

CLEAN UP ON AISLE 1:



A GUIDE TO LOYALTY FOR GROCERS & RETAILERS

As consumer demand changes and customers shop differently, Grocers and Retailers across the globe must adapt their loyalty strategies to reestablish customer loyalty that will stand the test of time.

WHAT CAN BRANDS DO NOW?



Personalization

There has been a **210% increase** in order volume for online grocery retailers this year when compared to 2019 data *(Rakuten Intelligence)*.

Retailers and Grocers must reimagine the customer experience and incorporate digital elements such as personalization.

Using data about member preferences, habits, and practices, brands can offer personalized product recommendations and make the shopping experience as seamless as possible.

Messaging & Communication



48% of consumers say the most important message to receive from a brand right now is about the steps they're taking to make business safe for customers *(PAN Communications)*.

Communicate with your customers whenever possible, through as many channels as possible. Keep your customers informed about the steps your brand is taking to make shopping as safe as possible for everyone involved, and ensure that your messaging is appropriate and relevant given current circumstances.

Create a virtual presence to make the online shopping experience feel more personal and an online experience that creates a satisfying shopping experience for customers.



Loyalty Program Ease

37% of U.S. consumers participate in loyalty programs because they are easy to understand *(Colloquy)*.

Make it easy for new members to join the loyalty programs in a few clicks and provide resources and quick tips to ensure they are making the most of your program. Make appropriate updates to the way members can accrue points or rewards and ensure loyalty offers are relevant given current conditions.

The Power of Social Media



51% of U.S. consumers are loyal to brands that interact with them through their preferred channels of communication *(Accenture)*

and **22% of millennials** said offers and promotions on social media compel them to visit a website, compared to 29% of Gen X and 38% of baby boomers *(Visual Objects)*.

Unlock the power of social media. Share feel-good videos and content that reiterates the power of community and reinforces the idea that everyone is going through similar challenges and experiences.



Customer Service

68% of U.S. shoppers have recommended a company to someone based on a previous good experience *(Criteo)*.

Create positive, memorable shopping experiences during this time by providing easy-to-reach customer service options such as chatbots in addition to customer care phone numbers to help resolve any issues.

HOW CAN BRANDS PREPARE FOR POST-CRISIS IMPACTS?

- **Grocers and Retailers must rethink their approach going forward** in order to continue engaging with customers.
- As for in-store operations, retailers will need to continue to **develop and maintain no-touch customer experiences with an emphasis on hygiene**.
- In order to get ahead of consumers' changing brand preferences, **Grocers should use AI/ML technologies to personalize member experiences based on their evolving needs and behaviors**.
- Grocery stores will always be essential to consumers but should **continue to optimize their internal processes and provide incentives to customers** to ensure their continued loyalty.
- **Implement a more dynamic loyalty program and strategy** to account for our new normal. Comarch helps companies face the challenges posed by digital disruption. With over 20 years of experience running successful loyalty projects all around the world, Comarch's loyalty experts can assist in strengthening and further developing loyalty strategies to account for these uncertain times. Contact a consultant today for a customized solution.



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