



January 2025

## World Duty Free (WDF) – Heathrow Airport Interviewer Briefing Notes 2025

Dear Interviewer,

Thank you for helping us with this job which involves speaking to people as they leave World Duty Free (WDF) stores around Heathrow Airport.

### Research Objectives:

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The research objective is:

- To measure how customers 'feel' about their experience browsing/ shopping in the WDF stores at Heathrow Airport – providing a view of what is happening from the customer's perspective
- It's designed to find out **how satisfied** (or not) customers are with their visit, and why – and we also want them to tell us what is working well (or not so well) within the different product categories in-store
- To give the most complete picture possible, the survey will cover a range of different customer types and can be completed by non-English speakers in their own language
- Over time, the results will help the business to make changes which improve the shopping experience – and which will, ultimately, help WDF to increase sales with happier shoppers!

### Who we want to speak to:

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A total of c700 interviews are conducted every month across the four Heathrow terminals. The survey runs every month and involves speaking to two types of respondents:

- **Buyers** – a passenger that has bought something in the WDF store
- **Browsers** – a passenger that has spent time either looking at a particular product category or prices in store OR a passenger that has just passed through the store – but NOT purchased anything
  - *Note: There is an exception for passengers passing through directly from security in T3 who will be asked a further screening question to determine if they've spent time looking at products in store*

We need to ensure that we speak to a representative sample of passengers using WDF stores so please make sure you bear in mind the following:



- Don't just target buyers, we need to speak to **browsers** as well
- Please conduct the interviews while standing at the store exits in the positions marked on the maps overleaf
  - Move around to all the different exits during the course of your shift
  - If you're struggling to find customers to complete the survey after a couple of minutes, move on to a different exit point
- **Moving between exits will help to find customers who have bought / browsed from different product categories which will help to get a better spread of different browsers / buyers**

### **How we interview respondents:**

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This survey is conducted across all four terminals at Heathrow at the exits of the WDF stores. It's vitally important that we speak to a representative sample of all passengers and select who we speak to in a **random** order.

To do this, please stick to the below during your shift:

- Employ a methodical route around the store area, and count and approach every third person exiting the exit being covered
  - Please exclude children under the age of 16
- If too few passengers are exiting the store, everyone can be asked
- If too many passengers are exiting the store, the count can be adjusted to every fifth person
- You should move in a loop between the exits continuously throughout the shift

**Respondent self-completion** is fine to do but please be on hand to offer any help with the tablet in case of any issues. All questions are in English below the foreign language to enable you to help if the respondent is struggling with a certain question.

**Semi-Administered** interviews can also work well if the respondent wants to read the answer options and just call out their response for you to respond. This will likely speed up the interview and help keep the respondent more engaged with questions.

Just use your judgement in terms of the best-way to administer the interview.


**Foreign speakers** are also eligible for the survey and to meet our objectives we need to approach foreign speakers too. There are 12 languages available for passengers to use. When approaching foreign speakers, hold up the iPad for them to press on their language and let them read the introductory text.

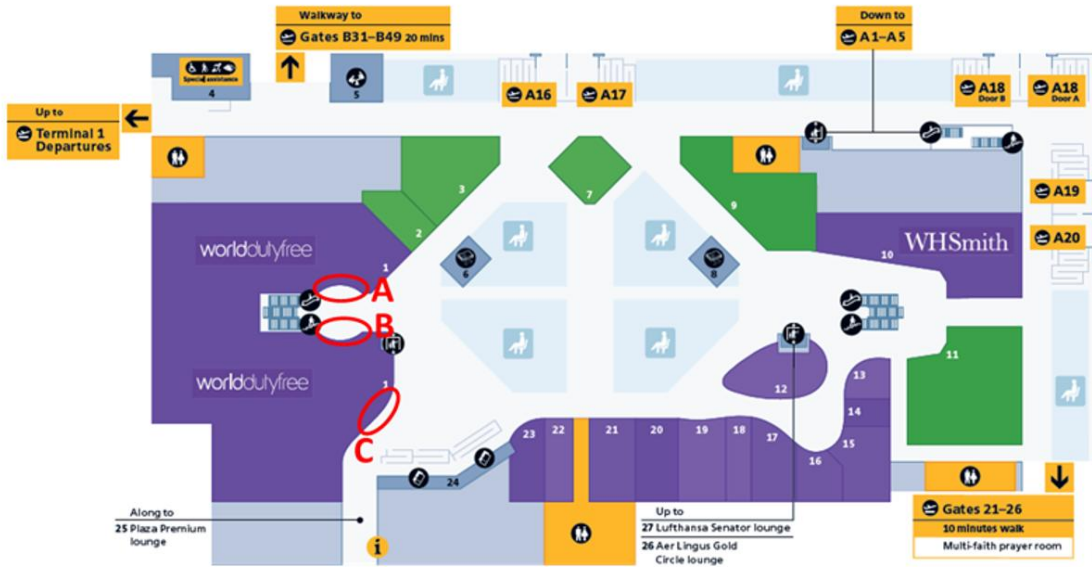
Note: foreign languages won't be available initially, but will start to get translated from Jan 2025.

