



LOYALTY HEALTHCHECK

Use the UK's largest shopper dataset to find your most loyal customers. Then ask them how you could treat them even better.

It's easier to sell to an existing customer than to a new one. That's why loyalty is important to every business. Our research pinpoints your most loyal customers and helps you find ways to strengthen that loyalty.

- **Understand what makes your customers loyal**
- **Identify the nature of loyalty — is it emotional or functional?**
- **Find the best strategies to engender loyalty in more people**

SAY HELLO TO THE MOST IMPORTANT PEOPLE

Customer loyalty is driven by a range of factors. But if you don't know what they are, your efforts to foster loyalty can have varying results.

Once you know how and where people engage with your brand, you can optimise campaigns, portfolios and messages to deliver the biggest returns.

We'll reveal what consumers love about your products, the category and where they shop. Answer questions like:

- 1** How much is a loyal customer **worth to your brand?**
- 2** What makes people become **more or less loyal?**
- 3** How does loyalty **differ** by retailer?
- 4** What impact does **changing loyalty** have on your business?
- 5** **What activities** should you focus on to build and retain loyalty?



HOW WE PERFORM A LOYALTY HEALTHCHECK

Data on the shopping habits of over 17 million consumers lies at the heart of every loyalty healthcheck. We use this data to identify a sample of customers who are relevant to your business

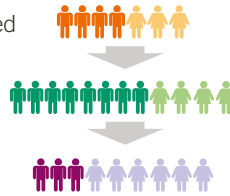
NATIONALLY-REPRESENTATIVE CONSUMERS

With the UK's largest continuous panel* and over five million contactable consumers to call on, our research subjects are representative of the entire UK, in every way.



ACCURATE TARGETING

Our sampling is based on hard data about how people shop and what they buy — not just what they tell us.



A CONNECTED VIEW

The ability to reach so many consumers means that we can talk to people who buy even the smallest brands. Then we can connect what they tell us to what they actually do, giving you a complete consumer view.



Depending on the nature of the project, we can use a variety of methods to perform a loyalty healthcheck. These include:

- Online surveys
- Focus groups
- Online communities

Achieving category growth through...

UNDERSTANDING AND ACTIVATING LOYAL CUSTOMERS

We worked with a major retailer to understand loyal customers within a specific category – who they were, how they were behaving and how we could further engage them to grow sales and loyalty.



WHAT WE DID:

Following behavioural analysis to identify the customer groups we wanted to talk to, we could see that a significant proportion of previously loyal customers were spending less or leaving the category. Significant opportunity lay in re-engaging these people.

We used a combination of store intercepts, focus groups and online questionnaires to find out what mattered most to these customers when shopping the category. Three clear themes for re-engaging customers with the category were identified - reassure, inspire and inform.

THE QUESTIONS:

1. Who are the **category's loyal customers**?
2. Which customers are becoming **less loyal and why**?



THE RESULTS:

The retailer used this analysis to inform their entire category plan, armed with the knowledge of who their loyal customers were, how to create more relevant offers and messages for them and the size of the opportunity involved.

THE OBJECTIVES:

1. Identify the **greatest opportunities for category growth**
2. Understand how to **re-activate lapsing loyal customers**

*When compared to Kantar Worldpanel, Nielsen Homescan, Kantar TGI and Nectar Canvass