

Improve location experience to drive loyalty and sales

Location experiences are making a comeback—and brands that get them right will win.

Summary

- ▶ Capture and analyze location-level customer feedback in real time
- ▶ Uncover the insights that matter most with AI-powered analytics
- ▶ Give every location clear guidance to resolve issues and improve performance
- ▶ Drive customer satisfaction, loyalty, and sales through better location experiences

Omnichannel has changed how customers shop, whether that's for clothes, food, or services, but the in-location experience remains critical. While digital adoption has surged, challenges with returns and a growing demand for experiential interactions, especially among millennials and Gen Z, mean physical locations are seeing a resurgence. Customers want flexibility, but they also expect locations to deliver seamless, engaging experiences that make them want to come back.

61%
of consumers
report they enjoy
the in-location retail
experience, up 21%
from last year



For many restaurant customers, the dining experience matters more than cost—**64%** of full-service guests and **47%** of limited-service guests say experience outweighs price.

How does SMG do location-level XM?

SMG helps brands get closer to the on-location experience by capturing rich, location-level feedback and analyzing it to deliver clear, actionable insights. Whether a customer pre-orders through your app, makes a return, or visits in person, SMG ensures every touchpoint is captured, analyzed, and reported—so you can identify what's working, fix what's not, and drive improvements that build loyalty and sales.

Why it matters

Delivering exceptional location experiences requires more than observations—it takes timely analysis, impactful insights, and clear guidance to act with confidence.



0237 - Tampa 11:39 PM
Location Survey
Reason Highly Satisfied
I used the cafe, reasonably priced, friendly staff. I found what I wanted easily these were also reasonably priced. The lady was efficient.

Price (Items) Attitude (Checkout Staff) Speed Service (Checkout Staff) +3

0237 - Tampa 9:53 PM
Location Survey
Reason Not Satisfied
Not given correct information. Only when saw e mail receipt assumed all correct Overcharge 2 product's assumed again co checked upon e mail receipt wrong amount Employee at till didn't show concerns and seemed bored and kept yawning quite

Amount (2 Products) Attitude (Till) Other +1



Areas to Improve

Focus on these areas that have the highest impact on your overall scores

[Legacy Focus Areas](#)

Accuracy of Order

86% Highly Satisfied

Accuracy of Order is lowest on two occasions: **Sunday** and **2pm - 5pm**.



Why ask customers if they want hot sauce if you can't put it in the bag??!



Reliable data for smarter decisions

Our invitation methods cover every type of location experience and reach every demographic. Device-agnostic surveys adapt to the customer's preferred device, while industry-leading data integrity measures ensure your insights are real, reliable, and ready to guide trustworthy business decisions.



AI-powered analytics to identify trends and opportunities

Our GenAI solutions analyze thousands of location-level customer comments to deliver key reports and insights through both desktop and mobile. This puts insights and actions directly into the hands of your frontline teams, alerting them to changes as they happen. The result is less time spent sifting through feedback and more time focused on delivering improvement initiatives that matter most to customers.



Increase customer acquisition and loyalty

SMG helps locations answer specific questions by instantly summarizing customer comments into recommendations. The platform highlights the improvement areas most likely to attract and retain customers, helping you drive long-term growth.



Reduce customer churn

Spot, track, and resolve emerging issues with AI-driven text analytics, rule-based alerts, real-time notifications, and integrated case management tools. Together, these ensure problems are addressed quickly—before they impact loyalty.



Location-specific guidance that drives results

SMG equips every location with the two focus areas most likely to improve performance. Real-time alerts also notify teams of customer issues that need immediate attention, helping them act quickly and consistently to keep customers satisfied.



Technology amplified by consultancy

The smg360® platform makes it simple to act on insights, while SMG's strategic consultancy ensures those actions deliver meaningful results. By pairing real-time technology with human expertise, you can accelerate improvements and drive both acquisition and long-term loyalty. SMG even provides the tools to design exceptional location-level experiences from the start. Test layout preferences, new customer-facing technology, or customer service processes with customer and employee communities, before investing in something that might not hit the mark.

Ready to get started? **See how SMG helps brands**
listen better, act faster, and outperform the competition.



Connect with us: smg.com | [in](#) · [f](#)

About Service Management Group

SMG delivers the future of Unified Experience Management®, empowering brands to engage customers and employees like never before. Powered by Ignite®, our AI-native platform, and the industry's only software-with-a-service (SaaS) approach, SMG provides real-time, predictive intelligence that turns BX, CX, and EX insights into action. From gathering feedback during experience design to optimizing each interaction throughout the customer journey, SMG ensures every decision is backed by data rather than guesswork. Learn more at www.smg.com.