Customer Centricity, the opportunity for Supermarket Industry

Value Proposition

Enabling Customer Centricity, one transaction at a time, one customer at a time, one employee at a time.



Our Offering

A Customer Feedback platform

that converts customer feedback

to actions, insights and better reputation

Customer **Portfolio**







- >3m questionnaires per month
- 4 Countries (GR,CY,BG,RO)
- 7 Retail Industries (Omnichannel, Food, Travel, Banking, Insurance, Energy, **Automotive)**































Customer Centricity as an opportunity

EOR ARTICLE REPRINTS CALL ROO-988-0886 OR 677/283-2500. OR VISIT HER ORG

Spotlight

Rob Markey

ARE YOU **UNDERVALUING** YOUR **CUSTOMERS?**

It's time to start measuring and managing their worth.



HE TRUE PURPOSE of a business, Peter Drucker said, is to create and keep customers. Most managers understand this, but few behave as if they do. Under relentless earnings pressure, they often feel cornered, obliged to produce quick profits by compromising product quality, trimming services, imposing onerous fees, and otherwise shortchanging their customers. This short-termism erodes loyalty, reducing the value customers create for the firm.



Harvard Business Review

PUBLISHED ON HBR.ORG APRIL 30, 2020

ARTICLE DATA

The Most Important Metrics You're Not





N THE WEEKS leading up to the initial public offering of apparel retailer Revolve Group, in June 2019, ANALYZING ITS ors struggled to come up with a fair valuation Several recent IPOs-most notably those of the ride-hailing firms Uber and Lyft-had been disappointing. Revolve had delayed its IPO for months **CUSTOMERS** because of a downturn in the stock market. Despite the headwinds, its IPO was priced at \$1.2 billion-and it exploded by an additional 89% on its first day of trading, making it one of the best first-day IPO

performances of 2019. The spike brought the company's valuation

to roughly 4.5 times its revenue over the previous 12 months-five times the multiple of its apparel-retailing peers and more akin to that of a technology company. What hannened, and why did investors originally fail to see just how strong a firm Revolve was?

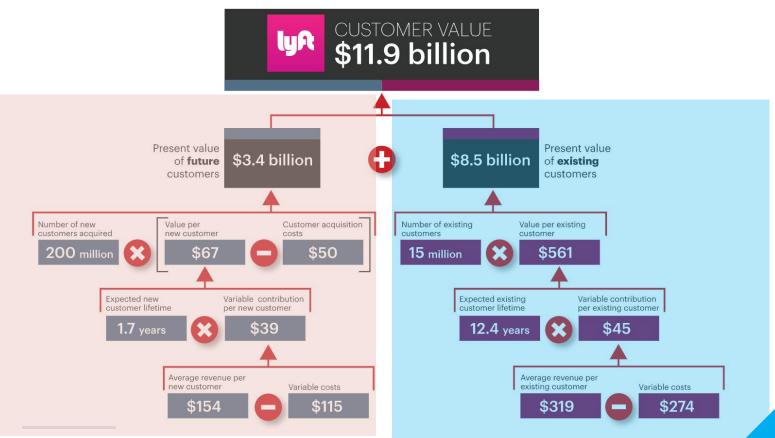
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Peter Fader

Daniel McCarthy

The view of an investor



Question

What customer loyalty related metrics do you include in fiscal year review?



You know how much you sell, but... do you know how good you serve?



Sales

- Gross & Net Profit
- Sales per employee
- Conversion Rate
- Number of walk-ins
- Average Transaction





Experience



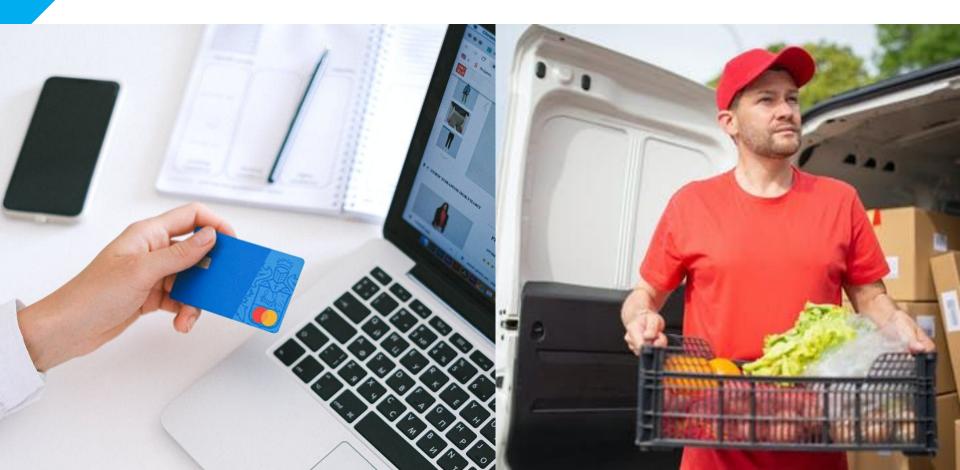
NPS online Grocery vs eCommerce Market





What can I do to improve NPS in an (online) Supermarket

Importance + Performance = Impact



Key Impact Map Report

Importance + Performance = Impact

FOCUS

Improvement Area

Metrics that have a determining role on NPS, but are poorly rated.

