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.

UNCROWD

Click to watch our short explainer film

You need to know why a customer will choose you. Traditional customer analytics can't do this.

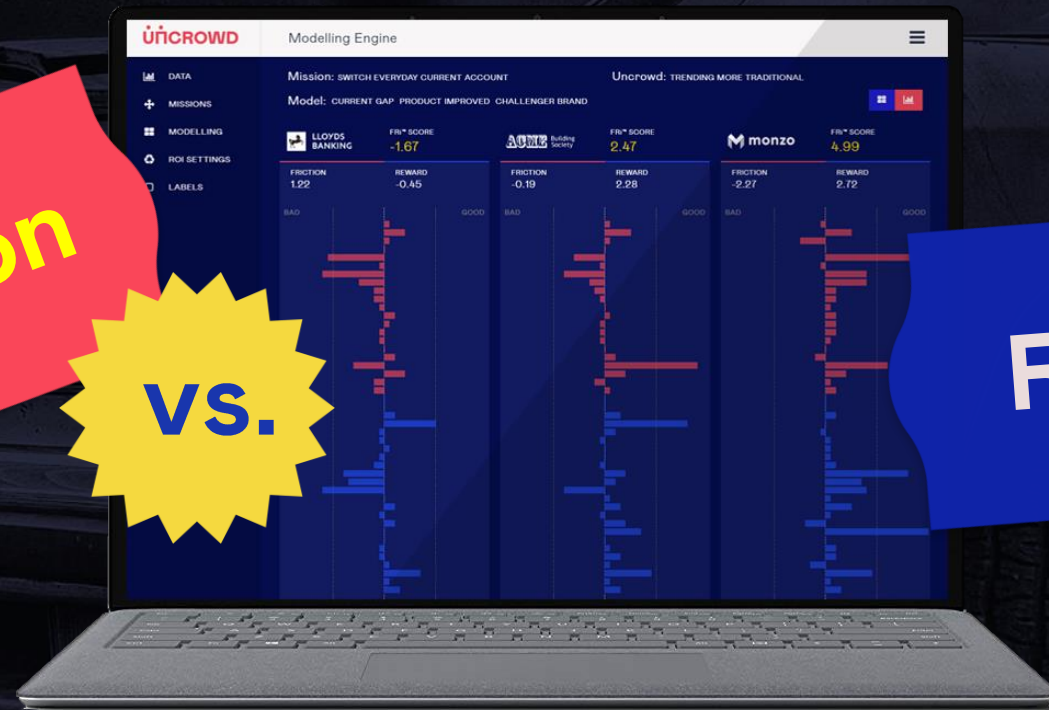...so we've fixed that.

...by capturing:

Shopping-effort vs. Purchase-gain.

...then comparing:

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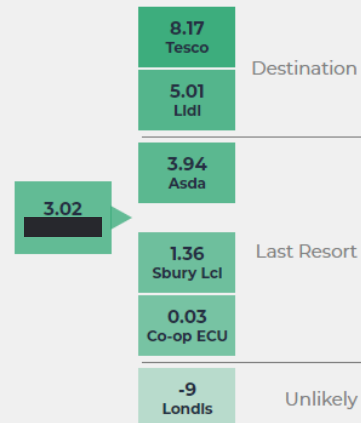
...and producing lots of these:

UNCROWD

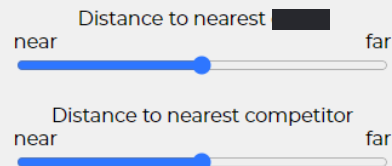**MISSION: FOOD FOR TONIGHT**   **UNCROWD: BUSY FAMILY VALUE MINDED**   **FORMAT: CONVENIENCE**

FRI™:3.02

▉▉▉ ranking

8.17 Tesco	Destination
5.01 Lidl	
3.94 Asda	
3.02 ▉▉▉	
1.36 Sbury Lcl	Last Resort
0.03 Co-op ECU	
-9 Londis	Unlikely

Distance

Distance to nearest ▉▉▉
near ————●——— far

Distance to nearest competitor
near ————●——— far

Highlights

IMPORTANT
- Meal Building
- Search/Wayfinding
- Discovery

NOT SO IMPORTANT
- Belonging
- Reward program
- Retail Theatre

Key Performance

GOOD	MIDDLE	BAD
Speed of Shop	Food to go	Meal building
Simplicity	Visibility of Alts.	Discovery
Travel	Opening hours	Curation
Trust delivered	Search/Wayfinding	

