

# Google locations analysis - Tesco

Providing insights about Google location reviews of Tesco stores in London and Birmingham, discovering hidden patterns in customer voices

Péter Szekeres  
Co-founder & CEO

[peter.szekeres@neticle.com](mailto:peter.szekeres@neticle.com)  
+36 70 701 6488



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## About this analysis

### Goal

- Providing insights about Google location reviews of Tesco stores in the United Kingdom (London and Birmingham).
- Identifying and quantifying key service pain points.
- Discovering hidden patterns in customer voices.
- Identifying locations with lower satisfaction rates and their root causes; comparing branches and revealing regional differences.
- Providing strong points for communication.

### Period

1 June - 31. August 2025.

### Stakeholders

This report supports: Customer Experience, Quality Assurance, Franchise Director, Marketing Manager, Brand Coordinator, Marketing Manager, Head of Communications

### Methodology

Public online Google location reviews from the UK have been automatically collected and analysed for sentiments and relevant topics.



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# Research methodology

## Data collection

We've collected public Google location reviews of Tesco stores across London and Birmingham between 1st June and 31st August.

The collected data were: text of the Google location review, date and time, rating (if available), address / location, author.

Answers of the company admin were also collected with the same details.

1432 verbatims were analysed: 1242 pcs about London stores and 189 about Birmingham stores.

## Data analysis

Data have been analysed in Zurvey, our professional CX survey and analysis software and NMI (Neticle Media Intelligence), our intelligent media monitoring and analysis tool.

Verbatims (reviews) were given sentiments based on the contained positive and negative words and phrases. Negative sentiment (e.g. -2) means negative, zero means neutral, positive sentiment (e.g. +2) means positive verbatim.

Besides verbatims (reviews), ratings were also collected and evaluated. 1 and 2 points (stars) were evaluated as negative, 3 points was neutral, 4 and 5 points were positive.

Custom Labels were used to identify and group key topics in the verbatims besides the automatically recognized topics. These labels covered all aspects of feedbacks in retail based on the verbatims and our experiences.



## Executive summary

We've analysed Tesco stores in **London**, between 01.06 – 31.08.2025. Among the 1242 reviews, 45.4% were positive, 13.4% neutral, and 41.2% negative. The most mentioned and divisive **topics** were staff/customer service and shopping experience— highly praised in positive reviews, but heavily criticized in negative ones. Shopping experience often referred to store layout, cleanliness, security, and staff. Even in negative reviews, product variety appeared as a minor but positive aspect.

**Common complaints** included rude staff, checkout issues (long waits, overcharging), price mismatches, early store closures, and disorganized layouts. Security guards also received negative feedback.

**Response rate** was very low—only 13 replies to 1,299 reviews. All answers were sent within 24 hours to the review and were all template-based.

**Marketing** can build on strengths like friendly, kind, helpful staff and good product variety, which were the most common positive topics in positive feedbacks.

As regional comparison, Google reviews of **Birmingham** stores were also analysed. Those performed significantly better than London's — +14.9%p higher positive review share and -13.9%p lower negative review rate. Pricing was the only slightly negative topic in Birmingham.



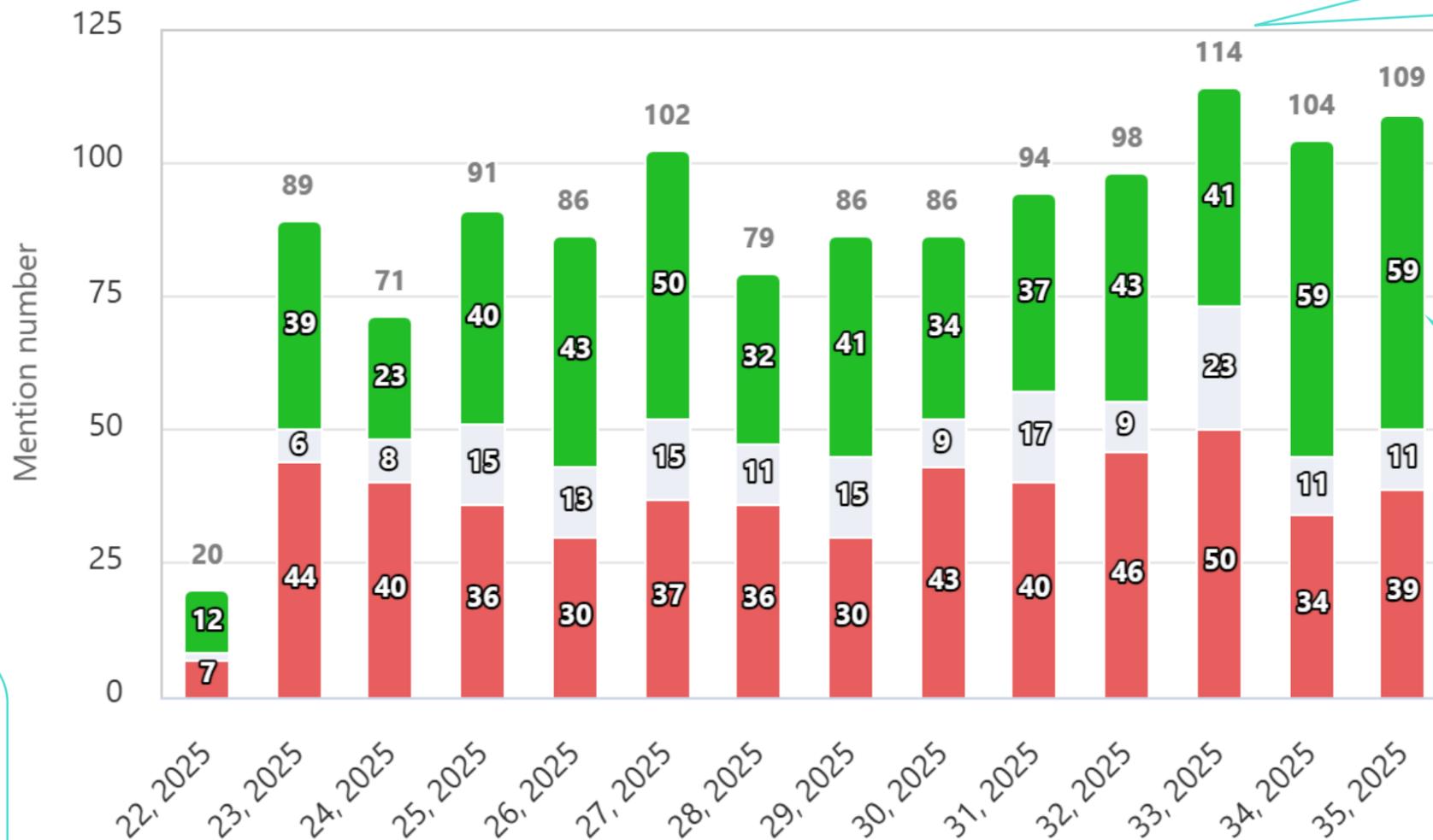
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# I. Customer preference analysis for Customer Experience



# I. 1. Sentiment changes, outliers over time

Weekly or monthly tracking of review sentiments enables understanding the positive or negative trends and pointing out causes.



Sentiment rates of the whole period (01.06-31.08.2025.)  
Negative: 41.22%  
Neutral: 13.37%  
Positive: 45.41%

33rd week  
Highest **negative** opinion share: 57%  
Complaints about the staff in various stores.

