



Monthly Metrics #6: Measuring Performance

Shopper Satisfaction

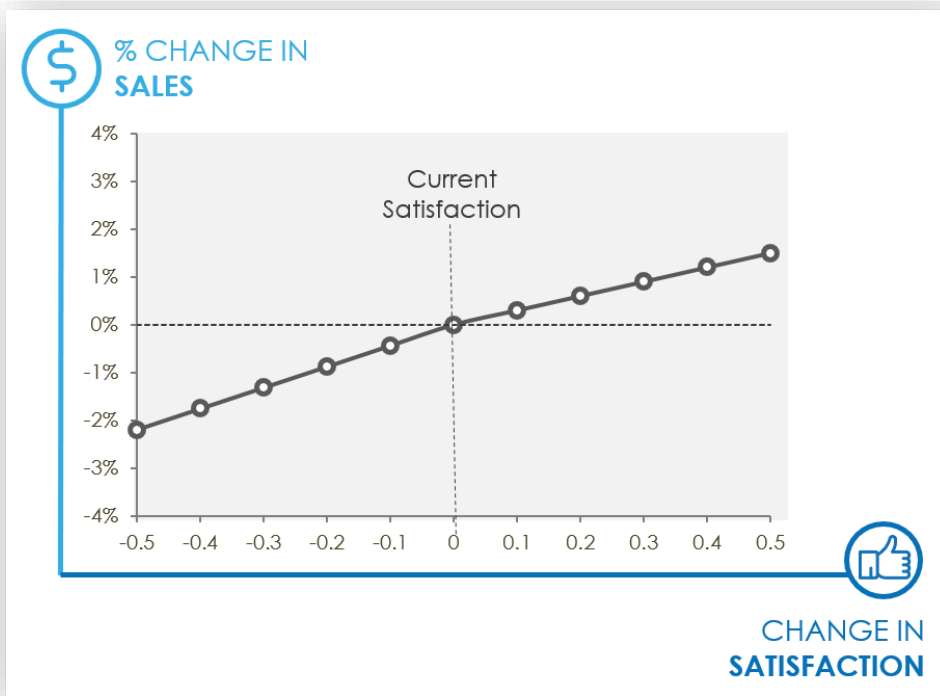


Our Monthly Metrics aims to help enhance your **Category Management team's** understanding of shopper metrics and help them to draw meaningful implications for your category and customer strategy. This month we show you a **mini case study** how you can use **shopper satisfaction** data to **protect yourself from delisting**.

Why measure Satisfaction?

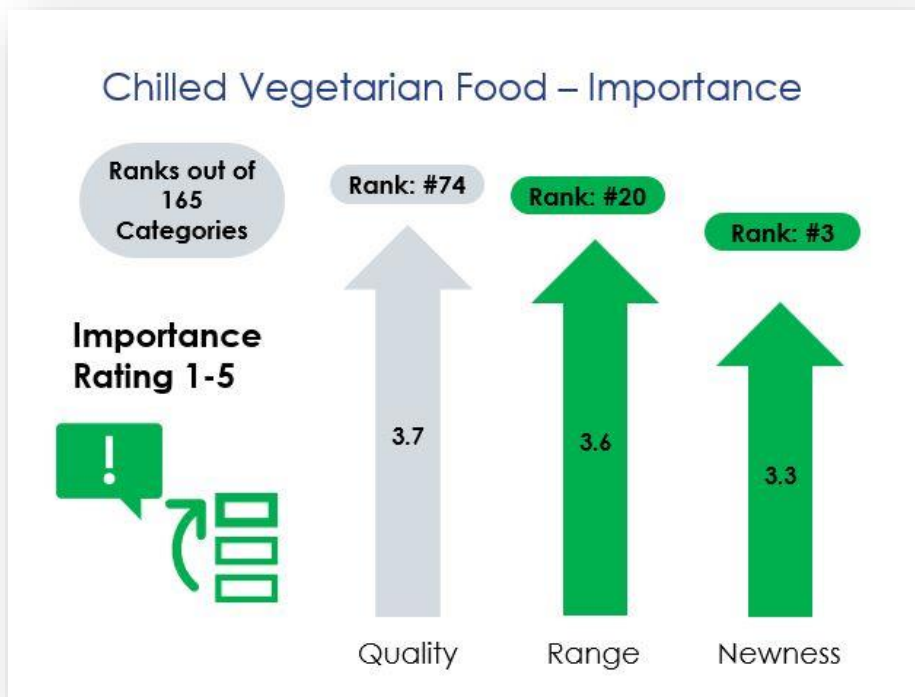
For many, Shopper Satisfaction is considered a 'soft metric'. It isn't; it has a proven effect on sales.