MONITOR

Keep-an-eye-on Area

Metrics that are not important for your customers and are poorly rated.

Don't affect to a great extent NPS, but you have to pay attention just in case.

PROMOTE

Money-making Area

Metrics that have a significant role on NPS and are highly rated.

MAINTAIN

Minor-strengths Area

Metrics that don't have a significant impact on NPS, but you perform well.

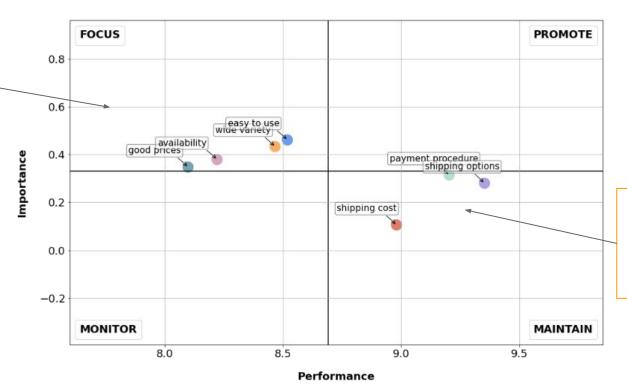
Keep them at the same level, you don't need to invest more on them.

Performance

Importance

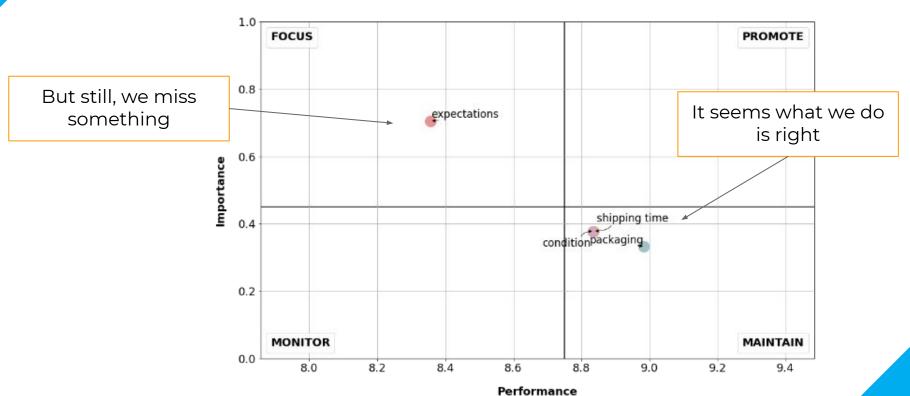
eGrocery Market Checkout Impact Map

Online experience still needs to be fixed in the industry



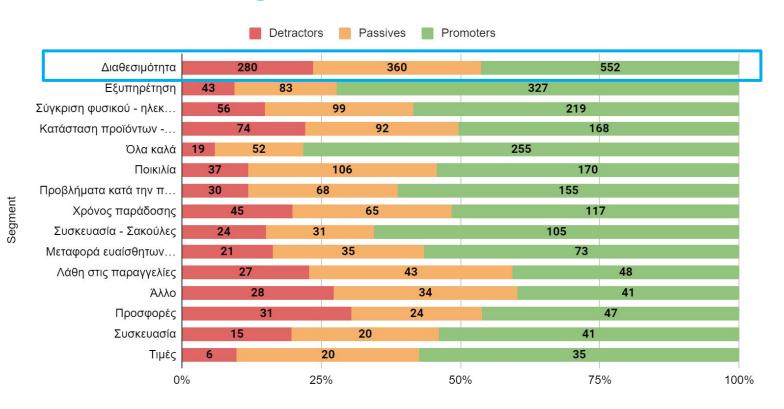
Shipping and payment work fine!

