



THE QUANT MARKETING COMPANY

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Using customer data to make a better store

The problem: Tradeka is one of the largest supermarket retailers in Finland and one of the first in the world to launch a customer card programme in the early nineties. Competition in the Finnish market is fierce and the executive team needed to put in place a strong programme that would differentiate the business in the eyes of the Finnish shopper.

Customer data was being used in the business to drive highly tactical activity but not to shape category management, pricing or merchandising from a strategic growth and profitability viewpoint.

The solution: Quant. was appointed for its extensive experience with customer card programmes around the world to work with brand managers and category managers to design a segmentation and internal organization programme. The goal was to develop a blueprint for the development of customer data tools such as customer database, segmentation models and reporting processes and processes that would be used by senior executives throughout the business

Outcome: Tradeka is now implementing a range of activities across stores including store specific merchandising plans based on customer segment level buying habits. Store profitability has risen by 10 -15% in some areas.

Our client has been delighted with our contribution and said:

"Quant are a smart and dynamic organization but who are also extremely practical. We would never have got so far so fast without them" - Project Leader, Tradeka

