Credentials
Friction/Reward Indexing™ for Retailers
“How to go from also-ran to favourite choice.”

08.206

UNCROWD
Also-ran or favourite choice?

Customer analytics that show you how.

CROWD
Click to watch our short explainer film
You need to know why a customer will choose you. Traditional customer analytics can’t do this.
...so we’ve fixed that.
...by capturing:

Shopping-effort vs. Purchase-gain.
...then comparing:

Friction vs. Reward
...and producing lots of these:

**MISSION:** FOOD FOR TONIGHT  
**UNCROWD:** BUSY FAMILY VALUE MINDED  
**FORMAT:** CONVENIENCE  
**FRI**^{TM}: 3.02

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**Highlights**

- **IMPORTANT**
  - Meal Building
  - Search/Wayfinding
  - Discovery

- **NOT SO IMPORTANT**
  - Belonging
  - Reward program
  - Retail Theatre

**Key Performance**

- **GOOD**
  - Speed of Shop
  - Simplicity
  - Travel
  - Trust delivered

- **MIDDLE**
  - Food to go
  - Visibility of Alts.
  - Opening hours
  - Search/Wayfinding

- **BAD**
  - Meal building
  - Discovery
  - Curation

**Variable Groups**

- Meals Inspiration
- Value Consideration
- Convenience
- Core Merchandising

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**Summary**

- Quick & Easy spend
- Versus £galstores
- Closing that gap is about meal-building and wayfinding
- Note: wins on convenience variables but outweighed by more critical mindset considerations
- Value relates to price and quality - and is not a barrier in this mission/uncrowd
...which then drive:
### Practical Things:

<table>
<thead>
<tr>
<th>Work Streams</th>
<th>Opportunities</th>
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| **Offers**     | • Meal-related  
                    • Staple centre proteins  
                    • Menu choices  
                    • Food-to-go |
| **Service/Prop Dev** | • Membership meals tool - daily menus (preferences vs local stock)  
                        • Inspiration and discovery tools  
                        • Meal-led click & collect |
| **Strategy**   | • Meals at heart of strategy priorities  
                    • Feed our Members |
| **Transformation** | • Wayfinding for meals  
                           • Click and collect  
                           • Deliveroo; style local small delivery  
                           • Meal-fixtures instore |
| **Operations** | • Maximise performance by key operations variables  
                       • Review adjacencies |
| **Comms**      | • Meal building and convenience messaged together  
                    • Member comms inspiration  
                    • Offers as above |
...to get you from also-ran to favourite choice.
...for EVERY key shopper mission.
...a 30min demo shows how...
...including how we convert experience into DATA...

- Client View
- Trained Observers
- Sector Expert Assessment
- Neutral Online Panels
- KPIs extracted from Industry Reports
...and uncover shocking truths about choice...
trials that drive action.

Reclaim
We helped a giant grocer to find and fix a shopper mission that looked like it was theirs by right but was instead being won by an unlikely rival.

Rise
We’ve lifted the lid for a household brand on why they weren’t in critical customers’ top-3 consideration and what to do to change that.

Rebuild
We showed a major DIY retailer what customers really wanted from them, to transform their online business from an also ran to category leader.
Headline benefits

Platform does all the **initial opportunity triage**

**Gets answers** with minimal input

**Simplifies** decision making

Identifies where to **find biggest impact**, highest value actions for **relatively low effort**

Puts actionable **insight** into the right hands
...we call all this awesomeness:

Friction/Reward Indexing™

FRi™
...which we’ve made easy to test and buy:

Step 1
Buy your...
FRi™ Platform License

Step 2
Add on...
Data/Success Services

Win!
Start winning...
More Shopper Missions
...and because Microsoft LOVE Uncrowd...
...you can even buy our FRi™ from your EXISTING Microsoft Azure budget.
"the Uncrowd solution replaces gut instinct with math"

Dan McGrath
Senior Group Operations Analyst, JD Sports
So whadya say? Quick demo?
Click this to book a slot.
Or grab us at info@Uncrowd.uk
Where Uncrowd adds value for retailers

**BEHAVIOURS NOT WORDS**  FRi reflects *what people do* not *what they say they do*

**MATHS TRUMPS INSTINCT**  Describes real opportunities and challenges; for more accurate investment

  **MEANINGFUL ROI**  Every variable is objectively measured, so can be compared return-by-return

  **ACTIVE GAP ANALYSIS**  Know your gaps to beat your rivals

  **MORE THAN PRICE**  Finds the alternative weapons to cutting prices

**BE DESTINATION CHOICE**  Shows how to be the top choice in a shopper mission

**SPARK CREATIVE CHANGE**  Everything a retailer needs to find the best innovations

  **QUICK WINS**  Quick wins burst out of the insight

  **IS ON TAP**  Fire it up and find gold every day

**USE AGAIN AND AGAIN**  The same data set can be reused for hundreds of scenarios

**MAXIMISE RESOURSE**  Uncrowd do all the heavy lifting always
...oh and finally. The famous Uncrowd t-shirts!