



**Customer:**

Regional supermarket chain located in high-density urban and suburban communities

**Challenge:**

High degree of competition from other retail chains, independents, drug stores, and warehouse stores

Research uncovered a high degree of cross shopping

**Solution:**

Identify best customers and provide them with special attention and promotional offers that increase their share of wallet with the retailer

## Winning Top Shopper Loyalty with On-the-Spot Service

When you’ve got shoppers stacked up at 10 or more lanes, your primary customer service goal is getting them through checkout fast, with a smile. It’s hard to imagine it as the moment to reach out and win the loyalty of your most important customers – but that’s exactly what one supermarket chain did, with the help of YOU Technology.



### Genuine response to Top Shopper needs

The grocery chain was unhappy with its customer loyalty trends. With competition coming from everywhere, the chain was finding it increasingly difficult to hold onto its best customers, much less to grow the business. The retailer partnered with YOU Technology, given YOU Technology’s considerable expertise in shopper behavior and promotions management, to come up with an innovative solution. The resulting program put the retailer back into the driver’s seat, dramatically building both its best customer base and basket size.

To provide better service to best customers, the retailer needed a way

first to identify them, and then to reach them while still in the store. Now, with YOU’s loyalty system, whenever a loyalty card is scanned at register, a shopper database lookup occurs instantly. If the customer is indeed a best customer based on up to two years of transaction data, the system immediately sends a service manager a beeper message, which includes the shopper’s name and lane, plus profile information, such as recent spending level and frequency of visits.

The manager moves to that lane, helps bag the shopper’s groceries, and then opens up a friendly conversation. This makes the customer feel welcome and appreciated – but that’s only part of the plan. During the conversation, the manager asks, “Is there anything you needed that we didn’t carry, or that you couldn’t find?”



**Store management was surprised to discover how much additional business they could earn from simply serving their current customers better.**

### **Making follow through part of business-as-usual**

Clearly, this is not just making conversation: it is a vital step in keeping best customers satisfied – and out of the competition’s stores. Any items the customer lists are noted and entered into the customer’s loyalty account profile. Once the new SKU is added to the store’s inventory, the system automatically sends the shopper a note – which can be paper mail from the manager, an email, or a text message – that also includes the aisle location, and occasionally a coupon for the product. These capabilities to deliver data-driven service and customer-personalized promotions over a variety of media are simply part of YOU’s personalized marketing technology that start the retailer on a path to creating better relationships with its shoppers.

The program has been a dramatic success. Store management was surprised to discover how much additional business they could earn from simply serving their current customers better, with notable gains as they multiplied the ranks of their Best Customers. And with YOU Technology’s help, the program was smoothly rolled out across all the stores in the chain.

**About YOU Technology:** YOU Technology revolutionizes the way brands and retailers connect with consumers by delivering personalized communications in real-time and across a range of media. Customers such as Kroger, Lowes Foods, Shop ‘n Save, Dr Pepper Snapple Group, Unilever, and General Mills use YOU Technology for paperless digital coupons, interactive promotions, and end-to-end loyalty programs. YOU Technology offers its customers flexible quick-start options that make it easy to get started. For more information, visit [www.you.net](http://www.you.net) and find out how YOU can help...you.



**YOU Technology Brand Services**  
1701 Gateway Blvd., Suite 101 ♦ South SF, CA 94080  
Phone: 650.624.3800 ♦ Fax: 650.624.3899  
Email: [brandinfo@you.net](mailto:brandinfo@you.net) ♦ [www.you.net](http://www.you.net)

**YOU Technology Retail Services**  
1625 South Congress Avenue ♦ Delray Beach, FL 33445  
Phone: 561.454.7600 ♦ Fax: 561.265.2493  
Email: [retailinfo@you.net](mailto:retailinfo@you.net) ♦ [www.you.net](http://www.you.net)