

**GROCERY
OUTLET**
bargain market

Grocery Outlet

A Supermarket Unlike Any Other



An Agility Metrics Customer Profile
www.agilitymetrics.com

Background



You'd be hard pressed to find any super-market chain as passionate about the savings and value delivered to customers as Grocery Outlet. Offering brand name products at up to 60% discount below standard retail prices, Grocery Outlet has a following of customers who trust that it will be well worth their time to visit one of their 150+ stores for

unmatched deals and substantial savings. As their website quips, "we measure our success by how much you save and we're fanatical about it."

Jim Read founded Grocery Outlet in the 1940s purchasing military surplus and selling it at a huge discount compared to traditional retailers. Three generations later, it's no surprise that this impressive legacy continues to inspire a passion for great prices. But Grocery Outlet recognizes that when it comes to providing true value to customers, price is only part of the equation. Amazing customer experiences, great product variety, and a truly local look and feel are some other important factors that explain why customers continue to flock there.

The importance of getting that customer experience right can never be overstated. Grocery Outlet takes nothing for granted when it comes to the relationships it has with customers and constantly strives for perfection. Prior to partnering with Agility Metrics, Grocery Outlet had already taken steps to measure and analyze customer experience performance, but the feedback gathered lacked precision and actionability, and as a result Grocery Outlet was incapable of accurately diagnosing the root causes of customer satisfaction or dissatisfaction.

Forging a Customer-Centric Partnership

Excited at the prospect of deeper customer insights and the chance to take its overall customer experience strategy to the next level, Grocery Outlet partnered with Agility Metrics to build and customize a **Customer Experience Management** solution that would increase both the volume and actionability of customer feedback and strengthen that invaluable link with customers.



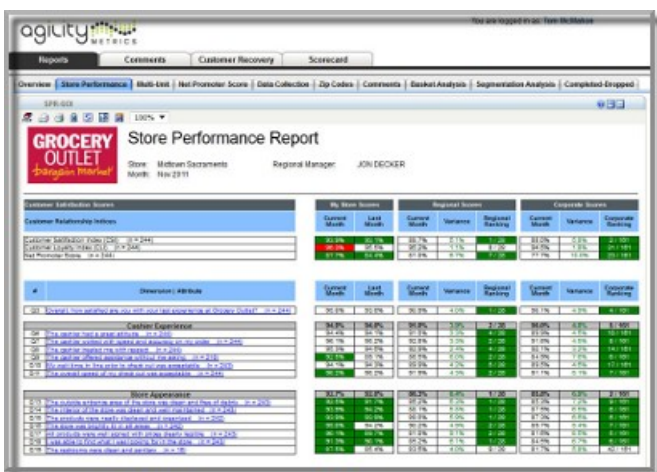
Agility Metrics' Customer Experience Management solution allows Grocery Outlet customers to provide feedback via web, IVR, or mobile devices, while Agility Metrics' expertly-designed surveys ensure that only the most relevant questions are posed. This in turn yields a rich set of customer feedback data pinned down to specific conditions – time of day, store location, cashier, store department, and so on.

A combination of real-time online reporting and pushed scorecards ensures that key Grocery Outlet stakeholders, from senior corporate management to individual store managers, are constantly up-to-speed on the pulse of the customer experience. The reporting system built by Agility Metrics enables Grocery Outlet to continuously monitor customer experience performance in real-time across their entire chain of supermarkets.

And because the feedback can be traced back to individual locations—even down to individual check-out aisles—Grocery Outlet can very quickly target

problem areas and immediately assess the results of any corrective actions taken. “The data we’re collecting via Agility Metrics is extremely actionable for our operators because it allows them to immediately address any situation at the point of transaction,” said Tom McMahon, Vice President of Sales and Merchandising at Grocery Outlet.

Moving the Needle on Operational Performance



Grocery Outlet has achieved three major wins in terms of maximizing customer experience performance. First, the reporting system allows for the identification and root cause analysis of customer pain points. With the ability to look across multiple stores and identify locations that are lagging in customer satisfaction, Grocery Outlet now has an extremely precise way to identify and address problem areas in the customer experience. Additionally, customer rescue alerts target dissatisfied customers by instantly escalating their complaints to personnel who are poised to act. This helps Grocery Outlet rescue customers who otherwise would have been on the edge of defection.

Second, Agility Metrics provides insight into key differences in the client base from store to store, allowing management to better adapt their customer experience strategy to the needs of local clientele.

“We put a lot of effort into making sure that our markets mesh deeply into the fabric of their local neighborhoods,” said Melissa Porter, VP Marketing at Grocery Outlet. “You just can’t fake local, so we put timely, actionable customer information in each local owner’s hands, giving them what they need to provide impactful, personal-touch care for their customers.” The level of store-specific insight that emerges from the program allows for the development and deployment of customized strategies for each supermarket, ensuring that each Grocery Outlet store fits perfectly into its local community environment.



Finally, the program has opened up exciting new ways for Grocery Outlet to engage with its most passionate customers on Facebook and other social networks. Thrilled survey respondents are encouraged to share their experiences with friends on Facebook using **Clk2Tell**, a cutting edge social marketing application.

Seeding this positive word-of-mouth into the social web has had an exceedingly positive impact on Grocery Outlet’s social media strategy. Thousands of customers have responded by visiting, liking, and engaging with the brand on Facebook, and an exciting fan community has sprung up on the brand’s Facebook Fan Page.

Looking to the Future

As the partnership with Agility Metrics deepens, Grocery Outlet will continue to refine its quest to deliver amazing supermarket experiences and build powerful bonds of loyalty with its customers. In an era where every customer is looking to save a bit more, Agility Metrics is proud to be partnered with a brand whose mission is to help grocery shoppers trim their bills, one bargain at a time.

About Agility Metrics

Agility Metrics is rapidly becoming one of North America's leading suppliers of Customer Experience Management solutions. Agility Metrics leverages cutting-edge technology and deep sector expertise to help leading brands deliver remarkable customer experiences that get people talking.

Agility Metrics transforms customer feedback into actionable insights that brands use to increase customer satisfaction, recover at-risk customers, and strengthen customer loyalty. From there, Agility Metrics unlocks the power of social marketing and empowers highly-engaged customers to spread positive word-of-mouth across Facebook and other social networks.

Staffed by passionate and dedicated people, Agility Metrics is proud to be servicing some of the leading retail, grocery, automotive, and healthcare brands across North America. Please visit www.agilitymetrics.com for more details.