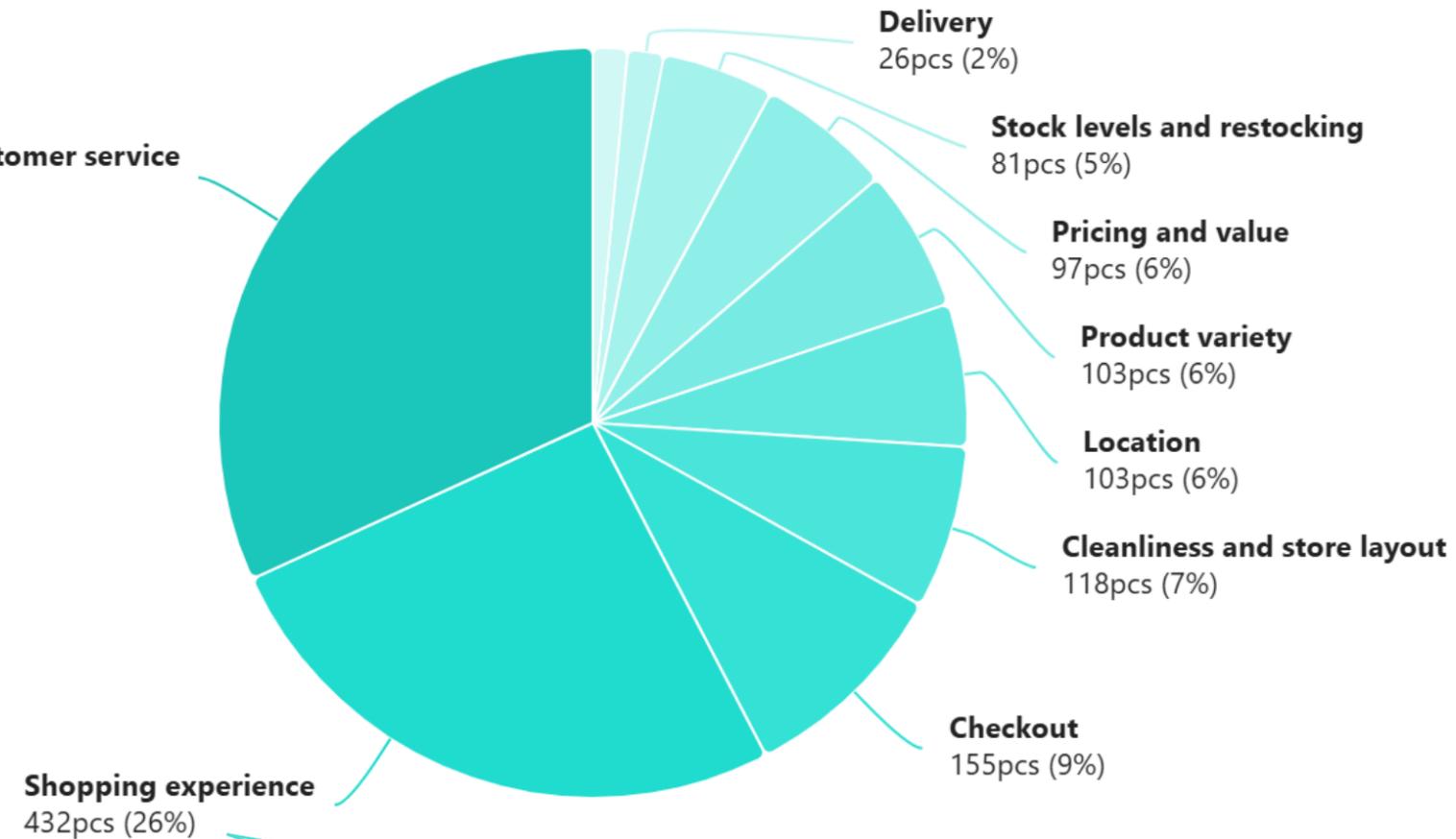
35th week  
Highest **positive** opinion share: 64,3%  
Multiple positive feedbacks about the Regents Park Rd. Store: clean shop with great selection, a pity that it's not dog friendly.



## I. 2. Key topics in London Tesco stores' Google location reviews

Staff and shopping experience were the most mentioned topics, both with very divided opinions; Product quality, delivery and stocking were not that important.

Distribution of topics



### Emphasize personal care in communication

Reviews about the staff were 54.5% negative and 39.47% positive.

### Shopping experience topic most often includes store space, security and cleanliness, in addition to employees.

Reviews were 50.23% negative and 42.13% positive.



# I. 3. Differences between the ratings' verbatims



## 1/5 ratings pain points

### Fundamental problems with staff attitude and store conditions:

- Unhelpful or rude staff;
- Issues with the customer service: denied assistance, unprofessional behaviour;
- Expired products;
- Unhygienic conditions (store, toilet).

## 2/5 ratings pain points

### Typical organizational and service level issues:

- Inconsistent opening hours;
- Not constant product quality, limited options;
- Inefficient and lengthy self-checkout process;
- Inconsistent staff attendance, communication barriers with non-native English speakers;
- Lack of proper maintenance.

## 3/5 ratings pain & love points

### Minor faults that could be solved easily with proper attentiveness:

- Good fresh products (e.g., cookies) but limited variety of e.g. traditional items;
- Long checkout queues, negative experience with self check-out;
- Convenient, family-friendly, but staff could be more considerate;
- Reported issues with customer service;
- Bad smell in carpark;
- "Possibly a five-star store if dog-friendly."

## 4/5 ratings love points

### General satisfaction with minor inconveniences:

- Friendly and helpful staff and security guard;
- Well-organized aisles, less crowded stores;
- Self-checkout counters work well;
- But: some items were out of stock, limited parking availability, slow self-checkout process, product quality issues.

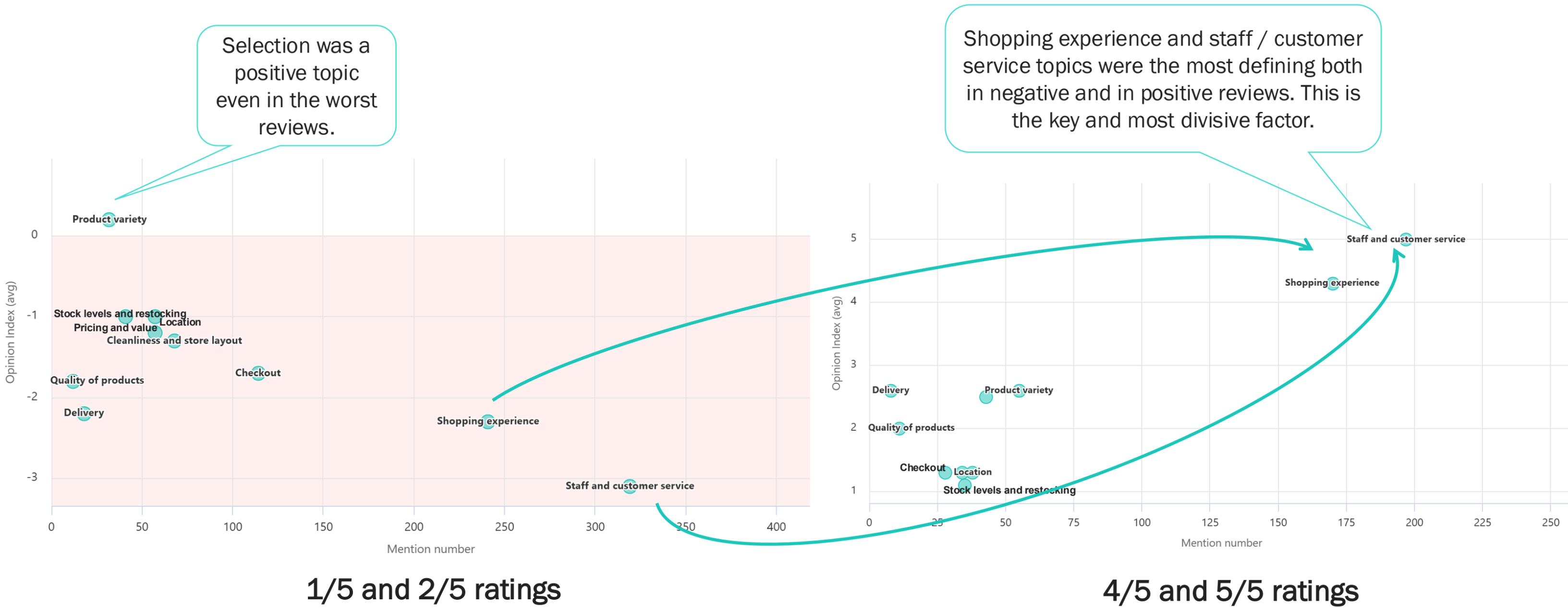
## 5/5 ratings love points

### Fully satisfied reviews:

- Excellent selection and ample space for shopping;
- Knowledgeable staff providing excellent service;
- Efficient and friendly checkout during busy times
- Clean, organized store layout;
- Extras, such as ready-to-eat meals and late-night service.

