so that I make sure to be at home (e.g., at 20:00).

When I place an order late at evening, many other people are also ordering and thus, the system typically offers delivery for next day. In such a case, I do NOT order and I try again a bit later. Maybe a shopper becomes available, and I get delivery the same evening. I usually succeed with this tactics, but not on Sundays!

One thing I do not like is that the first delivery in the morning is at 10:00, which is too late for me, but I understand. Many stores open relatively late.

9

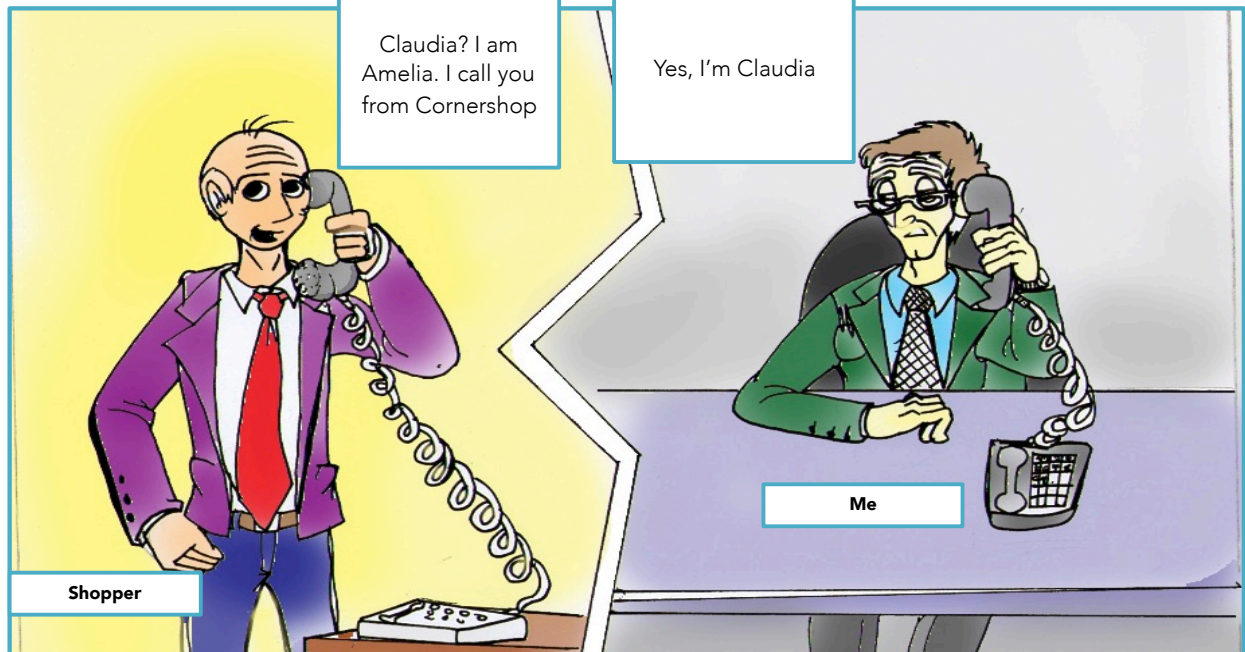
Waiting



I wait for the shopper's call. They always call, even in the case there is stock for everything I ordered.

