



CUSTOMER LOYALTY IN NORDIC GROCERY RETAIL

VIDEO TRANSCRIPT

The pandemic and rapidly intensifying digitalization is creating new demands for customer loyalty in grocery retail.

What is key to keep customers loyal? And how do we meet the demands of customers to foster loyalty towards grocers?

Loyal grocery shoppers are remarkably more profitable customers, that help loyalty leaders generate revenues 2.5x faster than competitors. But most grocery loyalty programs are not differentiated. In fact, they mainly rely on traditional transactional rewards. Something that is easily replicated by competitors.

And the result? Customers are bored! 74% are participating in loyalty programs—yet almost two thirds find them dull or confusing.

So, at Accenture Nordics we examined the loyalty offerings across a broad selection of Nordic grocers and surveyed 1600 Nordic consumers to understand their attitudes and desires.

We found that post-pandemic grocery shoppers want loyalty initiatives that meet their new shopping missions. Grocers need to create a loyalty experience that is seamlessly omni-channel, emotionally engaging and highly personalized.

And while most grocers are offering certain experiences, our findings show that they are not yet integrated across the customer journey. 85% of customers indicates a desire to be actively supported and it should be done in a relevant and contextualised way during their shopping journey and beyond.

Customers are also looking for guidance. 85% want help making their lifestyles more sustainable—and 73% would switch spend to achieve their goal.

To leverage the power of loyalty, Nordic grocers must raise their game.

They need a deeper understanding of what customers seek across constantly shifting shopping missions. Simple transactional rewards must be complemented by purposeful experiences that support the personal goals and values of customers.

Keen to learn more? For a deeper dive into our study and its findings swipe up or go to:

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