Summary

- Quick & Easy spend £▉▉▉/week@ ▉▉▉
- Versus £▉▉▉@allstores
- 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
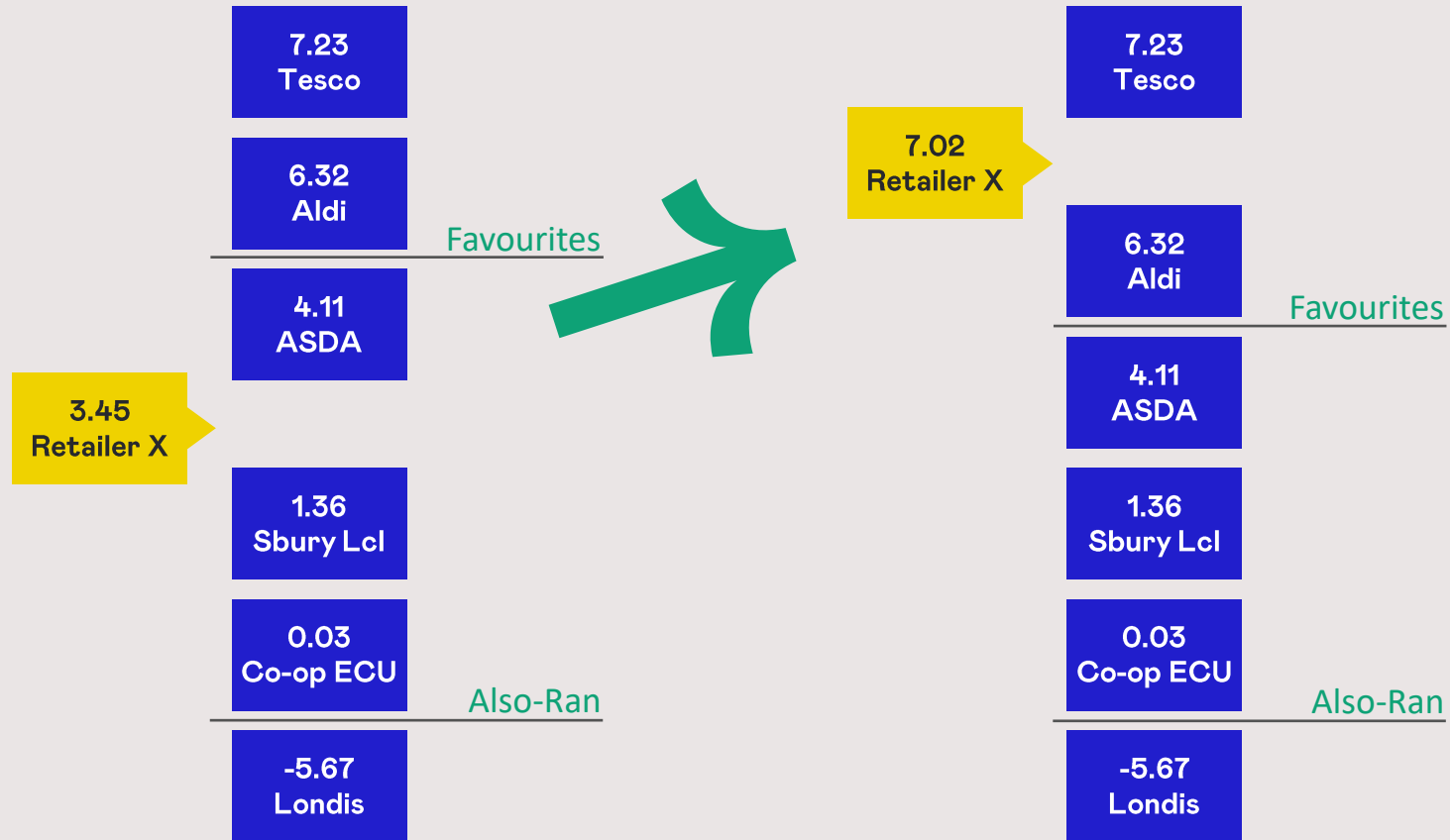
Variable Groups

