



Customer Satisfaction – our Biggest Opportunity?

Australia's two supermarket chains are lagging well behind their international peers when it comes to customer loyalty, new research shows.

The independent study by Gapbuster Worldwide, a global consultancy firm based in Melbourne, found just 13 per cent of Coles Supermarket customers reported complete satisfaction after visiting a store, Fairfax newspapers reported. Among Woolworths shoppers the figure was slightly higher at 17 per cent.

Gapbuster sent mystery shoppers into 600 supermarkets – Woolworths and Coles stores in Australia and ASDA, Tesco and Sainsbury's stores in the UK.

They reported back on their experiences browsing aisles, asking about the location of a product, visiting a service department such as a delicatessen or bakery and passing through the checkout.

ASDA proved to be the benchmark of the group with almost one in four customers claiming complete satisfaction with their shopping experience.

The study gave some insight into the deterioration of the Coles Group with Woolworths outperforming them in most categories, including overall customer satisfaction, speed of service and staff friendliness. However, Coles came out in front on range and value for money.



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Australian Consumers Push Retailers To Go Green

At a seminar presented at the National Retail Forum recently held in Melbourne, Pierce Cody, Director, Macro Wholefoods said "an increasing amount of Australian consumers are becoming 'eco shoppers' and don't mind paying a little bit extra to clear their conscience."

Having effectively expanded an organic food store in Bondi Junction into a chain of eight supermarket/cafes in Sydney and Melbourne, Cody believes that consumers are becoming more environmentally aware and are looking to retailers for eco-friendly stores, products and experiences, regardless of the bottom line.

"Retailers need to stay attuned to customer feedback and 'conscious consumers', as I like to call them, are impressed by eco-friendly retailers" said Cody.

"Eco-shoppers tend to 'interrogate' product labels, marketing campaigns and staff, all with the planets well-being in mind. They are however, willing to overlook higher prices if retailers offer genuine 'green' options."

"Today's consumers expect retailers to be 'green' and are willing to pay for that because they also get the 'feel good' feeling that comes with making the choice to look after the environment" he said.

"Like all things, some consumers will see eco shopping as a passing fad, whilst some others have it truly embedded in their psyche and they are becoming a growing majority."

If you think that 'green' is not for your supermarket think again. In every market over the coming years there is going to be more emphasis on green, not just organic foods, not just green power or green cars but everything. The 'green revolution' is going to touch everyone and those willing to change will reap the rewards. John Markham

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