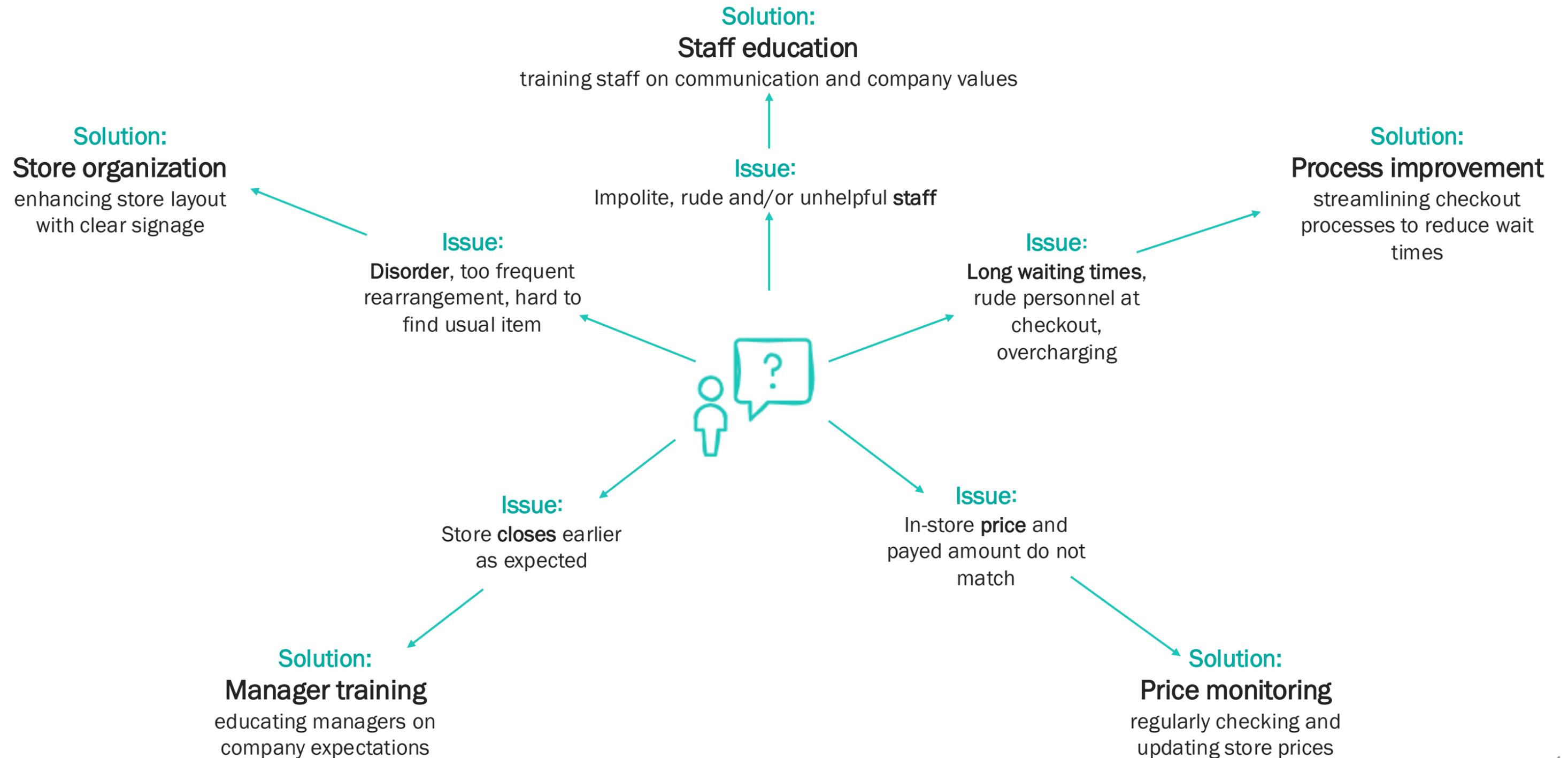


# I. 4. Identifying satisfaction drivers (connection between labels and ratings)





# I. 5. Identified recurring complaints and recommended CX initiatives





## I. 5. Examples for identified recurring complaints

Topic	Typical complaint	Example	Recommended action
Staff	Impolite, rude and/or unhelpful staff	<p>"Very impolite staff. Went to ship Evri parcel with digital label a month ago and been told that machine don't work and they can't scan it. Went today again. Same story. Shop floor assistant simply told me that her manager informed about machine fault. If you offer Evri collection you should take responsibility for that or stop offering the service."</p> <p>"The security guard with the ponytail follows people around the shop... every time I have been there someone is kicking off or stealing or both. Not a nice place to be honest. The store is dirty and there aren't enough staff on the tills."</p> <p>"Stock is always out of date, staff not tolerant of people with disabilities and PLEASE have a word with your staff about their personal hygiene. Never known a shop to smell like body odour and stale urine as consistently as this one. Almost impressive in a way"</p>	Educate staff about communication, discrimination, and company values.
Checkout	Long waiting times, rude personnel, overcharging	<p>"As a regular shopper at the Tesco Express on 8-9 Salisbury Promenade Green Lanes Greater London London N8 ORX for several years, I've recently become very concerned about a recurring problem with overcharging. To make things even more difficult, the receipt printer has been "not working" for years. This persistent problem makes it impossible for customers to verify transactions and hold the store accountable for these errors. On top of that, some of the contactless payment machines are poorly placed as if to make it difficult for customers to see the amount they are being charged. These operational issues are simply not acceptable for a major retailer."</p>	Process improvement: streamlining checkout processes to reduce wait times
Pricing	In-store price and payed amount do not match	<p>Don't bother coming to this store for club card offers, it had a discrepancy on price and I raised with the manager. He then came with the lame excuse the price I was looking at was the online price and he still insisted on that excuse even after I showed him the selected in-store price.</p>	Monitor the prices on the shelves more often; educate shop assistants about company values.
Time	Store closes earlier as expected	<p>Doesn't close for another 15 minutes but look at that...pretty closed already. Not the first time this has happened.</p>	Educating managers on company expectations
Store organization	Disorder, too frequent rearrangement, hard to find usual item	<p>„Can never find what I'm looking for, items just seem to be randomly put on any isle. The tills look like something out of an American movie huge glass shield to separate the staff from the peasants."</p>	Add more information boards and signs



