



CASE STUDY

# Adapting To The New Normal

All over the world, every single person is having to adapt to change and re-think their day-to-day lives. As we all adjust to the new normal, the main priorities are keeping safe and healthy.

Grocery stores and supermarkets are among the most important essential businesses, and it is therefore necessary for brands who are concerned with the experiences they are having with them, they should equally be concerned with their health and safety.

Aldi has successfully established itself as one of the most reputable retailers in the grocery/supermarket retail industry across Europe. Operating in the UK with over 1000 stores, the company's focus is on delivering high quality products and excellent value.

## Aldi's Agile Approach

Since the UK Government implemented the lockdown measures in March 2020, Aldi has been extremely

proactive in ensuring that customer and employee health and safety is number one on their agenda. Aldi has adapted their business model to support customers in many different ways:

- Implemented new health and safety measures for customers and employees
- Amended stock deliveries to ensure availability of items of necessity
- Extended business hours to meet changing needs
- Prioritising key workers and the vulnerable public
- Added a digital offering of online food and care packages

As well as implementing new measures, Aldi is constantly reviewing what is working well and what can be done better.



Working in partnership with Aldi, InMoment has incorporated new and relevant questions to their feedback survey around customer shopping safety and security so that they can continually learn and improve.

Aldi has been able to continue running their transactional experience programme by adjusting the message, tone of voice and questions being asked. By adapting to be more sensitive to the pandemic, Aldi's able to continue to monitor customer feedback without being disruptive to their experiences.

By modifying their questions, Aldi is now addressing an array of different concerns around Covid-19 allowing a real-time holistic view of the situation rather than focusing on one aspect of change—which has enabled Aldi to be more proactive. These new questions are strategically placed upfront in the survey to ensure that customers are being asked the right questions about their experience.

These new question topics are:

- **What are the concerns and worries of the customer when in-store**
- **Does the customer feel safe and what are their thoughts about social distancing**
- **Are customers confident in the new processes and measures Aldi has put in place**
- **Is there more that can be done to make customers feel more comfortable and confident**



## Continually Monitoring and Understanding Change

To support these types of new questions, specific dashboards with Covid-19 responses have been implemented to monitor real-time mentions and the impact of Covid and how their new procedures are impacting their customers. These dashboards are helping Aldi discover new insight into areas where they can take action and improve.

Despite a shift in the market, Aldi have maintained great engagement with their CX programme, with over 100,000 responses since the start of March 2020.

Aldi has managed to maintain their pre-pandemic level of customer advocacy during this trying time with NPS remaining the same which is extremely positive.

Aldi continues to be agile in their approach to the pandemic by constantly reviewing their new processes as employees and customers adapt and get used to the new normal. By utilising their CX programme to continually monitor what customers are feeling, Aldi is able to make thoughtful decisions to improve their customers' experiences and take action quickly if change is needed. Going forward, convenience, cleanliness, and general safety will make the biggest difference for customers in the current pandemic era—and beyond.



Cleanliness



Environment



Ease of Navigation



Friendliness

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