

Food manufacturer



Background

The client is one of the leading food companies in the UK supplying meat and poultry products to major supermarkets.

As part of its programme of client support the company commissioned Swift Research to carry out a survey of customers of a national supermarket retailer.

The brief included researching customer behaviour and interaction with the retailer identifying strengths and weaknesses against other national retailers.

In particular the research had to examine customer opinion of pork based products.

In addition, our client requested data on awareness and understanding on a specific brand looking at customer awareness, perceived benefits, packaging and positioning.

Research team given two weeks to carry out research and provide analysis.

Swift Research Solution

The retailer operates stores large and small across the UK and a research method had to be employed which would reflect the customer experience across this diverse range.

Key areas to be covered by the research had to include what consumers were seeking from pork

products and a form of measuring the retailer's performance in delivering customer satisfaction.

A rating scale was developed to demonstrate key areas of importance to the customer which also rated the retailer within those measures.

Nationwide research carried out through an on-line panel system communicating with the retailer's customers using large and small stores.

100 interviews each lasting approximately 15 minutes carried out.

Benefits

This project enhanced the knowledge of both our client and the retailer of areas which were currently most important to customers.

By applying the ratings model the Swift team were able to highlight areas of improvement which would lead to the greatest gain in customer satisfaction and potential to increase sales.

Information provided could be used to align products to better meet the needs of customers and make them more attractive.

By commissioning this research the client helped to strengthen its relationship with an important customer through showing high levels of commitment and a desire for mutual success.