

AI that tells every store what to do.

How SuperValu turned customer feedback into an action plan for each of its 223 stores. Built to win in a market where every shopper has a choice.



PHASE 2

From feedback to AI driven store action.

SUMMARY

223 stores. One standard of experience.

SuperValu is part of the Musgrave Group, with 223 stores across Ireland and a growing online channel. Most stores are franchise owned and run by people from the communities they serve.

The challenge was to make sure the brand's customer experience goals were clear to every owner, manager and member of staff, in every location, and that each one knew what to do next.

33%

increase in instore NPS

23%

increase in online NPS

OBJECTIVES

- Improve customer satisfaction
- Increase customer loyalty
- Improve stakeholder engagement
- Increase average spend per basket

OUTCOMES

- **33%** increase in instore NPS
- **23%** increase in online NPS
- Promoters spend an extra **€14** a week
- Vastly increased stakeholder engagement



NOW IN PHASE 2

**Statistics find what moves the score.
AI reads what customers say about it.
Every store gets its orders.**

THE CONTEXT

Win on experience.

Introduction and background

SuperValu competes in a fiercely competitive grocery market. German discounters and other low cost entrants have taken share for two decades, and the large incumbents chase the same shopper every week, in every town.

Previous state

Before CX Index, SuperValu had no real time feedback system to help retail partners improve the experience in store. There was no way to share the right information with a network of 223 stores and thousands of staff.

The challenge

The franchise model is part of SuperValu's community identity. It also makes consistent delivery hard. Every store needed to understand the actions it had to take to deliver a better experience.

THE EDGE

**A rival can match a price overnight.
A better store visit, in 223 stores, is
far harder to copy.**

UNDER ATTACK

**Discounters, low cost entrants
and the big incumbents, all
chasing the same basket.**

THE CHOICE

**SuperValu chose to fight on the
experience in store.**



PHASE 1 • THE FOUNDATION

Every store runs on feedback.

SuperValu needed a Voice of the Customer platform that was intuitive, automated, scalable and analytical, with closed loop built in so store managers could respond to any customer who had a poor experience.

ROLL OUT

30 stores

went live in early 2018. The full estate followed within months.

KEY STAGES OF THE IMPLEMENTATION

Driver analysis

Before launch, SuperValu ran a driver analysis to find the touchpoints that matter most. CX Index built a Top Tier tool to benchmark every KPI and driver.

Integration

Responses join in real time with loyalty data and the visit details. Customers aren't asked what SuperValu already knows.

Survey design

CSAT on a 1 to 7 scale and NPS on the traditional 0 to 10 scale, kept short and consistent across every store.

Access levels

Group, regional, store owner and manager access follows Musgrave's own structure, with filters by hierarchy and geography.

Customer engagement

Many customers are Real Rewards loyalty members, so their feedback arrives with context already attached.

Action plans

Store owners and managers write action plans for the areas where their store could improve.





For SuperValu, CX Index has delivered better insights, more automated processes and streamlined distribution of data for all stakeholders that has delivered significant improvements in customer experience. We look forward to continuing on the journey as we strive to retain our position as industry leaders.

Siobhan Hennessy

Head of Customer Experience, Musgrave Retail Partners

MEASURED ROI

22%

more spent by promoters than by detractors

€40

Shoppers who spend €40 or more have an NPS 6% higher

€14

extra spent each week by promoters, on average

10%

fall in customer turnover when customers become promoters



From feedback to AI driven store action.

Phase 1 proved that a better experience means more spend. Phase 2 tells every store exactly how to deliver it. Advanced statistics find what moves the score in each store. Then AI reads what customers are saying about those drivers and writes the actions.

223

stores, each with its own AI written action plan

01

Find the drivers

Statistics show what moves satisfaction and NPS in each store.

02

Remove PII

Names and personal details are stripped from every comment.

03

AI analysis

An LLM reads the comments against each key driver.

04

Store action

Each store gets specific actions, backed by real quotes.

SCIENCE FIRST

Find what moves the score.

- **Correlation and weighted regression** show what sits alongside loyalty and what moves the score, store by store.
- **Random forest regression** ranks every driver by importance, including effects a straight line misses.
- **Clusters of similar stores** support smaller stores, so low volumes don't give false certainty.
- **Price, promotions and offers are taken out.** Every driver left is one the store team can change.

THE AI LAYER

AI with the right question.

The LLM is given each store's own key drivers and its customer comments, with one direct question.

Based on these issues and this feedback, what should this store do?

Every recommendation comes back tied to real customer comments, so a store manager can see exactly why each action is on the list. Personal information is removed before any comment reaches the model.

Every store gets its own plan.

- **Three focus areas.** The drivers with the biggest local impact, held for 90 days.
- **AI actions.** Specific steps written from the store's own customer comments.
- **What customers say.** Recurring themes on each driver, with real quotes.
- **Scores and movement.** Each store is measured against its own last cycle.
- **Checked first.** Numbers, themes and quotes are verified before release.

FOCUS

90 days

Each store keeps the same focus areas for a full quarter.

REFRESH

Monthly

AI reads the latest comments, so every team has fresh evidence.

UPGRADE

Quarterly

The driver analysis reruns, so the focus follows the customer.

Musgrave sees the whole network.

Group report

The same AI analysis runs across all 223 stores, showing which drivers matter most nationally.

Progress tracker

Every key driver is tracked across every store, cycle by cycle, so Musgrave sees which actions are working.

Early warning

Stores moving backwards show up early, with the drivers putting most score at risk.



Outcomes at the core.

This is a strategy designed to win at customer experience and to win in a highly competitive market. Every part of it ties back to what customers do with their money.



01

Proven value.

Phase 1 showed promoters spend 22% more than detractors. Every point of NPS a store gains is real money through the tills.

02

Action at speed.

Stores stop guessing. AI turns thousands of comments into a short list of actions every month, while competitors are still reading survey scores.

03

A lead that grows.

Every cycle adds to the store history and sharpens the model. A competitor starting today cannot buy back years of that evidence.

THE STEP UP

Phase 1, measurement

- Real time feedback in every store
- Scores by store, region and group
- Store owners write their own plans

Phase 2, AI driven action

- Key drivers found for each store
- Every comment read by AI, PII removed
- AI written actions for all 223 stores

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