Tata Shop Share Smile

28 Responses   **30:31** Average time to complete   **Active** Status
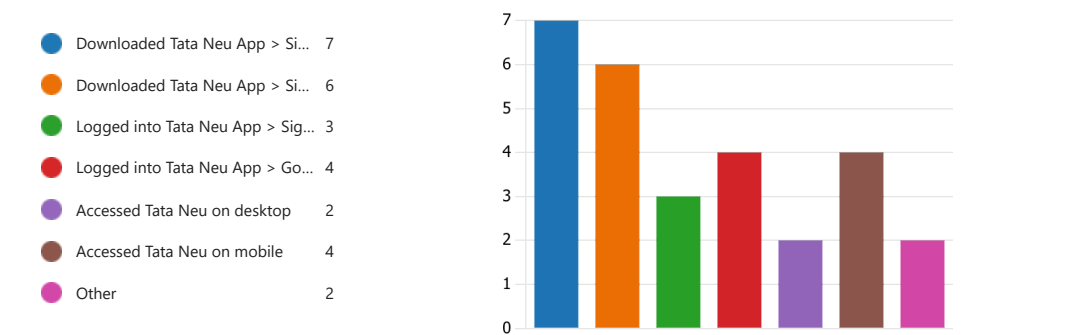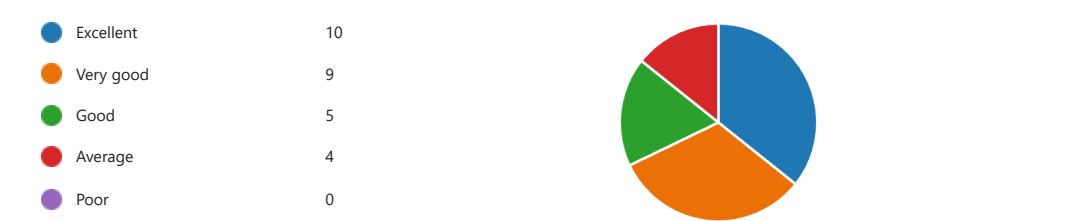
1. Name

28
Responses

Latest Responses
"Vipul Malpani"
"monideep"
"Avdhut Pandhar"

1 respondents (**4**%) answered **Ranier Lemos** for this question.

Harsh Patel
Prathamesh Kirtane   **Ekansh Chaudhary**   **Krutarth Amin**
Vipul Malpani **Hari Raja** **Ritwika Dubey** **Deepam Sahu** **Sushanta Sen**
Anukrati bagherwal **Ranier Lemos** **Sakshi Moun**
Davidson Mohanty **Chittaranjan Jena**
Sundara Jayashree Mishra
Saurabh Bhargava **Naveen Dhapalapur** **Prashant Sharma**
Avdhut Pandhar

2. Please enter your official email ID

28
Responses

Latest Responses
"vmalpani@tataunistore.com"
"monideep@titan.co.in"
"apandhar@tataunistore.com"

3. Select the steps you took to sign up on TSSS on Tata Neu?

● Downloaded Tata Neu App > Si...	7
● Downloaded Tata Neu App > Si...	6
● Logged into Tata Neu App > Sig...	3
● Logged into Tata Neu App > Go...	4
● Accessed Tata Neu on desktop	2
● Accessed Tata Neu on mobile	4
● Other	2

4. How would you describe your sign up experience?

● Excellent	10
● Very good	9
● Good	5
● Average	4
● Poor	0

5. What did you like about the sign up process? (select multiple)

●	Easy to understand	12
●	Quick process	15
●	Seamless process	10
●	Other	2

6. What did you dislike about the sign up process? (select multiple)

●	Process was difficult to understa...	2
●	Too many actions	0
●	Did not get OTP	0
●	My official domain was not liste...	0
●	App was slow	0
●	Other	3
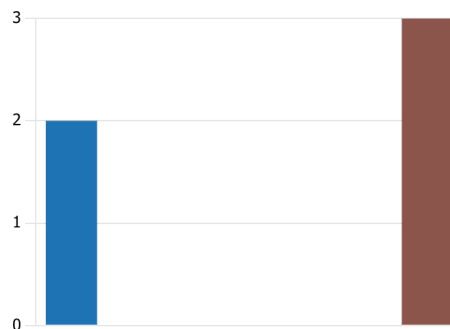
7. What are the top 3 things you noticed on the TSSS homepage on the app? (select multiple)