Meals Inspiration
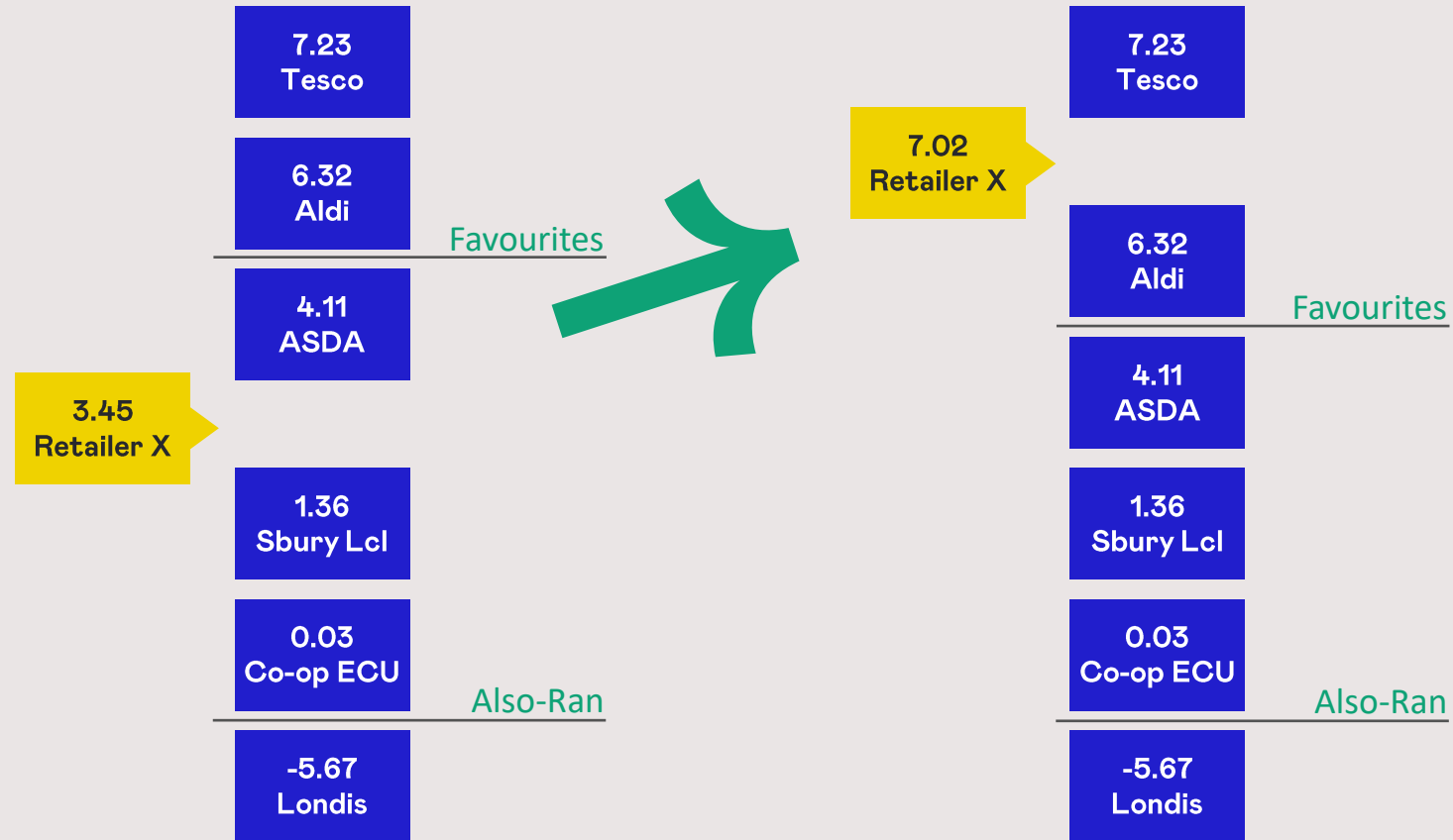
Value Consideration

Convenience

Core Merchandising
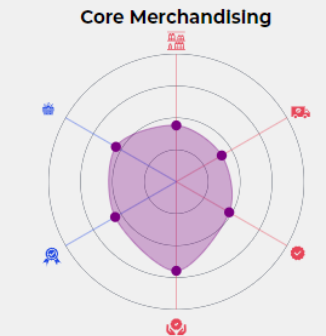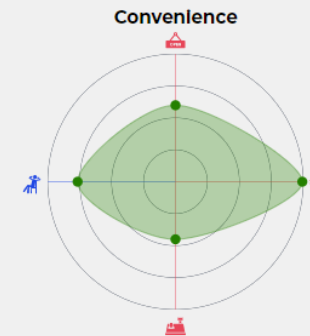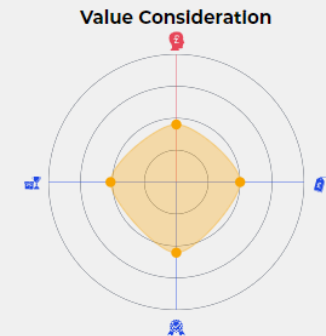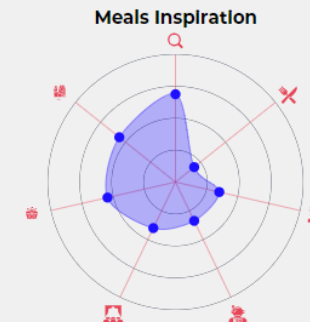
...which then drive:

...practical things:

Work Streams	Opportunities
Offers	• Meal-related • Staple centre proteins • Menu choices • Food-to-go
Service/Prop Dev	• Membership meals tool - daily menus (preferences v 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.

Left column:

7.23 Tesco

6.32 Aldi

— Favourites —

4.11 ASDA

3.45 Retailer X

1.36 Sbury Lcl

0.03 Co-op ECU

— Also-Ran —

-5.67 Londis

Right column:

7.23 Tesco

7.02 Retailer X

6.32 Aldi

— Favourites —

4.11 ASDA

1.36 Sbury Lcl

0.03 Co-op ECU

— Also-Ran —

-5.67 Londis

...for EVERY key shopper mission.

7.23
Tesco

6.32
Aldi

—————————— Favourites

4.11
ASDA

3.45
Retailer X

1.36
Sbury Lcl

0.03
Co-op ECU

—————————— Also-Ran

-5.67
Londis

7.02
Retailer X

7.23
Tesco

6.32
Aldi

—————————— Favourites

4.11
ASDA

1.36
Sbury Lcl

0.03
Co-op ECU

—————————— Also-Ran

-5.67
Londis

...a **30min demo** shows how...

