



By Chris Komorek

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Foodstuffs South Island to harness customer data



Partnership with Tesco-owned customer data science platform, Dunnhumby, to drive company decisions

New Zealand retailer Foodstuffs South Island has joined Foodstuffs North Island in its aim to become one of the most customer driven retailers in the world.

The two supermarkets and grocery cooperatives have united in using the Tesco-owned Dunnhumby customer data science platform.

In a report published by InsideRetail, Foodstuffs South Island joins the Actionable Customer Insights Programme just over a year since its launch by Foodstuffs North Island.

With Foodstuffs South Island joining this programme, it means all parts of the Foodstuffs businesses will be able to access key customer insights, tools and practices.

Chris Quin, Foodstuffs North Island chief executive, said the programme ensures customer data and insights drive the company's decision-making every day.

"Having Dunnhumby as our partner means we will challenge ourselves to deliver world class offers for our customers and cooperatives," said Quin.

Quin explained the programme is focused on ensuring they have a customer-led range and space allocation, smarter customer-driven pricing and promotions, and making sure their customer engagement is grounded in a deep understanding of who the customer is.

"This is so we can deliver a store and digital experience that exceeds their expectations," he told InsideRetail.

"It is the next logical step for Foodstuffs South Island to join the programme so that both co-ops have access to rich customer insights at a national, regional and store level."

According to Foodstuffs North Island, over the past year, the programme got off to a strong start with the launch of customer promises across each brand – initiatives like New World's Everyday

Value programme, category range updates, and nine new customer insights tools including Symphony Shelf Planning, Shop on Lab Customer Insights, and Shelf Review.

"At this time in history, customers' needs are changing in extraordinary ways; understanding their experience within and across both islands will allow both co-operatives to be even more responsive and more relevant, building on the Foodstuffs heritage as customer-focused, and along the journey to becoming customer driven," said David Ciancio, Dunnhumby's global head of grocery retail.

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