

Boutique Grocery Store - Study



Background

An award-winning grocery store with multiple locations throughout the region is one of the area's leading progressive and independent grocers. Their focus is to deliver unique products of the highest quality. Everything in the stores reflects their passion for food; from knowledgeable specialists in each department; to good cuisine recipes in their culinary kiosks where shoppers can experience the quality foods from their stores firsthand.

The Main Issues

Management needed a more effective means of learning what their customers were looking for and wanted, with the goal to identify and quickly respond to trends and preferences.

(Example; buy gluten free, organic etc.)

Additionally there was a need to:

- 1) Become more effective with their in-store, same- visit specials and promotions.
- 2) Increase the number of customers joining their mailing list and
- 3) Improve customer interaction, satisfaction and shopping convenience

The Solution

The Share Your Experience (SYE) comprehensive solution helped all different grocery store locations start capturing the data needed to analyze feedback and helped management understand their customers' demands to focus on resolving their issues.

Via strategically placed in-store signs, customers were encouraged to:

- 1) Leave open text feedback using SYE digital comment card, via smartphone. This allowed customers to express themselves and respond in their own words to their particular experience. All customer responses are received instantly during the store visit.
- 2) Get access to in-store coupons on promotions or specialty items. SYE's instant digital coupon can be saved on the customer's smartphone and redeemed in-store. The store can also advertise in newspapers and provide supplements, giving the option to customers to either cut the coupon or to simply save them on their smartphone to be redeemed at any location.
- 3) Sign up quickly and easily to be on the mailing list during their visit, with the incentive of receiving an instant redeemable coupon for joining.

In addition SYE Social Sentiment Dashboard helps store managers monitor and analyze twitter and social media comments about their store, products, and brands.

The Results

As a result of using SYE solutions, management has been able to:

- 1) Increase feedback and customer interaction; with the majority of comments being received during the in-store visit and same day, which allows quick response to customer issues
- 2) Identify specific items and products that customers are looking for
- 3) Target better their promotions and sales to their customers
- 4) Increase the number of customers signing up for their mailing list by 54%
- 5) Lower the number of negative public comments on online review sites
- 6) Monitor in real-time reputation and customer sentiment

The Benefits

Customer interaction and feedback has greatly increased, the customer base has grown, and they have been able to quickly respond to customers' comments, preferences and trends.

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