…and uncover shocking truths about choice…
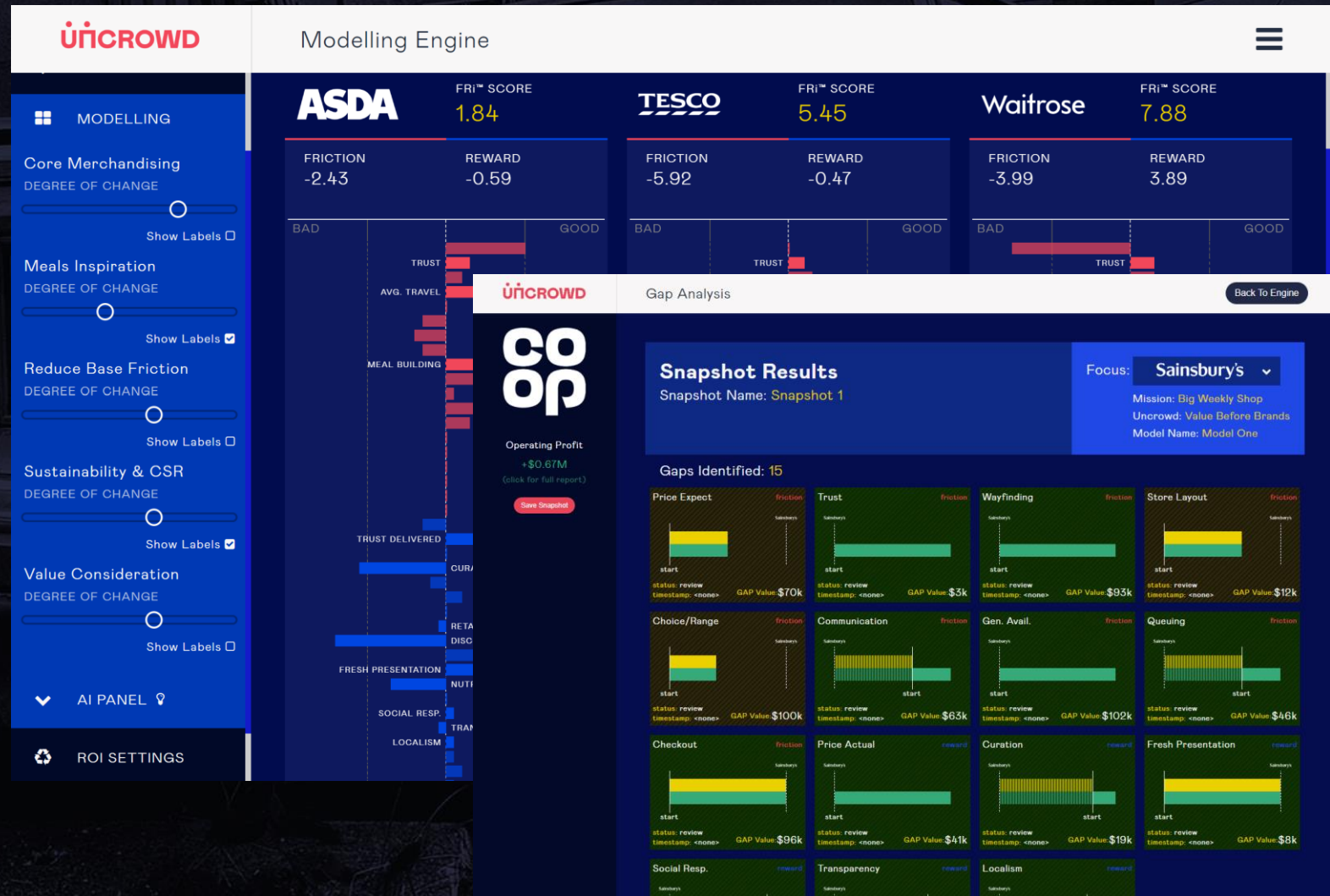