●	Wide range of Tata Brands acces...	23
●	Key offers from Tata Motors / Cr...	15
●	Search bar	9
●	Chatbot	0
●	Virtual Membership ID card initi...	12
●	Other	1
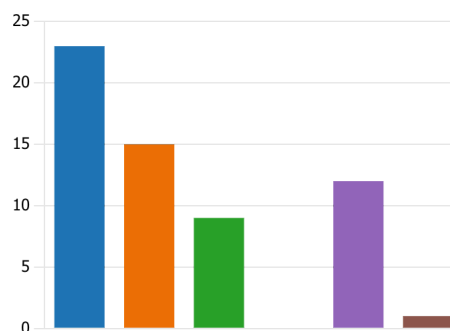
8. Was it easy to navigate to your favourite brands and offers?

●	Yes	25
●	No	3

9. Can you please help with the reason?

●	I couldn't find what I was lookin...	0
●	App was slow	2
●	Too many steps	0
●	Clicked but landed on a wrong ...	0
●	Other	1

10. Did you explore the virtual ID card function?

🔵	Yes	8
🟠	No	20
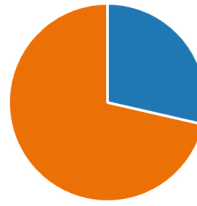
11. How was your experience?

8
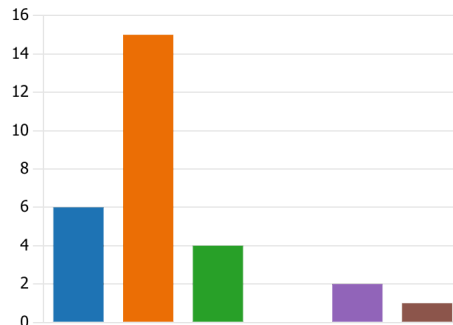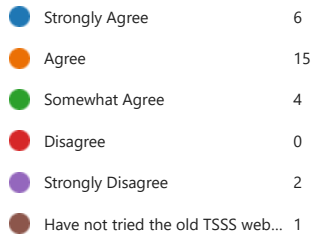Responses

Latest Responses

*"Unable to complete profile creation as the Self Picture option wasn't worki...*

"Good"

4 respondents (**50**%) answered **good** for this question.

upload picture **profile creation** **physical**
D card **good** **Picture option**
Starbucks d **Self Picture**
selfie was difficult gallery option **hassle**

12. Was your homepage experience on Tata Neu app/website better than current TSSS website (sss.tatacliq.com) homepage?

|		
🔵	Strongly Agree	6
🟠	Agree	15
🟢	Somewhat Agree	4
🔴	Disagree	0
🟣	Strongly Disagree	2
🟤	Have not tried the old TSSS web...	1

13. What did you like about the TSSS homepage on the Tata Neu app/website vs the homepage on the TSSS website, regarding visual appeal?

🔵	Page design	5
🟠	Look and feel	20
🟢	Images	1
🔴	Iconography	1
🟣	Language	0
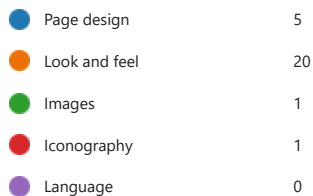
14. Which brand offer did you seek to find?