10

Shopper's call



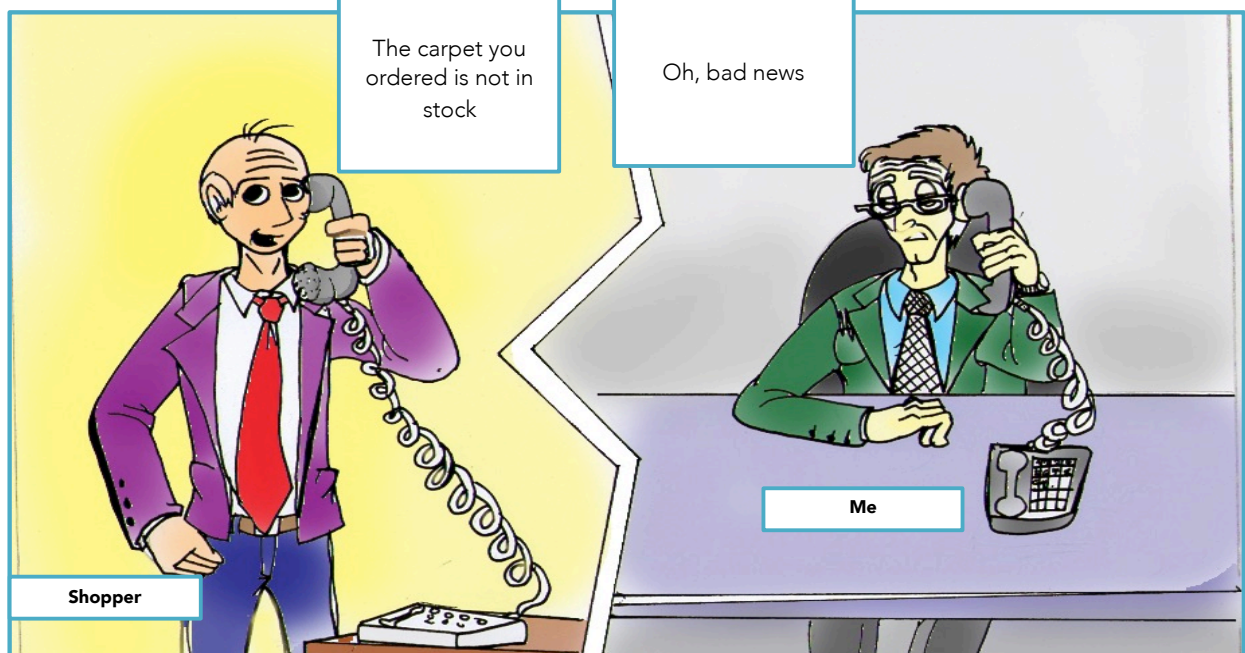
The shopper calls. She reports the items she didn't find, and which I can replace with other items, or not. She reports also on items that I requested but were not in the catalog; she tells me if she found them or not.

Finally, she asks me if I want to add anything now. Referring to the order from "Magic Batter Bakery", I can add now a small butter cake, for example.

Once I'm satisfied, the order is closed. Then they compute the second charge they will make to my credit card.

11

Difficult cases



The products replacement is not easy in some cases. For instance, once I ordered a certain rug from "Home and Ideas". The shopper told me he could not find the one I specified, so, he offered an alternative one. But I wanted to SEE it. Cornershop does not allow the shopper to send a picture. Therefore, I had to give the shopper my phone number "outside" the app. Then he sent me a picture of the possible replacement. Then, I could accept or reject. In the actual case, I ordered the replacement.

Of course, giving the shopper my phone number threatens my privacy, but I took the risk.

