

Shopper Optimisation



Are you getting the most value out of existing customers?

CGA's Shopper Optimisation Programme is custom-designed to drive greater value out of a customer base in a tough economic environment. It enables companies to see who their most valuable groups of customers are, what's driving their behaviour and how customer experience is impacting these groups. The benefit of the programme is to enhance shopper loyalty and drive greater value from their shopping visits

What We Do

We'll start by looking at your data to identify clusters of shoppers. We can use your own customer profiling for this or take your data and analyse it ourselves.

We will then spend some time in your stores, observing the way shoppers behave and how the experience they are currently receiving impacts on this behaviour, purchasing patterns and 'basket' value. We will then validate the customer clusters identified in your data to see if they adequately represent behavioural clusters and propose a different customer segmentation if they do not.

At the end of the process we will identify key value based customer groups.

We will then talk to your customers to understand what is driving their behaviour. Where possible we will use qualitative research techniques to help you really understand why customers behave the way they do and quantitative research techniques to quantify the problem and / or validate our proposed solutions.

What You Get

We'll provide you with a customer segmentation model based on shopper behaviour. We'll give you an indication of the relative value of each segment and identify the most valuable to you.

We'll then provide you with a view of how you can tailor your marketing to each of these groups in terms of messaging, offer and staff behaviour in store.

Finally we'll give you the tools to build a media strategy that focuses your resources on the shoppers that could, potentially, deliver most value to you.

Timescale

Depending on how much data you hold, how robust your data segmentation is and how much original research we agree is required this programme can be delivered in four to eight weeks.



To find out how CGA's Shopper Optimisation Programme could drive value from your customers, contact Rick Harris on +44 (0)1483 209 586 or rick@cgaexperience.com today.