

MOKORO FRESH GROCERY STORES · 520 CUSTOMERS · SEPTEMBER 2026

Customers love the fresh food. The queues are costing you.

Sample report: Mokoro Fresh, its branches and every figure are invented to show the format.

HEADLINE RESULTS

Most customers are happy, but not all will recommend you

4.1/5

overall satisfaction

+18

Net Promoter Score:
41% would recommend
you, 23% would not

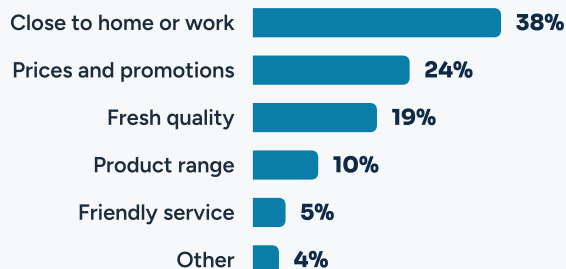
62%

shop with you at least
once a week

39%

unhappy with queue
times, the highest of any
aspect

MAIN REASON CUSTOMERS CHOOSE MOKORO FRESH



How the survey was done. 520 customers across all 6 branches answered a 12-question survey on a tablet at the till or through a WhatsApp link on their receipt, 1–14 September 2026. Results are accurate to within ± 4.3 percentage points for the whole sample (95% confidence), and ± 9 to 13 points for single branches. Answers were anonymous.

THREE THINGS TO KNOW

Fresh food wins

72% are satisfied with the freshness of fruit and veg, and 19% choose you mainly for it.

Queues and prices hurt

Both matter to customers but satisfy fewer than half of them (42% each).

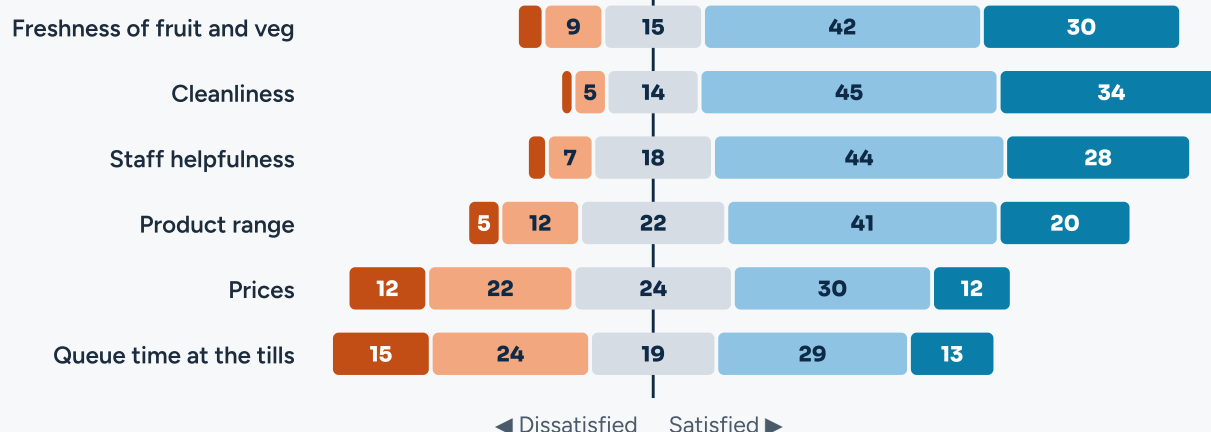
Two branches lag

Maun (+6) and Kasane (+4) score far below the others on recommendation.

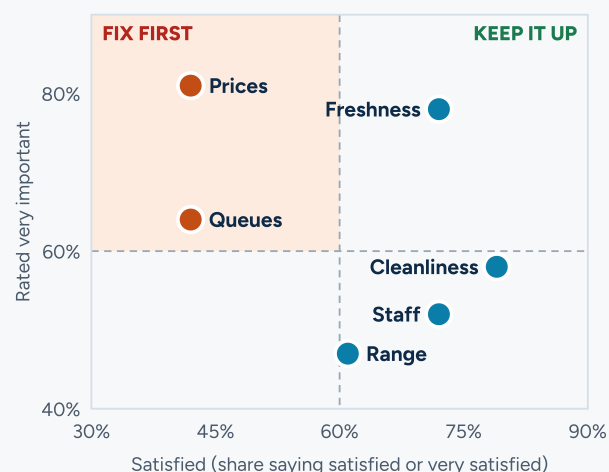
Queues and prices divide customers

HOW SATISFIED ARE YOU WITH...? (% OF 520 CUSTOMERS)

Very dissatisfied Dissatisfied Neutral Satisfied Very satisfied



WHAT TO FIX FIRST



Fix first: prices and queues. 81% and 64% of customers call them very important, yet only 42% are satisfied with each.

Keep it up: freshness is both very important (78%) and a clear strength (72% satisfied).

Maintain: cleanliness, staff and range score well but matter less to customers when they choose a store.

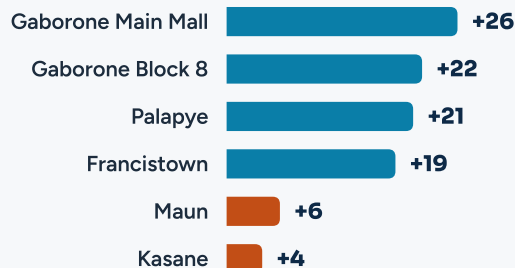
RESULTS BY BRANCH

BRANCH	CUSTOMERS	OVERALL /5	SATISFIED WITH QUEUES	SATISFIED WITH PRICES
Gaborone Main Mall	120	4.2	44%	45%
Gaborone Block 8	95	4.1	43%	43%
Palapye	70	4.1	49%	44%
Francistown	105	4.0	39%	41%
Maun	70	3.7	37%	37%
Kasane	60	3.8	40%	36%

The same questions will be tracked on the Retail Pulse dashboard, so each branch can see whether its changes are working.

Maun and Kasane need attention

NET PROMOTER SCORE BY BRANCH



Branch results have wider margins of error (± 9 to 13 points), so small gaps between branches are not meaningful. The gap to Maun and Kasane is.

WHAT CUSTOMERS WROTE (388 COMMENTS, CODED BY THEME)



In their own words (invented example comments): "Great veggies, but I waited 20 minutes at 5 o'clock." · "Prices are fine if you catch the specials, I just never know when they are." · "Maun store often has no bread by the afternoon."

WHAT TO DO NEXT

Three recommendations

1

Open an extra till at the peaks

Staff one more till from 12:00 to 14:00 and 17:00 to 19:00 at the three busiest branches, and measure queue times for a month.

2

Make the specials visible

Send a weekly WhatsApp list of promotions on staples. Customers who know about specials rate prices much higher.

3

Visit Maun and Kasane

Check stock levels of daily items like bread and milk, then repeat this short survey in both branches in three months.



Want to know what your customers think?

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