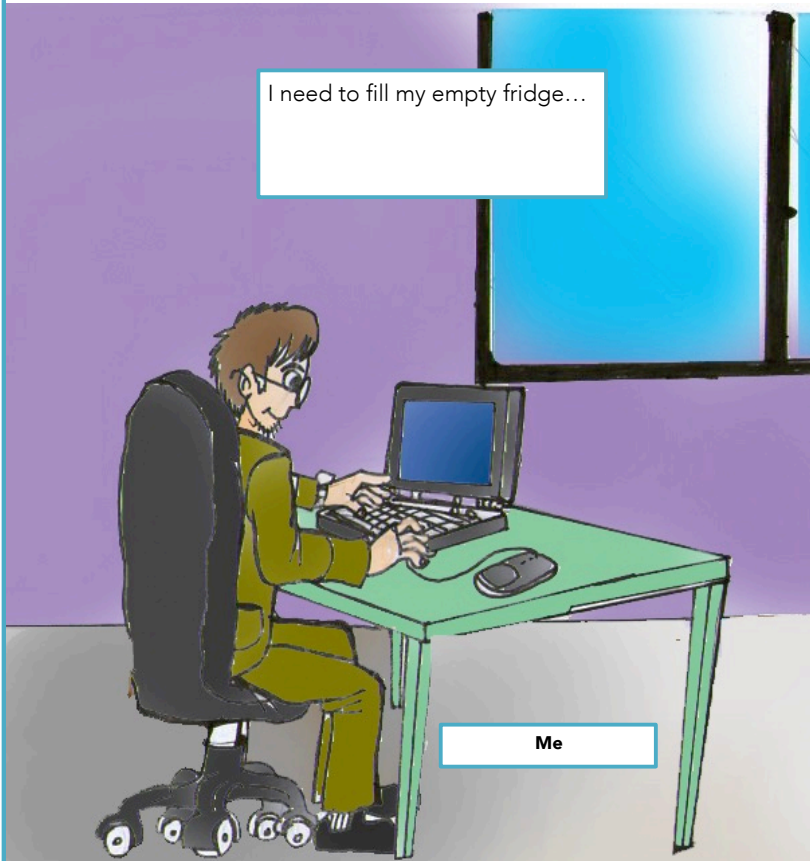
12

Introduction

Angela is a young journalist. She is married, mother of two girls. She does not have much time available to do shopping. That was the main explanation of why she became a Cornershop customer... She is a “pop” customer (i.e., she gets free delivery if the purchase value exceeds \$28). She uses the service about once a week.

Ordering

At least once a week



I need to fill my empty fridge...

Me


I enter the Cornershop app and the first thing I do is to rate my previous assigned shopper (stars and comment). It is required. I always give very positive ratings.

My purchases are from a supermarket. I always choose “Leader” because it is less expensive.

The app displays the products I have recently ordered and that makes the ordering easy and efficient because I buy mainly the same products all the time.

I drop the products in the virtual cart, indicating units. I can also make some specifications, such as “avocados must be ripe”.

Once in a while I look at the cart contents to check the total expense so that I get free delivery. In a few occasions I buy less than \$28, but I always try to exceed that amount.



Let's see. It tells me I will have my order delivered within 60 minutes

The payment method and the delivery address are always the same.

Concerning delivery time, I prefer delivery within 60 minutes, if available. Otherwise, 90 minutes is fine. In a few cases, the next delivery is for the following day; I accept it.

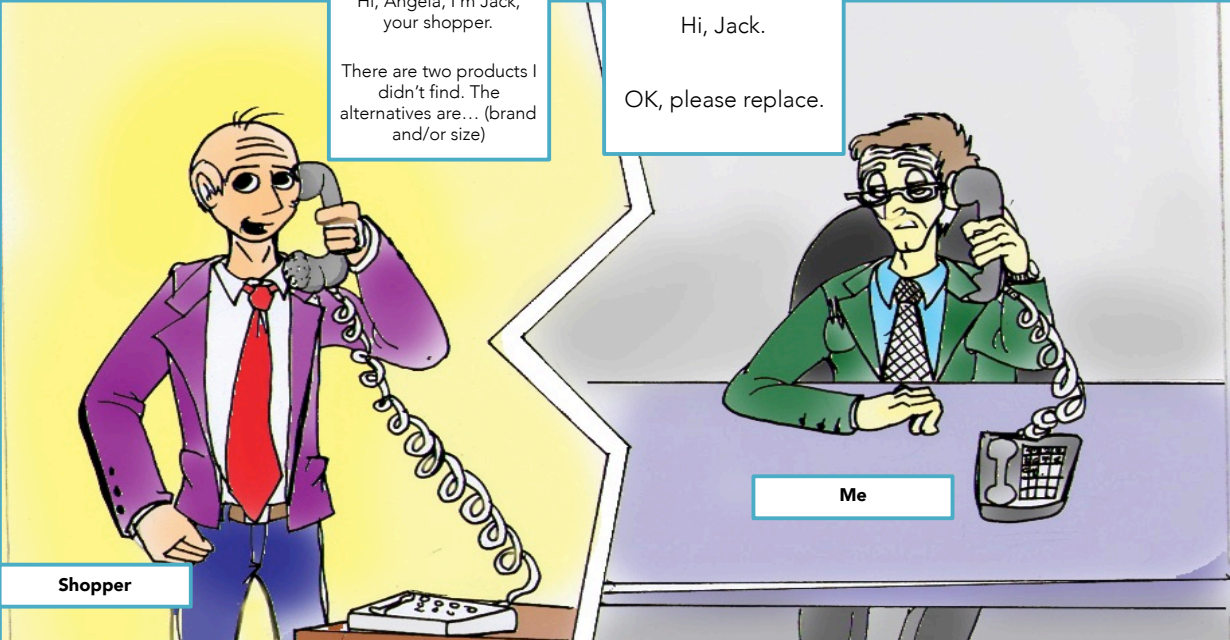
Then I am offered promotions (products with a reduced price), but I never accept them.

