

Retail Collaboration Begins with the Customer and the Shopper



TNS Shopper360™: Comprehensive Customer Shopper Insights

Retail collaboration means being customer centric which in turn places a high priority on the customer's shopper and shopper understanding. The bar on supplier expectations continues to rise. Suppliers that leverage insights to understand the uniqueness of their customer's shopper, will be in a stronger position to create strategies that benefit both retailer and brand.



Retail and Shopper Insights
Shopper360™

Shopper360™ is the most comprehensive assessment of shoppers, shopping trips, retail commitment and customer experience in the industry, it offers banner specific insights across your most important customers.

With a focus on the shopper and the store, Shopper360™ moves beyond the category and buyers desk to offer executive level insights and strategic opportunities.

Shopper360™ is designed to offer insight into the shopper and their attitudes, the trips they make and their experience with the store.

Shoppers

Looks at the lives of the customer's shopper, who they are, where they shop and the underlying attitudes, beliefs and lifestyles that influence their shopping behaviour. This section contains over 40 attitudinal questions that address key shopper themes including health/wellness, brand loyalty, price consciousness, store preference, and more.

Shopping Trips

Determines the key trip types for your customer (trip mission model), what draws shoppers to the store, how shoppers prepare for the trip, when/how long they shop, and key in-store influences.

Retail Commitment

Provides a competitive perspective on how loyal and committed shoppers are to different banners and how their level of commitment is trending over time.

Customer Experience

Measures the level of shopper satisfaction for your customer overall and by department. Satisfaction is supported by a key driver analysis to identify and target actionable opportunities. Attributes are ranked in terms of overall importance to the buying process and rated for satisfaction across banners. Attributes fall within four key groups: price/promotion, selection, shopability, service.

List of Accounts Included

National	Maritimes	Quebec	Ontario	West
<ul style="list-style-type: none"> • Walmart Division 1 • Walmart Supercentre • Costco 	<ul style="list-style-type: none"> • Sobeys • Real Atlantic Superstore 	<ul style="list-style-type: none"> • IGA • Metro • Maxi • Super C • Loblaws 	<ul style="list-style-type: none"> • Loblaws • RCSS • No Frills • A&P • Food Basics • Sobeys • Price Chopper 	<ul style="list-style-type: none"> • Safeway • RCSS • Save-on • Sobeys

Shopper360™ includes fully analyzed and customized reports for each of these banners, offering a very economical way to gather actionable shopper insights across your customer base, producing significant savings versus custom research alone.

For more information contact your TNS account representative or:

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