A longitudinal [Yale University Study](#) found that a +0.5 improvement in shopper satisfaction (scale 0-6) results in a 1.5% increase in store sales. That same decrease in Shopper Satisfaction (-0.5) through inattention, will lead to a 2% decrease in Sales.



Understanding which levers to pull when looking to increase shopper satisfaction starts with **understanding what's important** to them, and how that level of importance compares to the total store.

Take **Chilled Vegetarian Food** as an example:



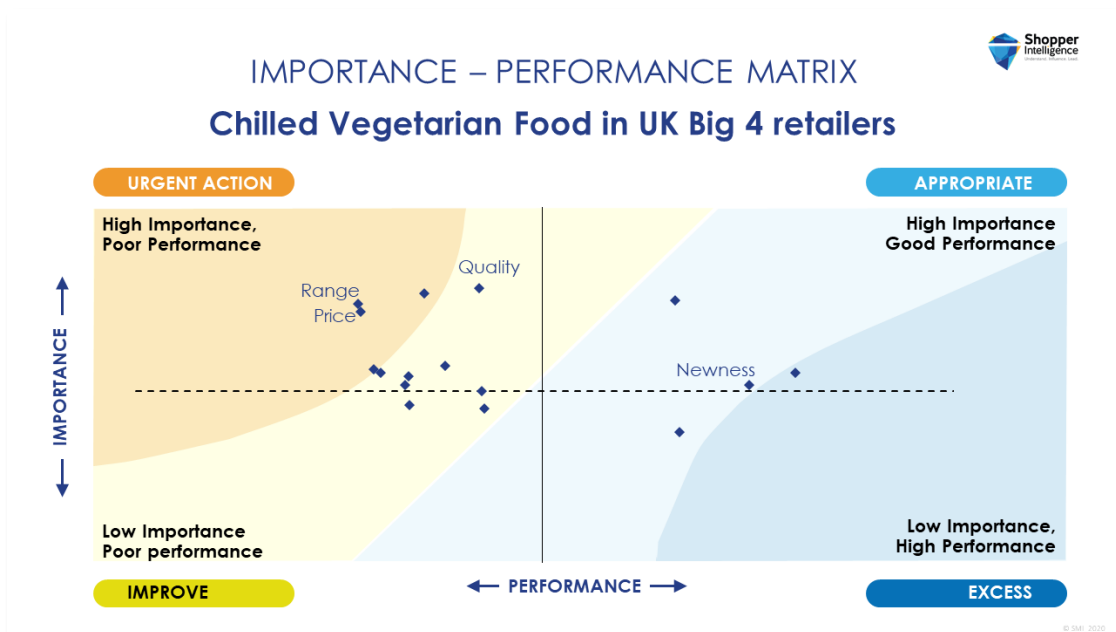
This is a category that has a lot of demands coming from shoppers. The **most important** thing to the Chilled Vegetarian Shopper is **quality** (scores 3.7 on a 5-point scale), this ranks just under average when compared to other categories: #74 highest score out of 165 CPG categories. Range is also important and ranks #20 against all other categories. The importance of Newness is only 3.3, yet Chilled Vegetarian Food has the 3rd highest score amongst 165 categories on this metric.

How to use this insight to defend range and protect from delisting?

When talking with a retailer, this insight is powerful. It shows that **in the context of other categories, retailers should focus on range and innovation** in Chilled Vegetarian more than in most other categories, simply because shoppers in this category need it more than other categories and **retailers will lose sales by delisting.**

Once we understand the relative importance of each metric, we can then map this against how well shoppers feel this is being delivered.