I press the "pay" button.

Me

3

I wait for the shopper's call



Hi, Angela, I'm Jack, your shopper.

There are two products I didn't find. The alternatives are... (brand and/or size)

Shopper

Hi, Jack.

OK, please replace.

Me


Just a few minutes thereafter

I generally accept alternatives, except in personal special products, such as shampoo.

The shopper then asks me if I want to add anything else and I frequently say no. If I add anything, they do not call me again; the shopper just improvises. Some time ago, I asked for a little bag of salt, but they brought me a large one... however, I accepted it.

4

Delivery



Angela, your order is here

OK, thanks!

Person doing the delivery

Me

They are always on time. They bring purchases to my front door, which is very convenient in case of heavy items, such as as milk boxes. If I schedule delivery time within a range (e.g., 18:30 a 19:30), they always deliver at the start of the range (e.g., 18:30). There was a late delivery just once, but it was all my fault, since I had not updated my address when I moved to another apartment: I remember they went to my old address, they called me, I gave them the new address and they arrived late; in that case, I apologised and of course, I didn't ask for one free delivery (which they do whenever they deliver later than the promised time).

Just once I did not receive the bread I had included in my order. The shopper did not say anything during his call, but they gave me the corresponding value in "Cornershop dollars" (money I could use the next time I ordered).

There is a chat service in the app for any question or complaint; they reply very quickly.

5

End



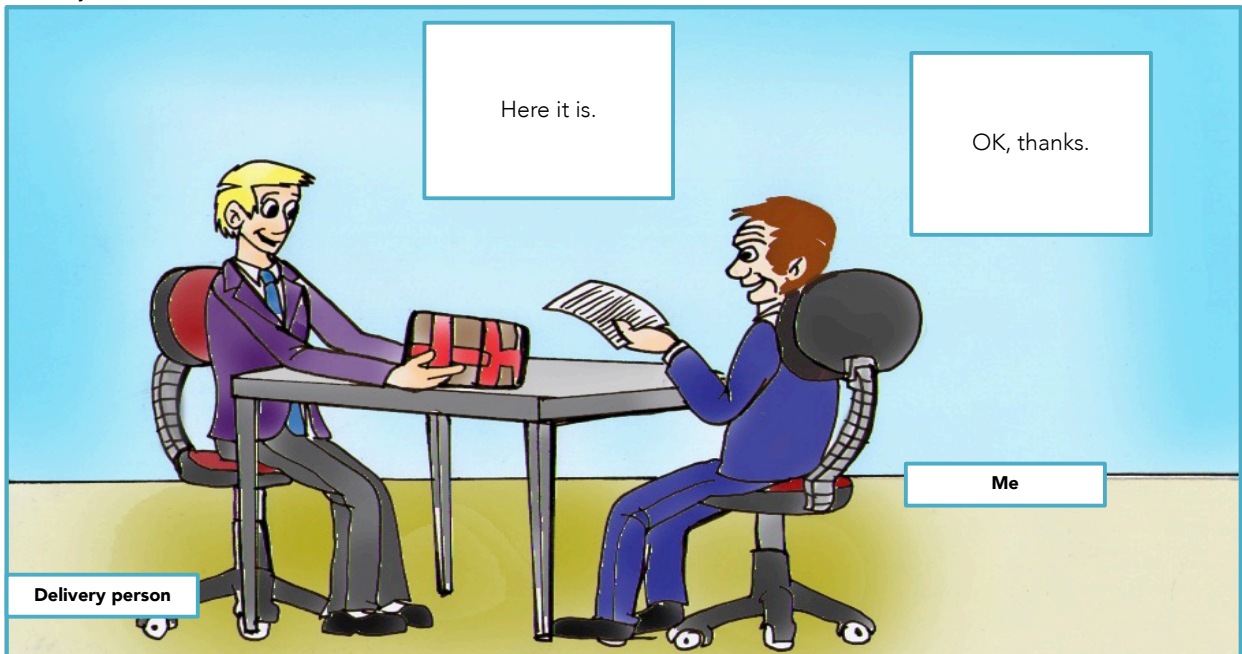
I'm a Cornershop fan!!!!
Something less to worry about....