🔵	Tata Motors	5
🟠	Tata Housing	2
🟢	Croma	12
🔴	Tanishq	6
🟣	Starbucks	12
🟤	IHCL	15
🟣	bigbasket	10
⚪	Tata 1mg	5
🟡	Tata CLiQ	8
🔵	Tata CLiQ Luxury	5
🔵	Other	7
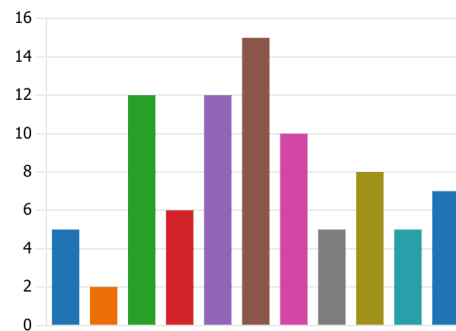
15. How did you try to find the offer?

🔵	Search bar	4
🟠	Category Section	10
🟢	Brand Wall	10
🔴	Banner on Homepage	4
🟣	Other	0

16. How would you rate your browsing experience?

🔵	Excellent	6
🟠	Very good	13
🟢	Good	8
🔴	Average	0
🟣	Poor	1
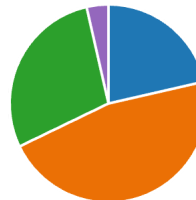
17. What did you like about this journey? (select multiple)

🔵	Finding the offer was easy	7
🟠	Landed easily on offer page	8
🟢	Browsing was quick	15
🔴	Other	0
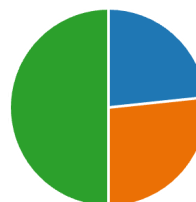
18. What did you dislike about finding the offer?

🔵	Search	2
🟠	Category selector	3
🟢	Brand wall	2
🔴	Banner on Homepage	0
🟣	Other	2

19. What did you dislike about finding the offer through search route?

- 🔵 Showed no results   0
- 🟠 Showed incorrect results   1
- 🟢 Results were loading slowly   1
- 🔴 Other   0
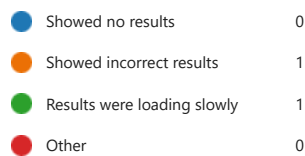
20. What did you dislike about finding the offer through Category selector route?

- 🔵 Was too complicated (too many...   2
- 🟠 Relevant category was not visible   0
- 🟢 Clicked but was not taken to off...   0
- 🔴 Was too slow   1
- 🟣 Other   0
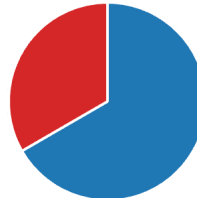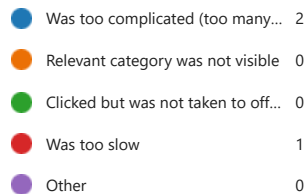
21. What did you dislike about finding the offer through brand wall route?

- 🔵 Brand logo was not clickable   1
- 🟠 My brand of interest was not pr...   0
- 🟢 Other   1
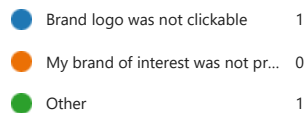
22. What did you dislike about finding the offer through homepage banner route?

My brand of interest was not pr...   0

Banner was not clickable   0

Other   0
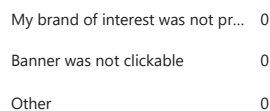
23. State True / False for the following?

■ True   ■ False

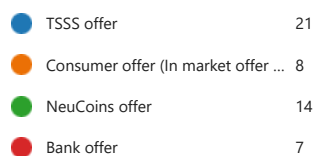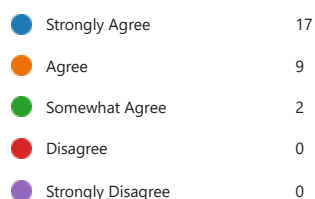|	
It was easy to browse and pick up details on offer page	
It was easy to access the offer validy and T&Cs	
The information on how to redeem the offer was enough to understand the redemption process	

100%   0%   100%
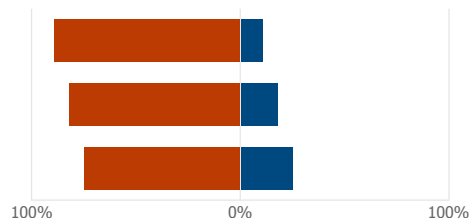
24. Which of these parts of the offer were you able to identify?

