

Find innovative ways to improve product availability—and boost sales



Situation

Over their 15-year partnership, Heinen's Fine Foods has worked with SMG to leverage customer experience feedback and provide best-in-class service. Though they continually top SMG's industry benchmarks across the board, the premium grocer was seeking innovative solutions to move the needle on Product Availability—a historically lower performing measure and top driver of Overall Satisfaction.

Insight

A drill-down analysis by department revealed most customers were unable to purchase everything they intended due to insufficient item availability in center aisles (i.e., dry goods, snacks)—which is also the department customers visit most.

The team knew they needed a way to flag availability issues immediately and drive close-the-loop efforts with these customers.

Action

01 | Deployed Product Availability alerts to store managers when shoppers indicated they were unable to purchase everything they intended (notifications included contact info at customer's request)

02 | Invested in predictive analytics software to uncover purchasing patterns and detect consumer demand at the SKU + store level—leading to targeted product stocking

Results

+ \$250k

Impact to the bottom line over 3 years

+ 5.8 ppts

Ease of Finding Products

+ 3.2 ppts

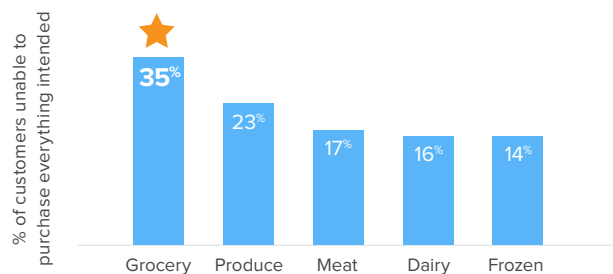
Product Availability

+ 1.5 ppts

Overall Satisfaction



Customers were most unable to purchase items in the grocery department—the most visited department



This Top Partnership Insight was awarded to Heinen's in 2020