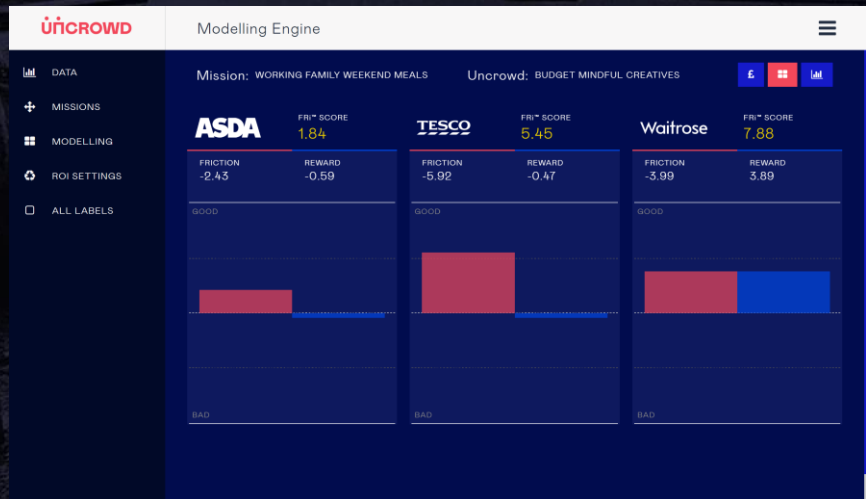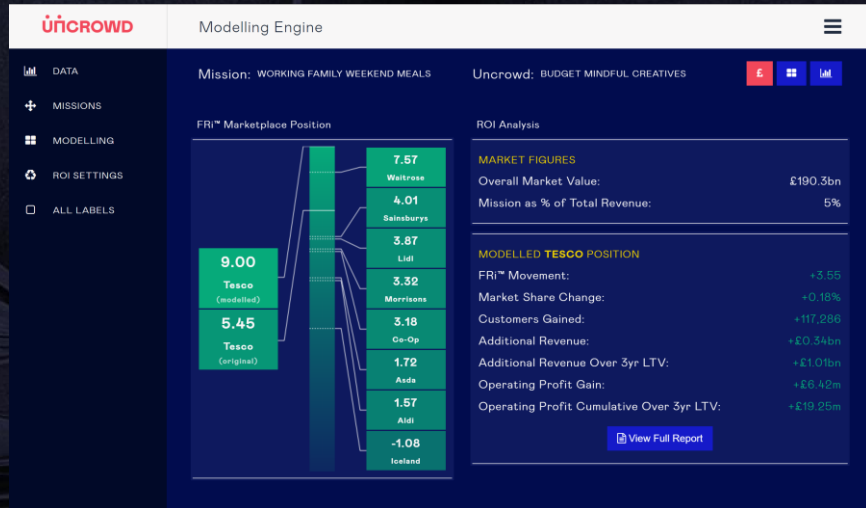
...truths that drive action.