- 🔵 TSSS offer   21
- 🟠 Consumer offer (In market offer ...   8
- 🟢 NeuCoins offer   14
- 🔴 Bank offer   7
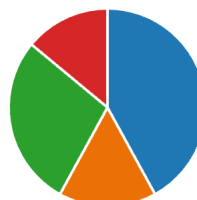
25. How would you rate the improvement in terms of finding the offer versus your experience on the current TSSS site?

🔵 Excellent	5
🟠 Very Good	11
🟢 Good	8
🔴 Average	2
🟣 Poor	0
🟤 I have not used the current TSSS...	2
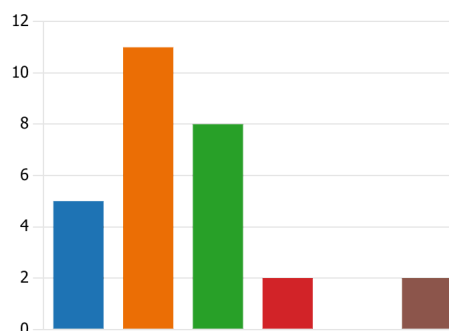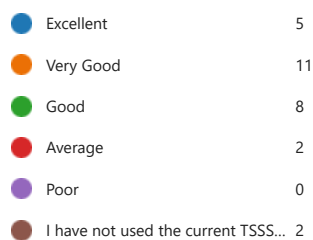
26. Would you be willing to use TSSS in future when purchasing from a Tata Brand?

🔵 Strongly Agree	17
🟠 Agree	9
🟢 Somewhat Agree	2
🔴 Disagree	0
🟣 Strongly Disagree	0

27. Which brand were you planning to purchase?

🔵 Tata Motors	5
🟠 Tata Housing	1
🟢 Croma	10
🔴 Tanishq	4
🟣 Starbucks	10
🟤 IHCL	11
🟣 bigbasket	8
⚫ Tata 1mg	5
🟡 Tata CLiQ	6
🔵 Tata CLiQ Luxury	2
🔵 Was not planning to buy anything	6
🟠 Other	5
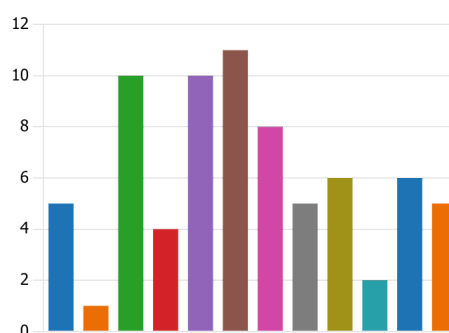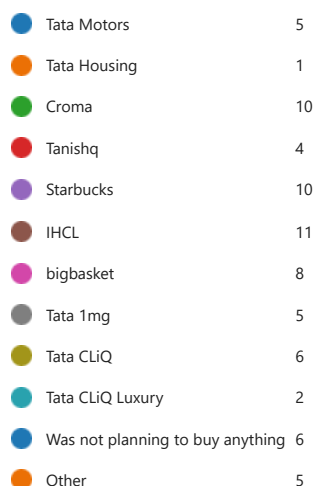
28. Did you complete your purchase?

🔵 Yes	4
🟠 No	24

29. Any particular reason, you were not able to complete your transaction

<div style="text-align:center">

24

Responses

</div>

Latest Responses

"Was performing UAT. No actual Intent to purchase"

"Not planning right now"

"Was exploring the app/web for future purchase"
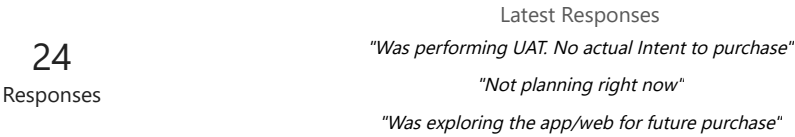
5 respondents (**21**%) answered **Purchase** for this question.