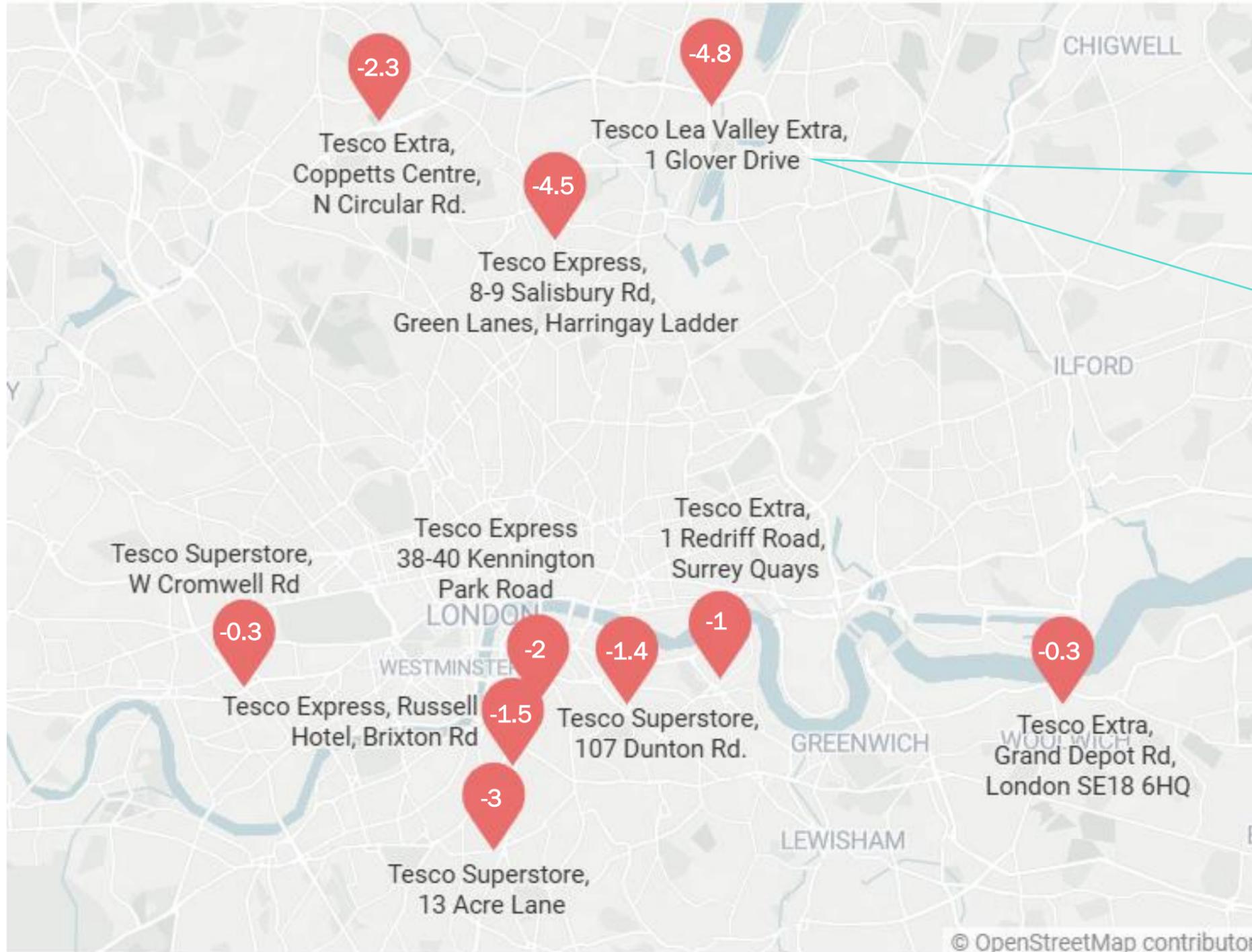
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## II. Compliance issues for Franchise directors/Quality assurance



## II.1. Underperforming locations in London

These stores had the highest number of negative Google location reviews



- Typical issues for the Tesco Express with the highest negative mention number:
- customer service giving wrong or no information;
  - rude security guard;
  - long queue at the checkout;
  - store closes earlier as expected;
  - fruits, vegetables and flowers are often not fresh.



## II. 2. Learnings from the bottom 20 locations

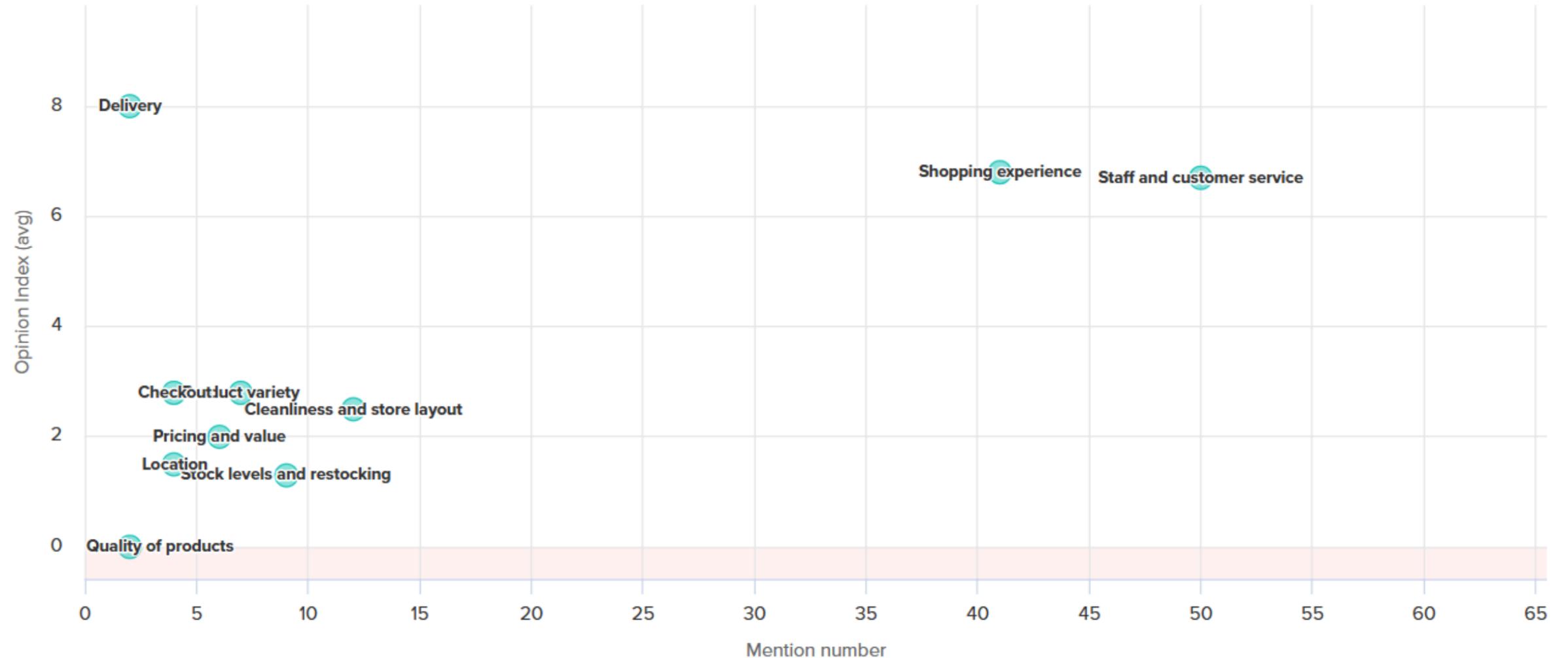
- The worst rated stores got complaints most frequently about their **staff** being rude, impolite, unfriendly, unhelpful or dismissive, often at fault.
- General shopping experience was also very negative because of **customer service-related** issues: ill-treatment of the customer, dirty store, unfilled shelves, distrustful security guards.
- Long waiting times at the tills, non-functioning self-service **checkouts** and rude clerks were also frequently mentioned.





