



Understanding your customer

It's key to the success of your business that you understand your customers reasons for visiting your store. Only then can you understand their shopper mission, and offer an appropriate range, presented in a way they can quickly and easily find what they are looking for.

Talk to your customers

You need to make sure your store is catering to the main missions of your shoppers. For example, if the store is in a busy worker area, you should allocate maximum range and space to food for now and meal for tonight. Getting it right will boost your business.

But how do you know whether shoppers are in your store to:

1. Top up
2. Food for Now (sandwiches, drinks and crisps)
3. Need it Now (distress items)
4. Newsagent (including newspapers and cigarettes)
5. Meal for Tonight

Well, the answer's pretty simple – ask them!

Questions, questions

You could chat at the till to find out if shoppers found what they wanted and why they wanted it. You could also use EPOS data to see the most frequently bought items. Or you could do this more formally with a member of staff circulating to ask questions.

For this to be really useful, you need to ask the right questions, ask enough of them and ask enough people. You could encourage customers to take part by holding a draw to win a voucher for money off shopping. Why not download our Partners for Growth Customer Satisfaction survey to use in your store?

For more category advice visit: partnersforgrowth.unilever.com