Done

Me, at home

6

Delivery



Finally, the package arrives. Once in a while, there is a problem with the contents. For instance, once I purchased a few small garbage bins. I thought they would include a pedal, but they didn't. So, in the same platform, I stated a complaint. They had an efficient service: they sent me a mail message offering refund or exchange for another product.

Another problem may be that the contents of the delivery package may not contain something. One reports it and they reverse the corresponding amount in the credit card.

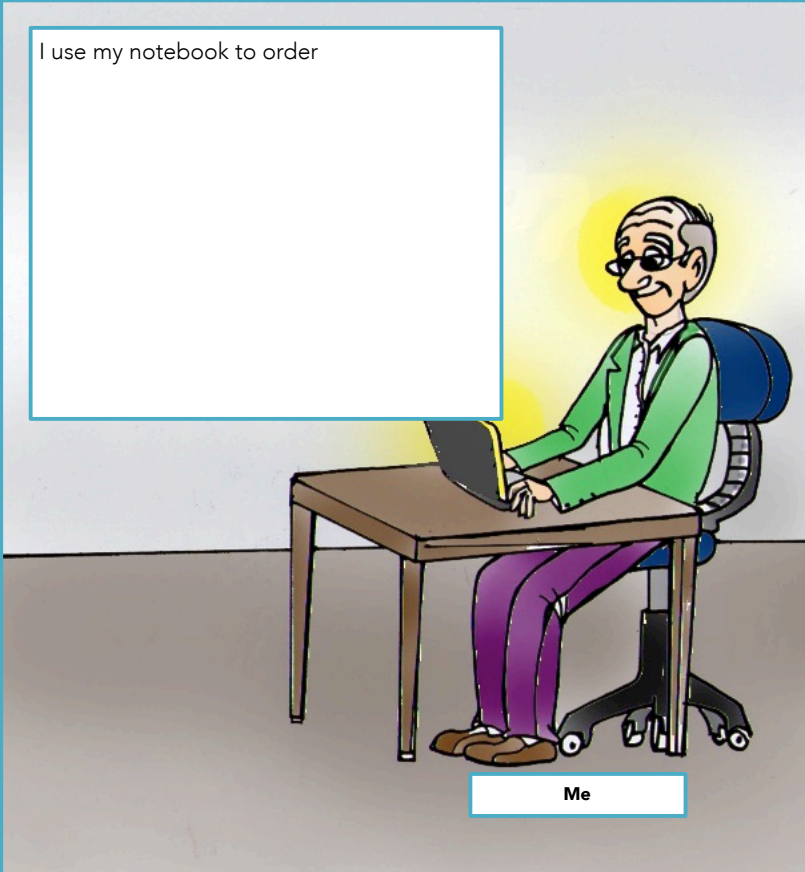
Ready



Introduction

Charles is an independent architect. He is married to Audrey; they have three children (who are married in turn) and three grandchildren. He and Audrey live alone. He uses Cornershop not too often and he is not a “pop” customer (free delivery if purchase is over \$28), since this feature has an annual cost of \$85.

Why Cornershop



I use my notebook to order

My oldest daughter recommended Cornershop to me.

I use Cornershop because of its convenience: on a certain Saturday after lunch I am relaxed at home listening to some music, but Audrey tells me we need some groceries to prepare tea. She forgot to go to the supermarket and now she asks me to go...

Instead of physically going, I login to Cornershop and thus I can continue listening music...

The truth is that the delivery cost is extremely low compared to the fuel I'm going to spend if I go by car, plus the parking expense, plus the extra money I will spend in things I do not need, plus my own time.

Me

Items to be ordered



Almost always I order from "Leader", but occasionally I use "Jumbo" (which is a bit more expensive) when "Leader" does not carry the product I want to order.