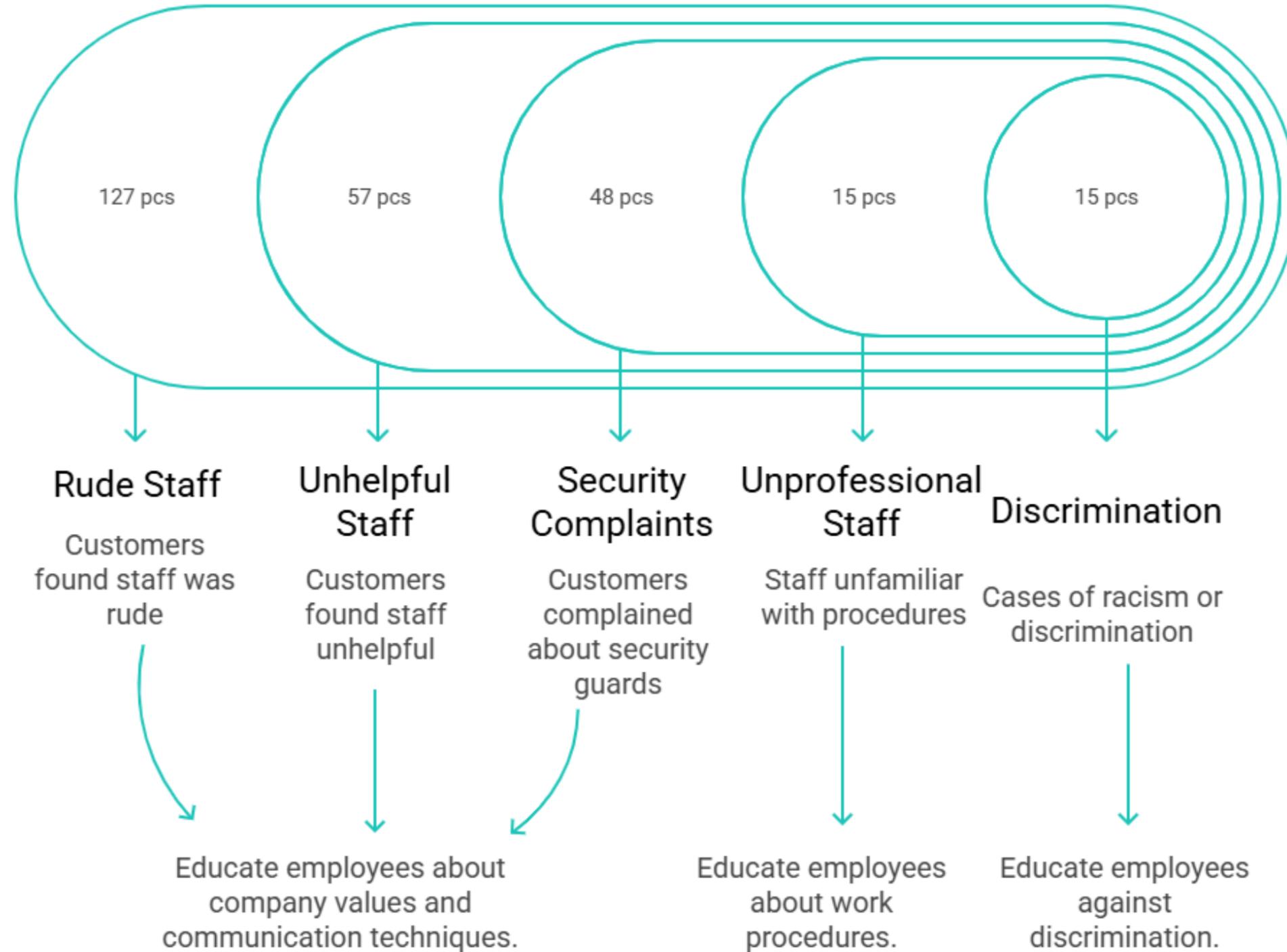
## II. 3. Learnings from the reviews of the top 20 locations

- The **attitude of the staff** is crucial: kind, helpful and smiley shop assistants were the most mentioned features in the reviews of the top 20 stores.
- Cleanliness, product variety, pricing and location were less important, while product quality was not relevant at all in the reviews of the most positive stores.





## II. 4. Staff issues and recommended actions





## II. 4. Staff issues and recommended actions

Issue	Number of mentions (pcs)	Example review	Recommended action
Rude or dismissive staff	127	<p>"Appalling customer service. Items mismatched to its prices. Manager unhelpful and dismissive. Store smells of urine."</p> <p>"Many of the staff are rude and dismissive. As for the security, they need to learn some manners when dealing with ordinary customers just going about their business. However, I find this behaviour in most Tesco stores. I avoid unless I have no other choice . Not a good experience here"</p>	Educate employees about company values and communication techniques.
Unhelpful staff	57	<p>"I was in here Sunday, did self checkout, I packed 3 bags when the till decided to stop scanning. I called for help he said I needed to use another till, I said I was not going to take it all out of the bags. I work for a supermarket so I know how to work the tills. I asked him to put me to the screen where I could type the barcode in because he's barcode wouldn't work. He called for someone else to come. She said he barcode wouldn't work. But by this time she left the keyboard on the screen, she lied because it worked. I bought stuff clubcard price couldn't scan my card didn't realize until bedtime I paid full prices. The staff was not helpful at all."</p>	Educate employees about company values and communication techniques.
Security guard complaints	48	<p>"Security guard was extremely rude!!!! I didn't get his name but he was working a shift at 5pm on Friday 22nd August. I have been coming to this Tesco for many years and knew the previous security guard who was always very friendly and polite. I don't know if this guy is new, but he was completely unprofessional and disrespectful, with absolutely no customer service skills at all!!! I will not be coming back to this Tesco again. He should be fired."</p>	Educate employees about company values and communication techniques.
Staff not familiar with company values and procedures	15	<p>"More staff standing around than working. Shelves empty half of the time with cages in the middle of the aisle. Rude staff who always speaks in their own language and treats you like dirt. Security follows you around. Door is broken"</p> <p>"Shocking customer service at Tesco Woolwich today. I went to buy wine and a Nepalese male staff member with long hair refused my age approval without even speaking to me or asking for ID. This directly breaks Tesco's own Challenge 25 policy, which says staff must check ID before refusing a sale. Even worse, the security guards sided with him without hearing my side. I left feeling disrespected and discriminated against. If Tesco values customers, they need to train their staff to follow their own rules and treat people with basic respect."</p> <p>"Very rude customer service! The man who was serving me didn't know how to process returns and refunds and therefore decided to be rude to me and tell me that they can't process return! Instead of at least trying to help and investigate. In the end, my persistence won and he attempted to process the return and it worked! Magic!"</p>	Educate employees about work procedures and company values.
Discrimination	15	<p>"Racist, rude and incompetent staff. Followed my wife around the store as if she was going to steal something. Absolutely unacceptable and disgusting."</p>	Educate employees against discrimination.