### Where to stand


Below are maps of all four terminals. Please stand in the locations marked by red rings and move between these throughout your shift.

## Terminal 2

 Interviewers to stand in locations marked by red rings and follow the route A → B → C → A...



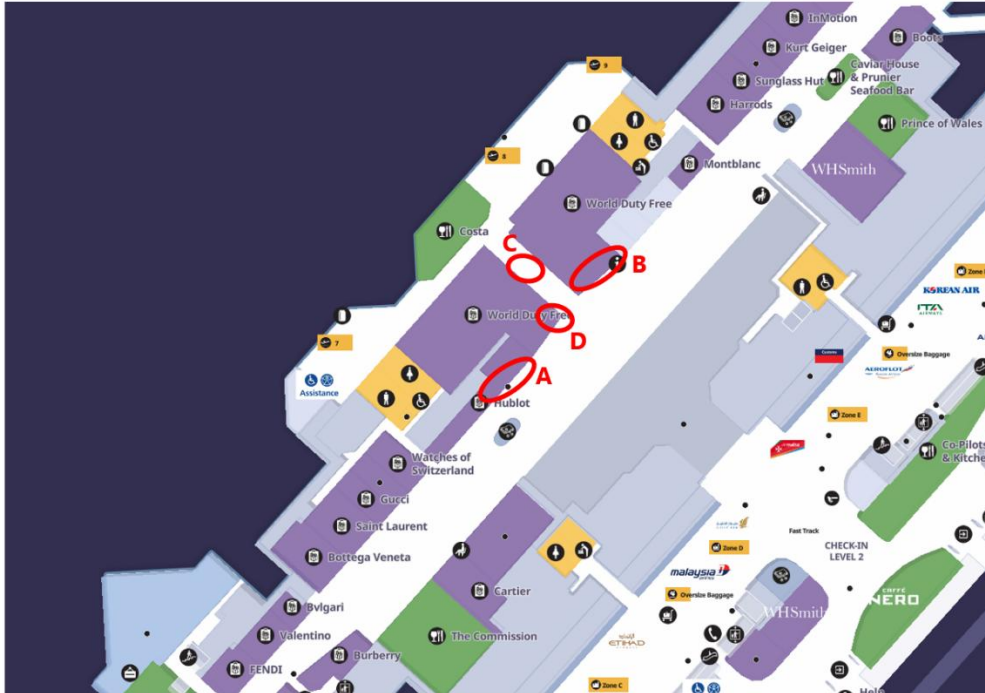
## Terminal 3

 Interviewers to stand in locations marked by red rings and follow the route A → B → C → A...



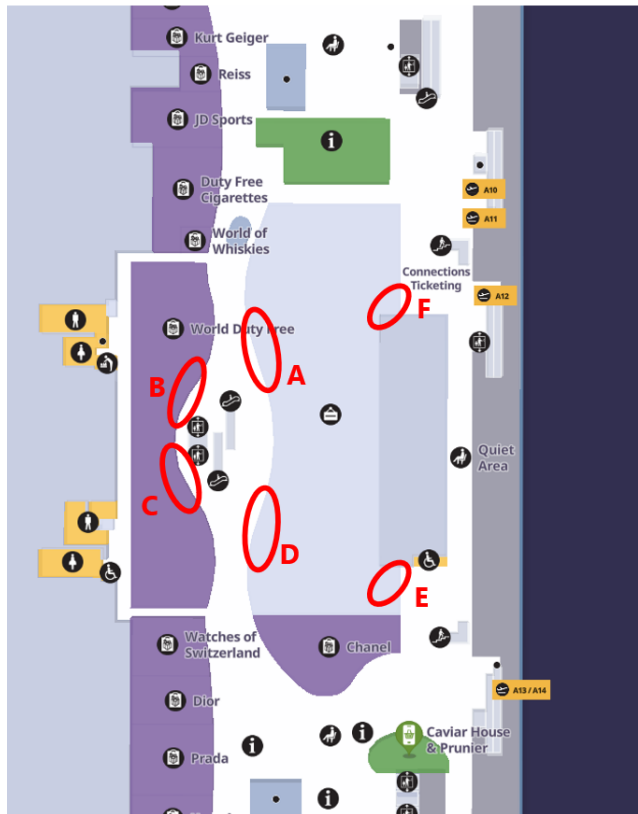
### Terminal 4

○ Interviewers to stand in locations marked by red rings and follow the route A → B → C → A...