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**

UñCROWD

...we call all this awesomeness:

Friction/Reward Indexing™

FRi™

...which we've made easy to test and buy:

Step 1

Buy your...
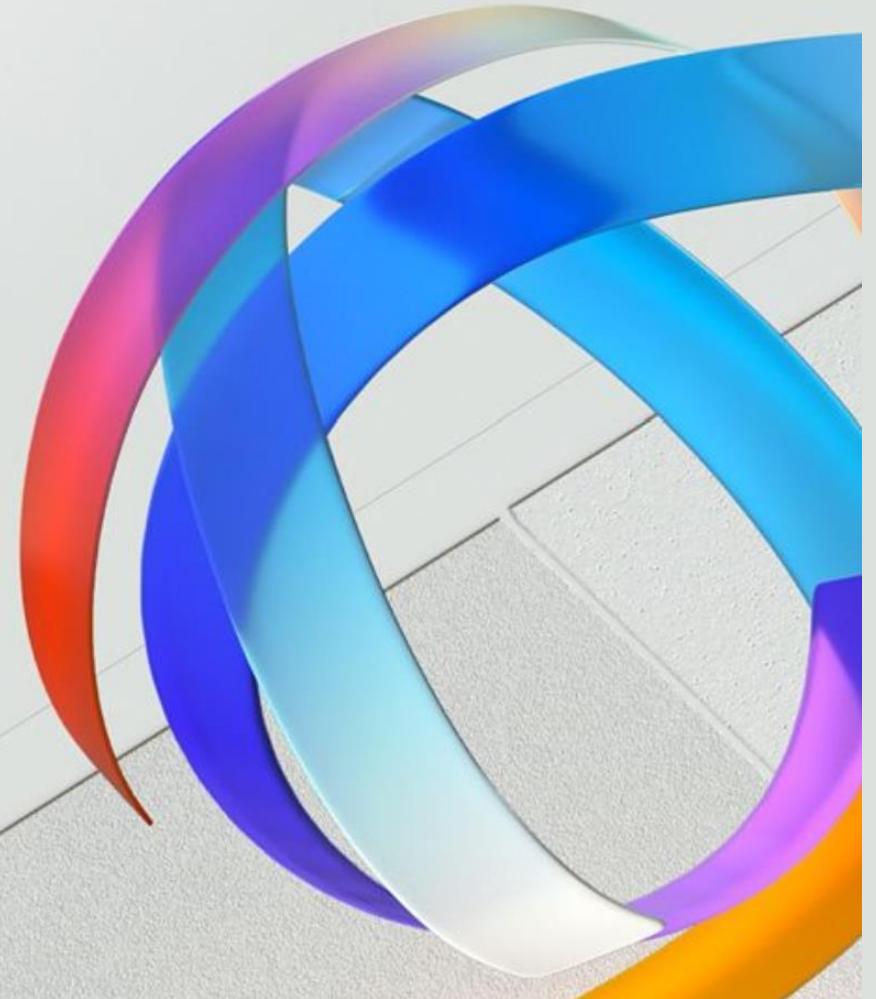FRi™ Platform
License

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 <u>what people do</u> not what they <u>say they do</u>

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

UŃCROWD

...oh and finally. The famous Uncrowd t-shirts!