

## **FreshDirect voted best online grocery service**

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A new survey finds that customers prefer FreshDirect over other online grocers such as Google Shopping Express, AmazonFresh, Peapod and Walmart to Go. The study, conducted by e-commerce service provider Fluid, revealed that FreshDirect was ranked as having the best customer service.

Customers who participated in the survey said FreshDirect scored the highest across key categories of user experience, had a grocery-centric presentation and high product quality. And while FreshDirect was voted top overall, Google Shopping Express was found to score the highest for its extensive searching and sorting features (surprise, surprise.)

Traditional supermarkets such as Safeway (NYSE: [SWY](#)) and Harris Teeter were found to have outdated interfaces, as described by the survey's authors. Other misses included Walmart's poorly functioning search feature (reportedly a search for apples turned up pears) and AmazonFresh's lack of detail in its product descriptions.

Other online grocery services included in the survey were Safeway, Harris Teeter and Whole Shopper, the online offering from Whole Foods Market (NYSE: [WFM](#)).