By mapping importance against satisfaction, we can get a sense of **where we need to focus to make improvements.**



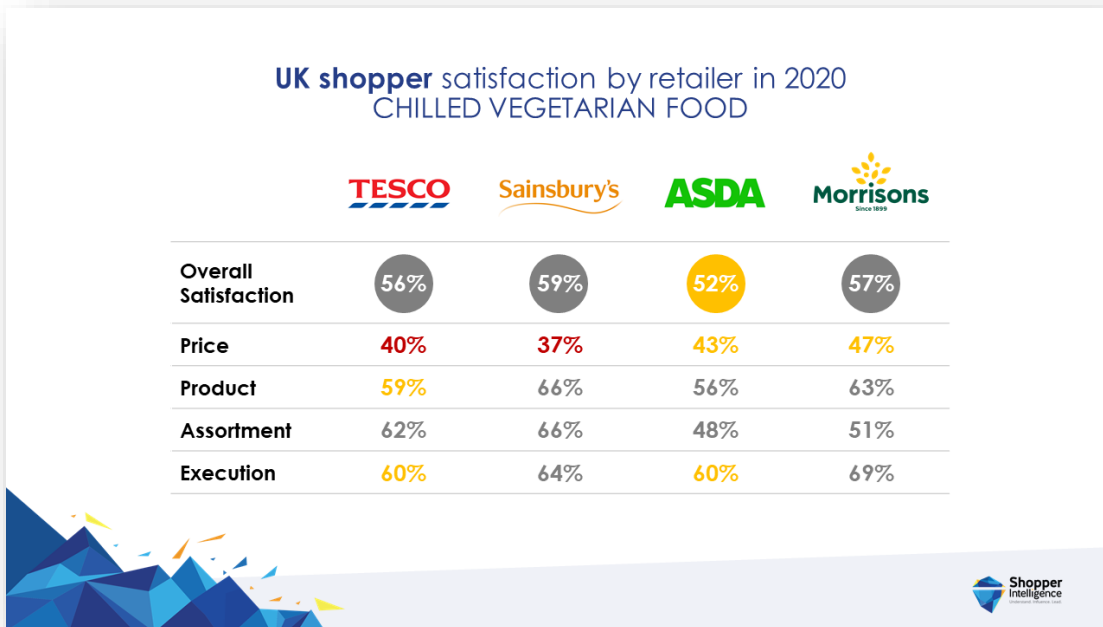
In the case of Chilled Vegetarian Food, **Range, Quality** and **Price** stand out as needing urgent action. They are very important to shoppers but below average in terms of satisfaction (top left quadrant).

We also ask shoppers explicitly **what improvements** they would make to the category. In the case of Chilled Vegetarian, shoppers point to range, innovation, and theatre as their most desired improvements.

An innovation strategy that focused on improving quality and range would be likely to drive shopper satisfaction within the category.

How can retailers use this insight?

Where retailers get the most value is understanding this in the context of the whole store, and against their competitors – answering questions such as - **which retailer is best-in-class** on the category? and **where do we have gaps?** This helps them understand where they should be making investment.



Overall, **ASDA's shoppers are least satisfied with Vegetarian Food**. Even though their shoppers are quite satisfied with **Price-related aspects** in the category, ASDA has a clear gap in terms of **Assortment-related** and **Product-related** attributes to all 3 competitors. Drilling down further within these factors into our 21 individual satisfaction metrics could help ASDA improve their overall shopper satisfaction and create a winning strategy with the retailer.

As we always say, these are just a few metrics from our toolkit that can help **drive more shopper centric category management** and **elevate discussions with your buyer**. Of course, there's lots more we'd suggest you explore from our data set to build this story further!

For other topics, download our previous Monthly Metrics issues from our website:

- Monthly Metrics 1: [Traffic Drivers and Spend Drivers](#)
- Monthly Metrics 2: [Shopping Mode \(Grab 'N' Go or Browse\)](#)
- Monthly Metrics 3: [Shopping Mission](#)
- Monthly Metrics 4: [Planned versus Unplanned](#)
- Monthly Metrics 5: [Shopper Decision Hierarchy](#)