I like certain brands and do not accept alternatives.

When ordering, I drop products to the virtual cart. When ready, I check the cart and that's it. Everything is very easy.

3

Payment, delivery address, time



The payment method is the same credit card I normally use and the address is as always: my home. So, I do not care about these issues.

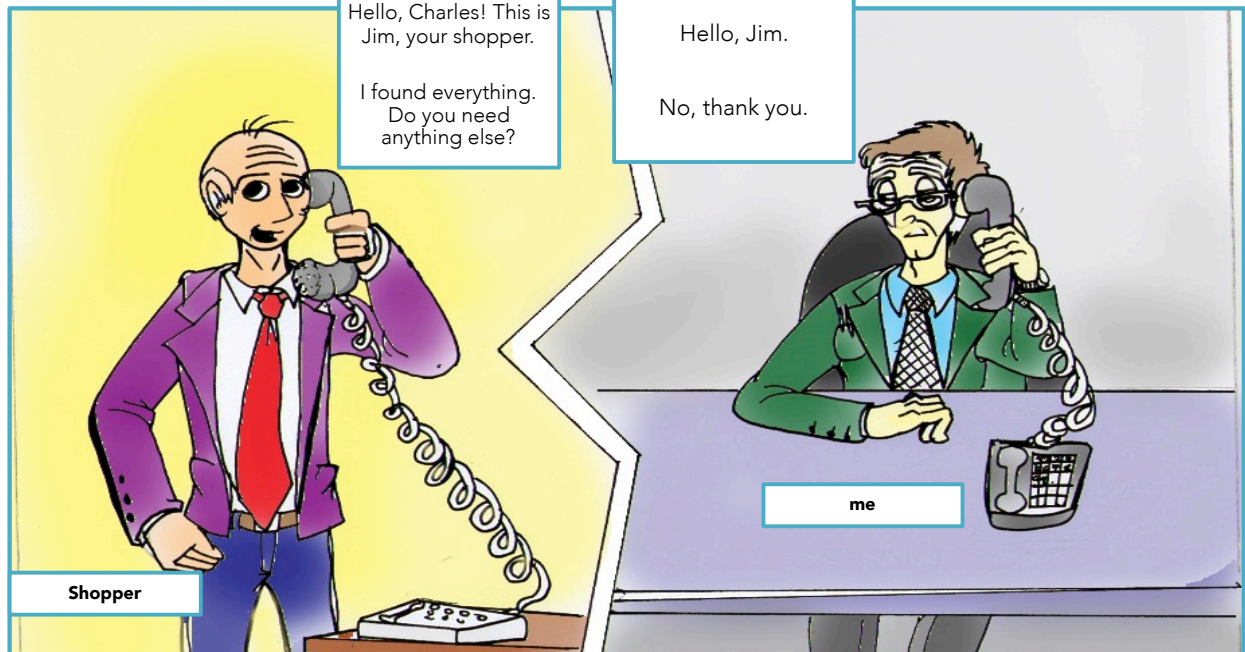
The delivery time I choose is less than 60 minutes if the system offers this option. If it does not, many times I cancel the order because it is not convenient anymore, and then I physically go shopping.

I press the "buy" button.

4

Waiting for the shopper's call

This happens within a few minutes...



If there is no stock of something, then I typically do not accept replacements they offer me if that means another brand. If the change is because size of the packaging, I generally accept.

5

Delivery

Within 60 minutes from ordering



Generally they deliver within 60 minutes. A couple of times they have been just a little late, which is good because then the next order has free delivery.

Sometimes I have had a problem with the delivered items. Once I made a mistake with bread. I had asked French rolls and I chose "2" in the lower part of the page, thinking in "pounds", but they were "units", so we had very little bread for tea time... It was embarrassing to give explanations to our guests; fortunately they were two of my children and their spouses, so I hope they forgave me...

6

Order reception



In other cases, I don't "exactly" know what Audrey asks me to buy. But this is something that also happens when I physically go shopping to the supermarket. It isn't Cornershop's fault, but myself's.

Anyway, I know that in case of a problem which I can assign to Cornershop, I can ask them, and they quickly solve it...

7

End



I think I will recommend it.

8