## II. 5. Flag reviews mentioning health code violations (examples)

Location	Issue	Review
34-36 High Rd, London NW6 5UA, United Kingdom	Store not properly cleaned	<i>The security guard with the ponytail follows people around the shop... every time I have been there someone is kicking off or stealing or both. Not a nice place to be honest. The store is dirty and there aren't enough staff on the tills.</i>
Tesco Express, 523 Barking Rd, London E13 9EZ, United Kingdom	Pastry shelves and store not properly cleaned	<i>What a dump. Absolutely filthy looks like its never cleaned..the pastry shelves disgusting I wouldn't let my dog eat there. Shop supposed to be open at 6 am.. Guy turned up just after 6 opened doors at ten past. Not much on shelves. Tescos should be ashamed</i>
Tesco, 29 Clifton Rd, London W9 1SY, United Kingdom	Hair in food	<i>Always thought finding hair in food was rare but Tesco managed to do it in a meal deal. Disgusting and completely off-putting. Definitely changes how much I can trust buying food here again. Basic hygiene clearly needs improvement.</i>
41 Millharbour, London E14 9NA, United Kingdom	Refrigerators and shelves not properly cleaned, bad smell in store	<i>Worst tesco ever! They are very rude, and it's disgusting: a BIOHAZARD! Always dirty shelves, smells ROTTEN inside, I am actually scared that some produce is actually not stored properly. A few days ago they had a problem with the fridges which made the whole tesco refrigerated items go bad. Most stuff goes bad very fast and they are still selling most of them at full price. Avoid at all costs.</i>
405 Larkshall Rd, London E4 9EF, United Kingdom	Expired / spoiled products	<i>The fresh food has been low quality for around 3 years now. It's abysmal! Dirty or spoiled meat is quite common and found in at least one of my purchases weekly. Come on Tesco! Do better!</i>
Tesco Stores Ltd, 107 Dunton Rd., London SE1 5HG, United Kingdom	Toilets not properly cleaned	<i>The store itself is very good. Help in self check out area not so much. Customer toilets a disgrace! Totally, awfully DIRTY! Seems to be a common problem across the UK...</i>



## II. 6. Critical reviews mentioning legal issues, lawsuit, discrimination (examples)

Location	Issue	Review
Tesco Express, 115 Maida Vale, London W9 1UP, United Kingdom	Discrimination, mention of taking legal action	<i>I was asked to leave the store because I had my service with me by the manager, I am disgusted as I am a severely disabled person and need my dog to assist me with my shopping which I had to leave behind, all the other major supermarkets allow me to bring my dog into the store and I am taking legal action against Tesco Esso Maida Vale</i>
36-40 Barking Rd, London E6 3BP, United Kingdom	Rude employee	<i>"Dear Tesco Customer Service, I'm writing to express my extreme disappointment and frustration with the behavior of one of your staff members, Sarkar. During our recent visit, not only my wife but also myself, my brother, and my sister-in-law were treated rudely and disrespectfully by him. His behavior was completely unacceptable, including aggressive body language and inappropriate gestures. We were shocked by the lack of customer service skills and professionalism displayed by Sarkar. I'd appreciate it if you could investigate this matter and take necessary actions to ensure that your staff is trained to provide respectful and courteous service to all customers. Sincerely, Ahmad Hussain khan</i>
S Wharf Rd, London W2 1JX, United Kingdom	Discrimination	<i>I was repeatedly targeted and accused of stealing without any proof, seemingly because of my ethnicity. Despite never finding anything, he would still make inappropriate comments every time I came in to buy food, telling me to "stop stealing." I'm relieved to see that security guard no longer works here.</i>
262 Poplar High St, London E14 0BB, United Kingdom	Rude security guard	<i>An Indian Security guard comes sometimes is very rude and disrespected my Apple Pay was not working and he start shouting and abusing by saying if your apple is not working u should ask for help as there is another people waiting so I told him that's why I called u so help me what should I do and he is like being your card and I went to bring my card so when I was on the machine again to pay he shout oyyy go to the till and I said just calm down I am a customer if u can't help at least don't abuse I paid my bill and came out</i>
Tesco Express, 40 Kennington Park Rd, London SE11 4RS, United Kingdom	Serious security issue (robbery)	<i>I just saw a robbery happening at the ATM that is part of the Tesco. I told the security guy to do something, and he said it was not his problem. What is he there for then? Worst experience if you cannot feel safe going there</i>
101 New Cavendish St, London W1W 6BE, United Kingdom	Serious security issue (stealing)	<i>Today a man was trying to steal and staff stopped him. The man went mad and started to attack the staff and isle by isle smas hed the shop up. The customers including myself and young child was terrified as we were stuck in the store and was moving around the store to find safety. The staff were amazing! They done all they could to contain him and keep us safe and get us out safely ,even trying to calm my terrified child,even though they were still being attacked by this man. I can't praise them enough for there actions today. Thank you all very much</i>



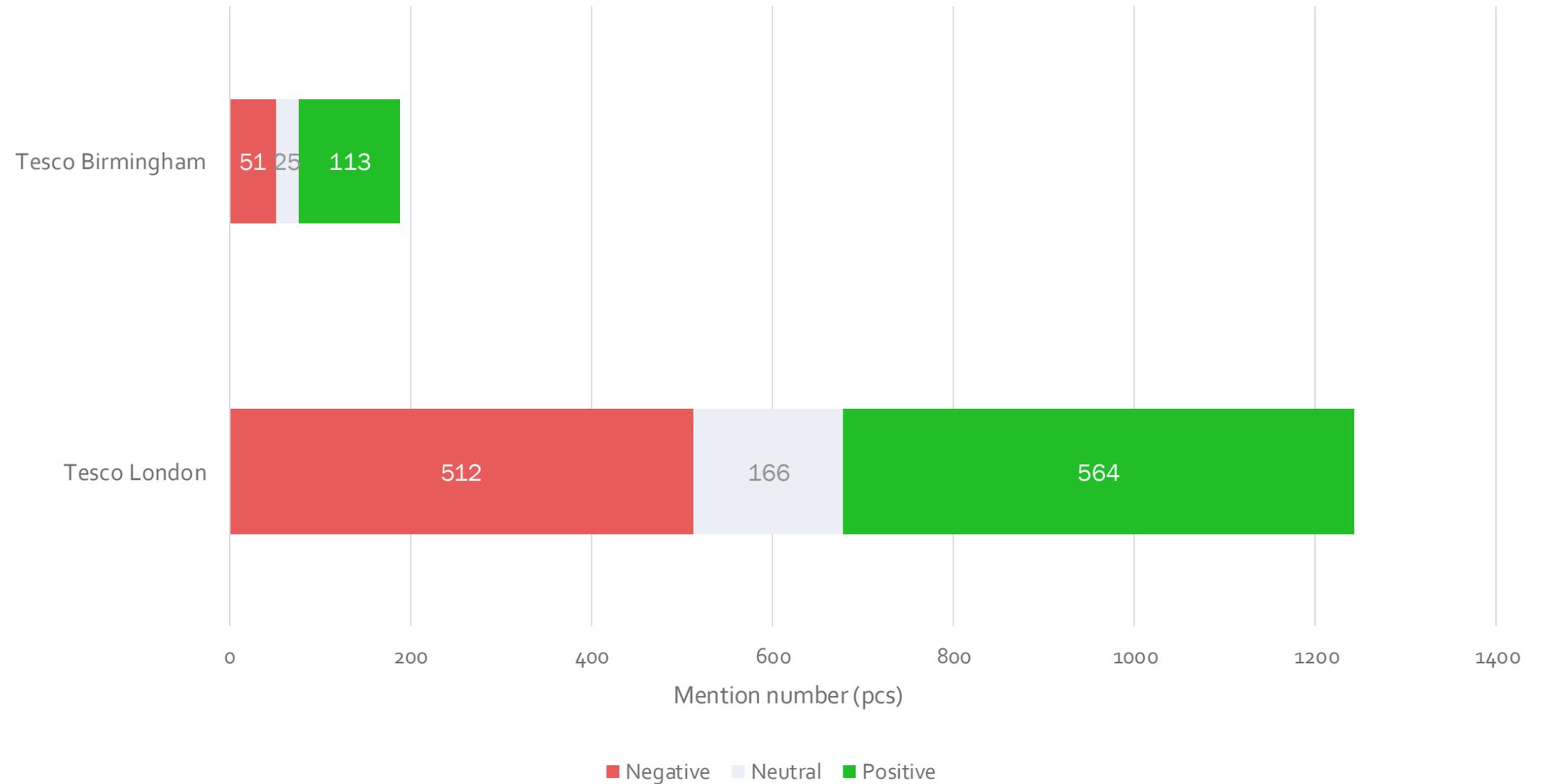
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## III. Regional comparison



### III. 1. Sentiment analysis and regional differences

- Tesco stores in Birmingham got 189 Google reviews, while London stores had 1242 reviews.
- The feedbacks were +14.9%p more positive for the Birmingham stores (59.89%) than for the London stores (45%).
- The share of negative reviews was -13.9%p lower in case of Birmingham Tescos ( 27.27% vs. 41.22% for London stores).





