

# Unveiling the Secrets of X, Entering the World of STORE

## X-STORE Customer Satisfaction Strategy Analysis



### 1. Research Background and Motivation

With the development of AI technology, self-service stores are rapidly replacing traditional shops, becoming a future trend. This study explores public acceptance and consumer experience of X-STORE from the perspective of consumers.



### 2. Consumer Survey

A total of 143 valid responses were collected, and the results show: 1. The main reasons for consumption are "novelty," "convenience," and "contactless". 2. Most consumers have visited only 0 to 1 time.



### 3. Comparison with Traditional Stores

**Operation Advantages:** Operation efficiency, customer experience, and hidden innovation potentials.

**Operation Disadvantages:** existing improvements in product diversity and depth of services.



### 4. IPA Analysis Results

**Keep-up-the-good-work Area** (High satisfaction and high importance): Shopping convenience and user-friendly system.

**Priority-for-Improvement Area** (Low satisfaction but high importance): Personal data protection and information security.



### 5. Conclusions and Suggestions

The greatest advantage is the convenience of shopping and payment systems. The biggest disadvantage is information security and protection of personal data. Businesses should improve these areas as soon as possible and can further integrate innovative services such as AR/VR technology and self-service delivery to provide a novel shopping experience for customers.