not available transaction Plan shifted easy
browsing app/web access
point **Purchase** testing UAT
purchasing shortly app Neu
Amazon future purchase Intent journey
Brand No intention
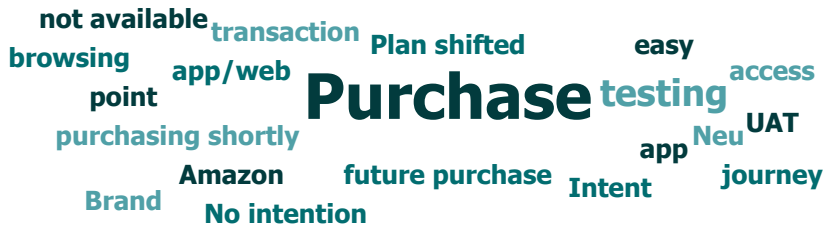
30. How would you rate your purchase experience?

● Excellent	0
● Very good	1
● Good	3
● Average	0
● Poor	0
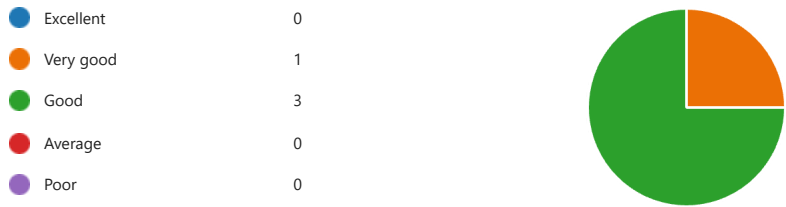
31. What did you like about your purchase experience?

<div style="text-align:center">

4

Responses

</div>

Latest Responses

32. What can we do to improve your experience?

<div style="text-align:center">

4

Responses

</div>

Latest Responses

33. How would you rate the improvement in your purchase experience over current TSSS site?

● Excellent	0
● Very Good	0
● Good	4
● Average	0
● Poor	0
● I have not used the old TSSS we...	0
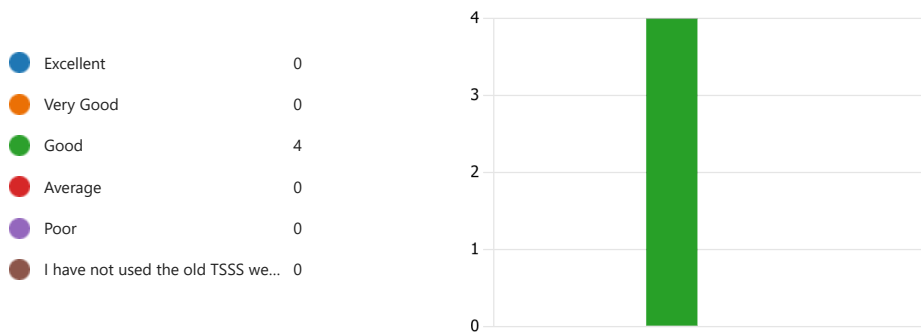
34. Would you like to describe your overall experience in a few words?

Latest Responses

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Responses

"User journey experience on the App is better than the current website."

"-"

"QR scan landing page was quick, overall page experience was good"

3 respondents (**13**%) answered **page** for this question.

Interface and experience   refreshing experience

page experience   good look experience on the App offer page

best initiation   journey experience

experience was excellent   **Easy page App**   Brand page

brand logos   **Tata Brand**   **experience is good**

landing page   page was quick clean experience   response is also good

35. Please share suggestions for further improvement

Latest Responses

28
Responses

"Feature Offers section can be more detailed out with minimum 2-3 brand ...

"-"

"Was searching for an option to upload my good pic for virtual id creation, ...

6 respondents (**21**%) answered **offers** for this question.

good to have that feature

res images   Better offers   Clarity of offers   Virtual   offers specific

vehicle in app   brand   **offers** D App   brand logo

additional offers   logos   TSSS   varied offers

brands and options   brand offers TSSS on app HP of TSSS