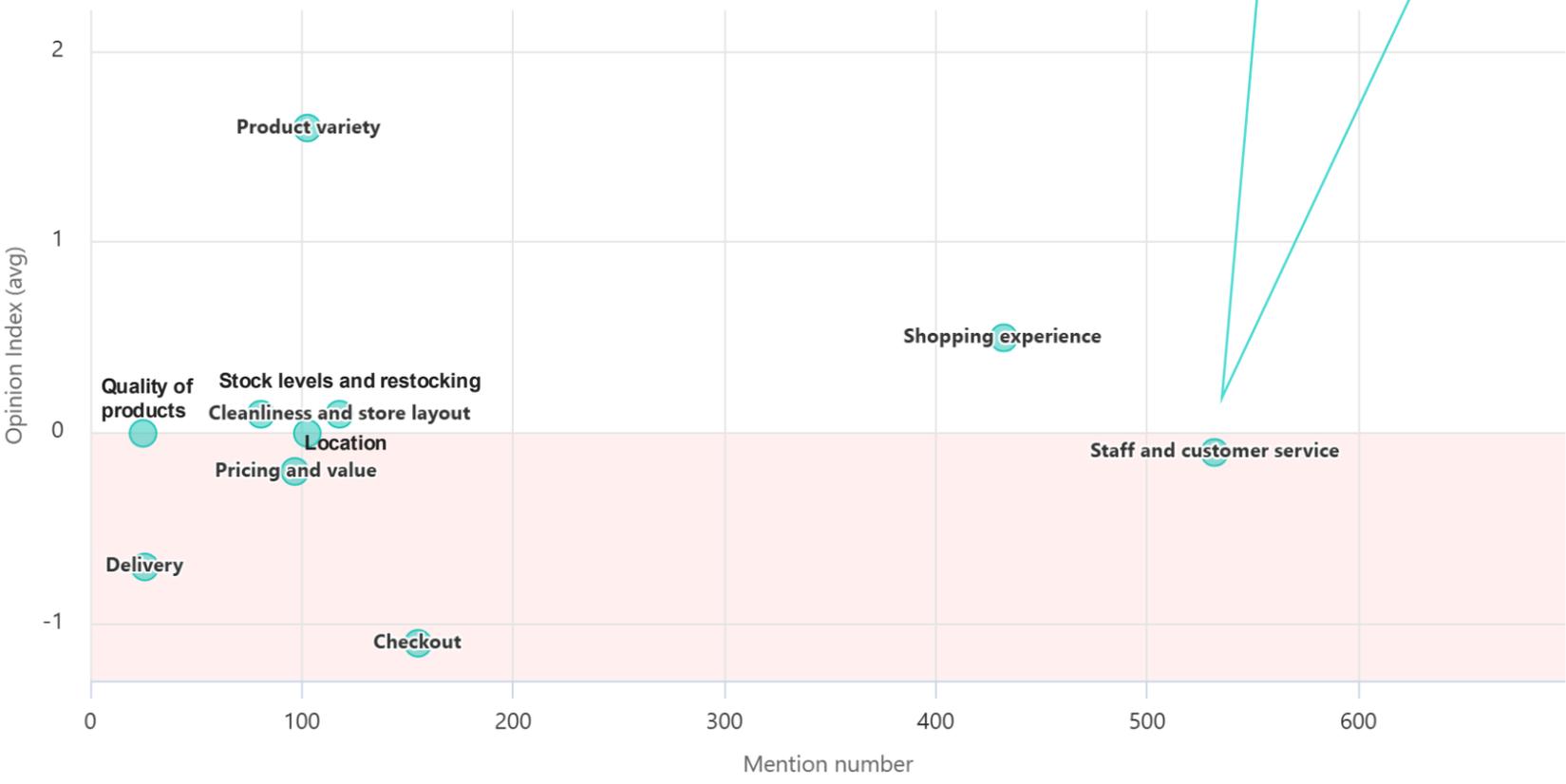
# III. 2. Customer preference differences: categories of verbatim

Customers were more satisfied with all aspects of Tesco stores in Birmingham than in London

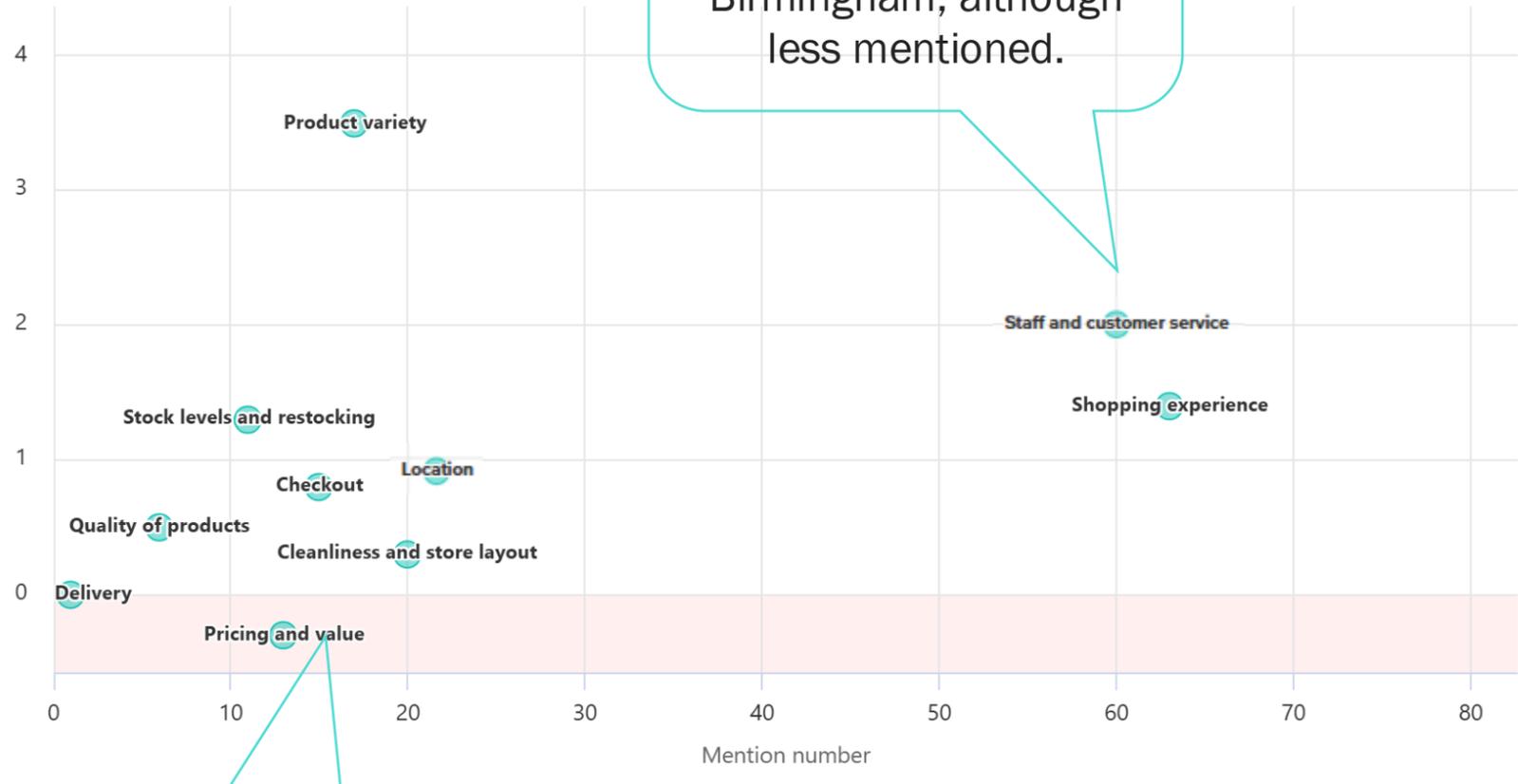
The number of feedbacks are six times higher in London than in Birmingham.

