



Project: ***UKROP'S TOP 400 SURVEY***
Segment: Direct Marketing: Loyalty

Multi-year

Program objectives

- Develop and nurture a connection between individual store managers and their top customers.
- Listen to customers:
Learn what areas customers thought needed improvement and detect overall trends affecting all 27 stores.

Significant results reported by user

Fall 2001

- 23.9% participation, despite having mailed on 9/10/01

Spring 2002

- Participation grew to 32%.
 - Response for first time participants grew to 29%.
 - Previous participants received personalized questions based on their previous answers.
Response grew to 52%.
- 34% of respondents provided their e-mail address for future correspondence.

Segment	Direct Marketing: Loyalty
Participants	
Client	Ukrop's Super Markets, www.Ukrops.com , family owned grocery store chain with 27 stores located in the central Virginia area.
Print Provider	Choice Communications, Inc., www.choosechoice.com , a leader in targeted marketing and one-to-one strategies.
Equipment	HP Indigo Ultrastream 2000 using Yours Truly software.
Program	
Target Audience	Top 400 shoppers at each store, and a representative sampling of customers in the second decile of shoppers.
Description	<p>With increased competition from Kroger and Super Wal-Mart, Ukrop's wanted to build relationships with their top customers and learn what areas of their operation customers thought needed improvement. Working with Choice Communications, Inc. a survey was developed to begin a dialogue with the most valuable customers at each store.</p> <p>Fall 2001: The first survey had six static questions for shoppers in the Top 400 group. Shoppers in the representative sampling in the next decile received a 7th question asking them which Ukrop's store they frequented most. Each survey included a letter addressed to the shopper that was signed by the store manager of the Ukrop's location the shopper frequented most. 11,582 surveys were mailed on September 10, 2001. Despite the unfavorable timing the survey received a 23.9% response rate.</p> <p>Spring 2002: Using the response data from the first survey, Choice developed the questions for a second survey. These questions were specifically designed to measure improvement in departmental areas that received the highest level of dissatisfaction on the first survey and to address new areas of the store and service which had not been addressed in the previous survey.</p> <p>Past respondents received completely personalized questions based upon their responses to the first survey. In addition, a cover letter from the store manager acknowledged their previous feedback, thanked them for their contribution and pointed out that changes had already been made to the store based on feedback from the first survey. First time recipients and non-respondents from the first survey also received customized letters for those groups. The second survey also included a representative sampling of customers in the second tier of Ukrop's best shoppers.</p> <p>In both surveys responses were mailed to Choice, who tabulated the results and did the analysis of the response data. A report of findings was presented by Choice at the conclusion of each survey to the Ukrop's marketing team.</p>

