



Conniburrow Reset Trial

Background

BP was planning a refurbishment of one of their forecourt sites at Conniburrow, Milton Keynes, in November 2009 with a view to roll out the revised store format across the UK.

Research Objective

To evaluate the strengths and weaknesses of the Conniburrow new layout trial from a shopper perspective, and identify opportunities to further improve the customer experience in store.

Methodology

Face-to-face shopper exit interviews were carried out between 7am-10pm, Monday to Sunday at the Conniburrow store. Interviews took place both Pre and Post trial with the same set of questions used to allow for comparison.

- 8th-14th November - 256 shoppers interviews
- 7th-13th December - 392 shoppers interviews

Conclusions were then drawn by comparing pre vs. post trial shopper feedback and by comparing Conniburrow shoppers' feedback vs. Connect shopper feedback from the Convenience Tracking Programme (CTP). CTP is based on face-to-face exit interviews with 583 BP Connect shoppers in March 2009.

Topic Areas Addressed

- Promotional awareness and penetration
- Barriers to purchase
- Shopping experience based on ratings for;
 - Availability
 - Range
 - Appearance
 - Ease of shop
 - Speed of service
 - Look and feel
 - Overall customer service & general shopping experience
- Likelihood to recommend to friends and to shop here again
- Brand awareness and opinions
- Store innovations