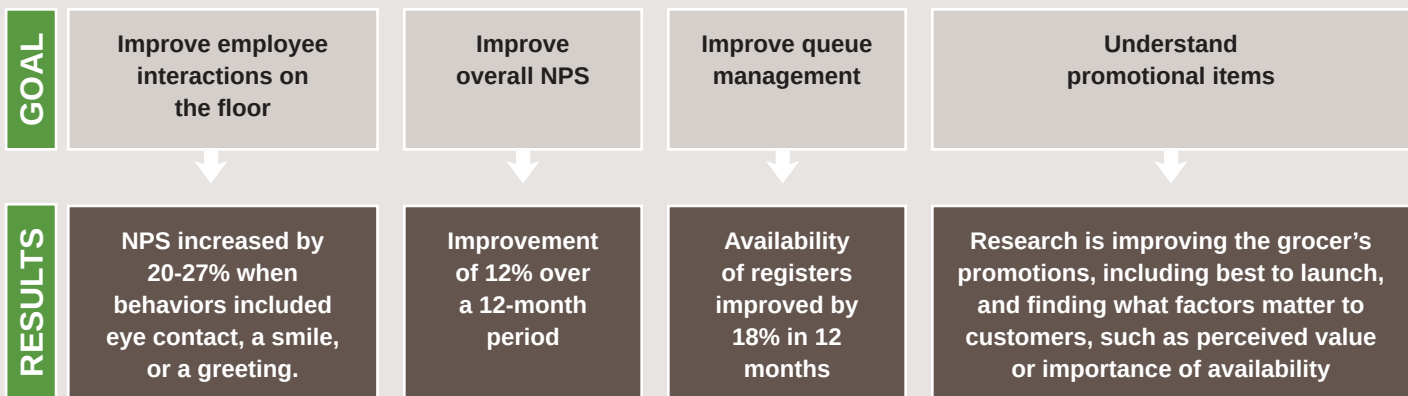




Grocery

What a difference a smile makes!

KEY RESULTS



WHAT BEGAN AS A SINGLE NO-FRILLS, DISCOUNT GROCERY store that offered just a few choices per category, has evolved into a leading chain in over a dozen countries.

Today the chain keeps prices low by limiting the number of SKUs (stock keeping units) and having customers bag groceries and pay for grocery bags—all activities to reduce costs for savings that can be passed back to the consumer.



The no-frills philosophy served the chain well, but as competition heated up, it was clear that improving the customer experience was important, and in 2014 the grocer partnered with Market Force to launch a mystery shopping program.

Market Force analyzed early results for the chain and found a few important areas the grocer needed to concentrate on, the most important being staff interaction. Behaviors included greeting customers from the shop floor, eye contact, smiling, and a parting goodbye.

WHAT A DIFFERENCE A SMILE MAKES!

The results of incorporating staff interaction on the floor were amazing. Just a smile made almost a 25% difference in the Net Promoter Score (NPS), almost as much as a greeting, which made a 27% difference in NPS.

Queue management was also identified as a critical factor to NPS. Teams needed to quickly open up an additional register if lines became too long. This grocer added new procedures and subsequently saw a YoY 18% improvement in the availability of cash registers—all leading to great customer satisfaction.

Other areas that mystery shoppers check on include standards, with factors such as cleanliness and ensuring products are not out of date.

FOCUSING ON THOSE FACTORS THAT MATTER TO CONSUMERS

The grocery chain clearly has been well served by the original discount idea, but by incorporating improvement in the customer experience, the chain has upped it's game and kept current. The supermarket chain continues to accumulate awards and is noted as a value leader in Market Force. By upping their game with greater customer interaction, expect the grocery chain to continue to break records.

Staff interaction was found to be the most important area to improve the customer experience.

Thought Leadership

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