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How Asda use data to make a difference in offline operational decision

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There has been a significant rise in the number of households doing their shopping online. Competition for customers is especially fierce in home shopping online. Unlike offline, where a customer often shops at the supermarket most convenient for them, online shopping is more vulnerable and if a supermarket isn't delivering, they are only one click away from being replaced.

Supermarket chain ASDA wanted to check that delivery schedules were being equally distributed across their stores to ensure they were maximizing their ability to deliver and meet their customer's expectations.

Adam Culkin, Marketing Manager, ASDA said, *"We needed to have visibility at store level, to be able to see which had too wide a reach or not enough delivery slots available to allocate and then use this information to distribute and re-distribute postcodes across stores. We knew that this data would be crucial to ensure that we continued to provide an efficient and cost-effective service for our customers."*

ASDA had used RedEye's web analytics technology for many years to measure and track overall visitor traffic and movement on their website so they were the logical company to approach to develop a custom solution for them.

Garry Lee, Head of Client Services, RedEye, said *"Overall visitor traffic and movement on a website can be tracked very easily. However, ASDA required more accurate, robust and in-depth data on their customer behaviour, split down by individual store level, to enable them to make time sensitive business critical decisions."*

The solution RedEye designed and developed gives ASDA complete visibility of online visitor activity, a breakdown of delivery details and of transactional data by each individual store.

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The new technology allows all deliverable postcodes to be downloaded into the system, alongside the store/ delivery depot that they belong to. RedEye can now collect data on individual customers and deliveries broken down to store level.

In addition, each time an existing customer logs on, or a new customer enters their address details, RedEye can categorize the customer by store and report by store on any activity that takes place.

Every time a new store is opened, the new postcodes (or even old postcodes that have been moved around) are downloaded on to the RedEye database and reporting can then re-commence.

The bespoke store level analysis includes information on the availability of deliveries, isolates how many sales were lost due to unacceptable delivery times and dates and easily identifies any under-performing stores at all levels.

In addition to the expected benefits, ASDA have also been able to use the data to analyse the effectiveness of store launch campaigns, including visitor data, delivery information and transactional data enabling them to make informed marketing decisions on the correct store launch strategies going forward.

For example, this greater visibility has enabled ASDA to identify stores with regular spare delivery slots.   These stores can now be the focus of in-store marketing, highlighting the benefits of shopping online, in the knowledge that the store will be able to deliver.

Garry Lee continues, *"This data will be invaluable in the future. ASDA will be able to use RedEye technology to drive their automated email and banner campaigns, delivering timely and highly targeted messages to their customers relevant to their previous behaviour online and the region in which they live."*

Adam Culkin continues, *"This data has already proved to have a number of different applications and is likely to become a key analytical tool influencing business decisions across all divisions of ASDA."*