Staff and shopping experience topics were much more positive in Birmingham, although less mentioned.

Pricing was the only – mildly – negative topic in the reviews.



London



Birmingham



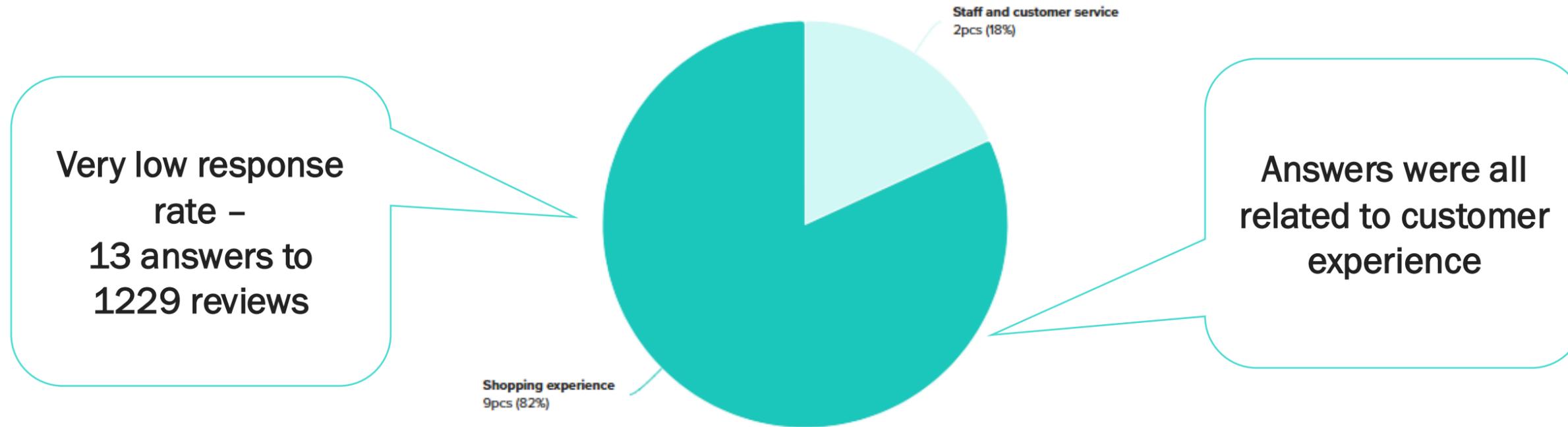
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## IV. Store response analysis



# IV. 1. Rates and speed of responses

Answering reviews contributes to customer satisfaction and engagement



Very low response rate – 13 answers to 1229 reviews

Answers were all related to customer experience

Answers arrived within 24 hours and were not personal, each of them were one of the following:

Tesco Stores Ltd, Tachbrook Court, Warwick Wy, Pimlico, London SW1V 1RX, United Kingdom

Thanks for leaving a review, we really appreciate it.

206 Regents Park Rd, London N3 3HP, United Kingdom

Thanks for your feedback, we're pleased that you had a pleasant visit to our store.

W Cromwell Rd, London W14 8PB, United Kingdom

Thanks for your feedback following your recent store visit. If we can help further, please contact us through our help pages.



## IV. 2. Style examples

Tesco Express, Tesco Superstore and Tesco Extra answered to ratings with generic responses

Review	Answer	Location
5/5	<i>Thanks for your feedback, we're pleased that you had a pleasant visit to our store.</i>	Tesco Superstore, Tesco Stores Ltd, Hancock Rd, London E3 3DA, United Kingdom
5/5	<i>Thanks for your feedback, we're pleased that you had a pleasant visit to our store.</i>	Tesco Express, Lymington Mansions, W End Ln, London NW6 1SG, United Kingdom
5/5	<i>Thanks for leaving a review, we really appreciate it.</i>	351 Norwood Rd, Norwood, London SE27 9BQ, United Kingdom
5/5	<i>Thanks for leaving a review, we really appreciate it.</i>	384 Streatham High Rd, London SW16 6HP, United Kingdom
1/5	<i>We are sorry that your store visit was not as expected. Please contact us through our help pages if we can help further. Thank you.</i>	Surrey Quays Centre, Redriff Rd, London SE16 7LL, United Kingdom
5/5	<i>Thanks for your feedback, we're pleased that you had a pleasant visit to our store.</i>	206 Regents Park Rd, London N3 3HP, United Kingdom
5/5	<i>Thanks for your feedback, we're pleased that you had a pleasant visit to our store.</i>	Unit 1A, Darter House, Seven Sisters Rd, Woodberry Down, London N4 2XE, United Kingdom
5/5	<i>Thanks for your feedback, we're pleased that you had a pleasant visit to our store.</i>	Landmark tower, Westferry Rd, London E14 9AB, United Kingdom



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V. Strong points to support marketing messages



## V. 1. Strong points based on Google reviews

### + Positive attitude

Kindness (125 pcs)  
Helpfulness (112 pcs)  
Friendliness (65 pcs)

Positive feedbacks mentioned the staff most frequently, highlighting their professionalism and customer-focused attitude.

### + Product variety

(61 pcs)

Variety and availability of products, stock levels and filled shelves were big part of the satisfied reviews.



## V. 2. Strong points - quantified list with examples

Strong point	Positive mention number (pcs)	Negative mention number (pcs)	Opinion Index (avg.)	Example review
 Kindness	125	11	3.8	"The security is always so friendly and lovely and always make me feel so safe! The staff are so kind and helpful and always help you with a smile :) favourite go to shop in my local area for all my necessities." (Tesco, 81 Royal Hospital Rd, London SW3 4HN, UK)
 Helpfulness	112	25	2.7	"I love visiting this store. They have very good products and the staff are nice and helpful. Always ready to support costumers. I reccomed this store." (Tesco Stores, 93-95 Lupus St, Pimlico, London SW1V 3EN, UK)
 Friendliness	66	5	8,1	"Compared to other local branches, this Tesco is a pleasure to shop in! Friendly and helpful staff (including the security guard). Aisles are clean and well laid out. They should go and teach the management at the Stokey High St branch how to run a shop properly :) Just knocked off one star as there's not much plant-based stuff, but otherwise, can't complain!" (House, 73 Walrond Ave, Matthias Rd, London N16 8BF, UK)
 Product variety	61	19	1.6	"Good prices and service and availability of all products means Tesco" (Tesco Stores Ltd, Coppetts Centre, N Circular Rd., London N12 0SH, UK)  "Great cafe and huge store with massive selection" (W Cromwell Rd, London W14 8PB, UK)



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## VI. Further opportunities



## Further opportunities

### 1- Introducing alerts

Automated notifications can be sent for stakeholders. For example agent response is impolite or complaint identified.

Regular quality reports can be sent to branch owners automatically.

### 2- QR code based survey feedback collection at the locations

QR code based visitor feedback can be collected after the shopping or visiting is done.

The QR codes can be put on multiple walls and routes at the physical locations. Sending time and location id can be saved automatically.

### 3- Monthly/quarterly expert analysis creation

Neticle's data analysts can create a regular summarization and interpretation of the data and analysis results.

Actionable insights are highlighted per role.



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Péter Szekeres

Co-founder & CEO

[peter.szekeres@neticle.com](mailto:peter.szekeres@neticle.com)



+36 70 701 6488