### Terminal 5

○ Interviewers to stand in locations marked by red rings and follow the route A → B → C → A...





**The interview:**

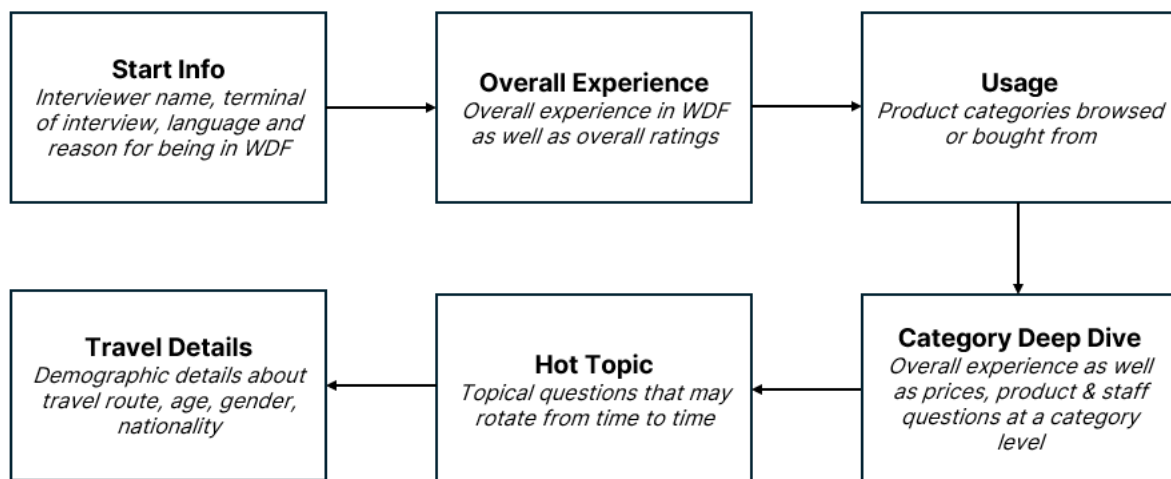
The interview is conducted as a face-to-face interview with passengers using tablets and takes approximately 6-7 minutes to complete.

Prior to your shift, make sure you run through a test survey – it’s important that you understand what to expect before you start interviewing

Secondly, watch out how you (and your respondents) use the “N/A” option in some of the questions. It’s important we get an accurate measure of what customers think:

- “N/A” is only to be selected if the customer did not have any experience of what they’re being asked about – for example, if they didn’t come across a member of staff, statements about staff can be marked “N/A”
- It is not to be selected if a customer isn’t sure how to respond or doesn’t feel strongly about a statement (they should choose the option marked ‘neither agree nor disagree’ in these cases

The survey itself is very straightforward and runs in the following flow:



**Start Info**

In this section you will need to record basic information such as your name as well as the terminal you are interviewing in and the language of the respondent. It is here that those interviewing in T3 have an extra prompt to ensure that the respondent has purchased or browsed from WDF and not just passed through it from security.

**Overall Experience**

In this section we ask respondents about their overall shopping experience in WDF as well as some agreement statements about their experience in store.

**Usage**

In this section, we ask about categories that the passenger browsed and then bought.

- Remember, they don’t have to have bought anything to qualify for the survey, browsers are just as important to us!
- Passengers are also asked about their awareness of offers, deals & promotions within the store.



### **Category Deep Dive**

In this section, we ask the passenger some more detailed questions about a single product category.

If they **bought** something, we ask these questions about a category they bought from.

If they are a **browser**, we ask these questions about a category they browsed.

For the category selected, we ask how they feel about the overall experience as well as agreement statements about the Products, People (Staff) and Prices.

NB: The order of these three blocks will be randomised

Passengers who bought something will then be asked about their total spend in WDF as well as their spend within that category.

**Please ensure the category spend is not higher than the total spend.**

Lastly, passengers who bought will be asked about who they were buying for and why they made the purchase. Here, please remember to rank up to three reasons selected in order of importance by clicking on the most important first then second and third.

To change answer or order, you can click again on the option.

If there was only one or two reasons, that is OK. Do not force a third answer option unless it is genuine.

### **Hot Topic**

This section contains questions about a topic of interest at that time and potentially will change from time to time

### **Travel Details**

In this final section of the questionnaire, we ask the passenger how they were feeling as well as for information about their travel route and other basic demographic section. There is also a question here to flag whether or not the interview was conducted by you the interviewer or as self-completion

**Thankyou for your help and good luck with your shift! 😊**