

DATA POINTS

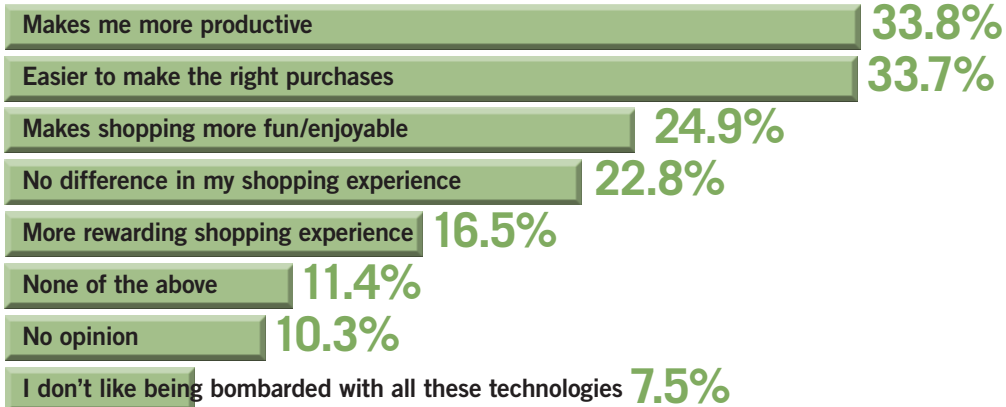
Supermarkets Score High for Technology

Supermarkets do a better job leveraging technology to improve the in-store experience than other retail formats, according to a recent poll of 11,000 North American consumers conducted by customer experience management technology firm Empathica, based in Mississauga, Ontario. The Empathica Consumer Insights Panel also revealed that a higher ratio of shoppers — 8.8% — were open to receiving daily mobile phone messages from their supermarket than they were from any other retail format.

SOURCE: Empathica

How has new technology affected your recent in-store experiences?

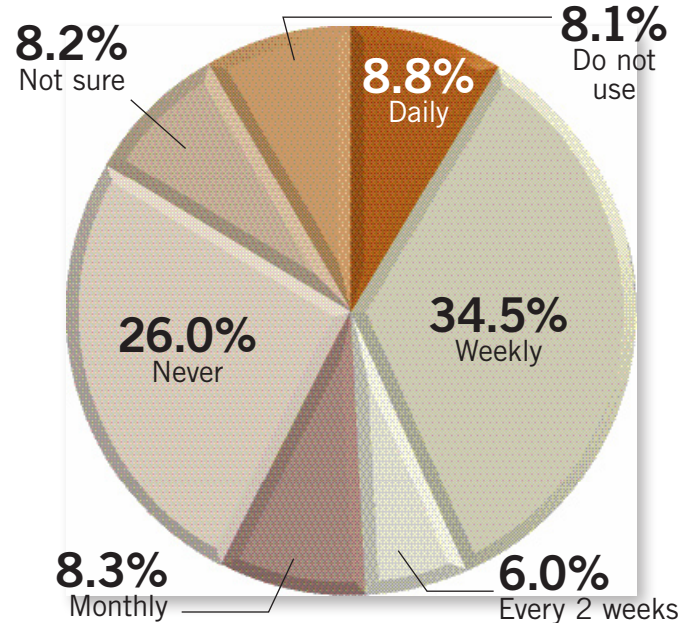
(MULTIPLE RESPONSES ALLOWED)



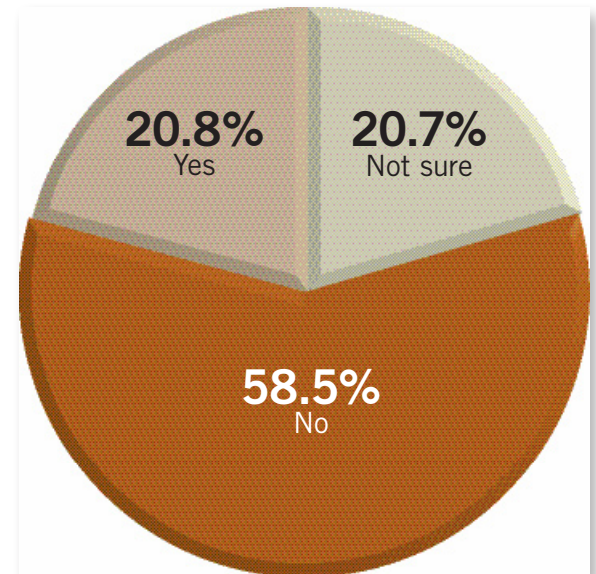
“While in-store, mobile and social technologies are still emerging ... consumers are starting to express a willingness to embrace some of these tools, such as checkout technologies that save them time.”

— Gary Edwards, chief customer officer, Empathica

How often would you like to hear from your favorite supermarket about coupons, sales or promotions on your mobile phone?



Would you be willing to have your location tracked inside a store to access additional coupons, sales promotions or product suggestions?



Which types of stores use technology in a way that makes your experiences better?

(MULTIPLE RESPONSES ALLOWED)



36%
of consumers said they receive regular emails from supermarkets.

Consumers who said they would like **44.1%** coupons sent to their mobile phone before they shop.