

ShopRite Stores Customer Service

TRANSFORMING CHALLENGES
INTO MEASURABLE IMPACT



INDUSTRY

Grocery Retail



CLIENT

ShopRite Stores: Leading grocery store chain in New York and New Jersey with 27 stores and 5,000 associates.



SOLUTION AREA

Customer Experience Strategy
& Associate Development

THE CHALLENGE

During the 1980's, ShopRite dominated its market by a considerable margin. But in recent years, changing consumer tastes, increased competition, and economic pressures in the grocery industry caused ShopRite's market share to slip.

"The grocery business has changed a lot in the past 20 years," said Dave Figurelli, President and Chief Operating Officer of ShopRite Stores (SRS), "and it is much harder to dominate in highly populated areas. But we still knew we could do better."

Beginning with the high-level goal of increasing market share, Figurelli targeted multiple factors negatively impacting sales. One significant plate was the quality of the shopper experience. "We knew that our numbers wouldn't increase if our service remained where it was," he said. To accomplish that goal, SRS sought a partner with expertise in strengthening shopper loyalty and a track record of achieving measurable results.

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– Dave Figurelli, President & COO,
ShopRite Stores (SRS)

NCA SOLUTION

- **Decision Point® Methodology:** Introduced NCA's loyalty methodology to all associates, built on the principle that every interaction is a perishable opportunity to strengthen or weaken shopper loyalty.
- **Shopper Advocate:** Created a new in-store position focused on identifying shopper needs and ensuring the best possible experience.
- **Skill-Based Training:** Delivered training programs for all associates, including front end managers and senior leadership, to build Decision Point® skills.
- **Non-Negotiable Standards:** Reinforced consistent behaviors and expectations that put shoppers first in every interaction.
- **Culture Change:** Reframed the mindset of associates from task-focused to shopper-focused, inspiring ideas and actions that improved the experience.

THE RESULT



Introduced Decision Point® and trained all associates to strengthen shopper loyalty through every interaction.



Created the Shopper Advocate role and established non-negotiable standards that drive consistent shopper-focused behaviors.



7%

Increase in market share in one year.