Order Delivery Key Impact Map



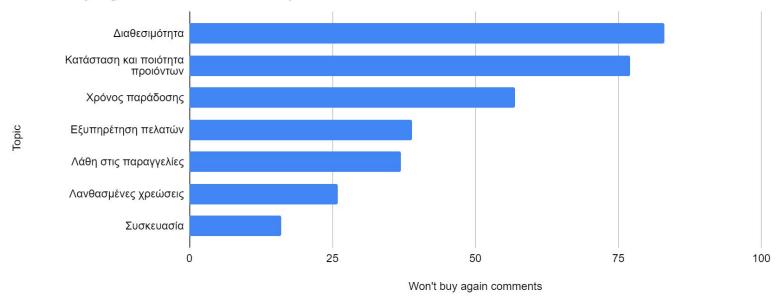


Dig into comments



Confirm Hypothesis

Won't buy again comments vs. Topic







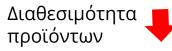
Opportunity

We can differentiate by working on product availability and by solving issues proactively!

Segmenting in Real Time





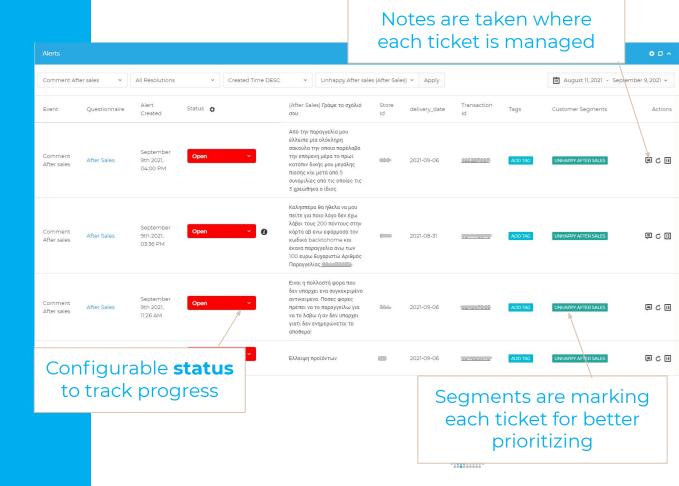


Επίλεξε κατηγορία για ό,τι θέλεις να γνωρίζουμε

- Διαθεσιμότητα Προϊόντων
- Εξυπηρέτηση
- Ποικιλία Προϊόντων
- Τεχνικά Θέματα
- Κόστος/Χρεώσεις Παραγγελίας
- Προσφορές/Προωθητικές Ενέργειες
- Άλλο
- Είμαι ευχαριστημένος/η, δεν επιθυμώ να αφήσω σχόλιο

Engaging the frontline

Customer feedback calls for action, this is what our alerts panel is doing, converts feedback to tickets



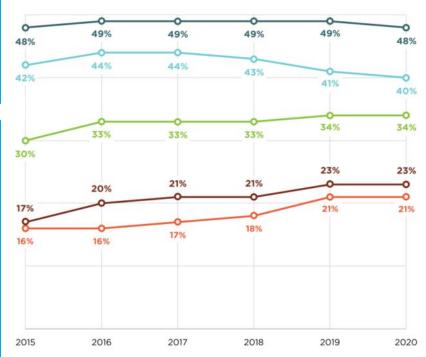


Customer Centricity beats price an

product

THE HUMAN CONNECTION IS MORE RELEVANT THAN EVER IN THE PURCHASE PROCESS

% of global internet users who would be more likely to advocate for their favorite brands for the following reasons



Staying the same

- O High-quality products
- Rewards (e.g. discounts, free gifts, etc.)

Increasing

- When I've received great customer service
- The feeling of taking part/being involved
- When I have a personal/one-on-one relationship with a brand





Opportunities

1. Your industry is rich in Loyalty Data, use them!

2. The frontline in your stores are aware of what customer experience means, let THEM do the job of exciting the customer, even after the service

3. Measure to get insights that lead to customer facing actions





The experience of a consumer

CUSTOMER MAKES A
PURCHASE

JUST AFTER LEAVING THE STORE, RECEIVES A MESSAGE, ASKING FOR FEEDBACK

EVALUATING VISIT & PURCHASE EXPERIENCE

GENERATING AUTOMATE
PERSONALIZED
CAMPAIGN









Cases









Discovered 12k customer recovery opportunities and decentralized recovery efforts to stores, with each store having to manage no more than 75 recovery cases per month.

Improved Google maps score by 20% in less than 5 months, without giving any incentive to customers when they leave a review. Recruited **700** of new iQOS users as **interviewees** for additional information about the device, marking an amazing **30%acceptance rate** to the request for interview.

Customer Centricity Leaders do better...

Loyalty leaders grow revenues roughly 2.5 times as fast as their industry peers, delivery 2 to 5 times the shareholders returns over the next 10 years.



