

# Cost [ *optimisation* ] for grocery retailers - *does every little help?*

[ CLARASYS ]

## Why is getting it right so important?

Cost optimisation across retail is critical in the current climate, but in particular for grocery retailers, where there has been a clear squeeze on profit margins and customer satisfaction. In fact, during 2020, client satisfaction (CSAT) in the groceries sector fell by 0.9 points, compared to an average fall of just 0.1 points across other sectors. Additionally, consumers are shopping online more frequently, whilst the cost-to-serve for these remains high.

84%

of cost optimisation programmes in retail fail globally

## Your journey to a successful cost-optimisation programme

Having a defined and agreed vision, built on a foundation of customer experience (CX), is key to the success of cost optimisation programmes. By operating more efficiently, and investing in an improved customer proposition, you create an excellent customer experience which drives loyalty and long-term retention - optimising cost of sale, whilst maintaining your revenue streams. These are the critical steps to take on your cost-optimisation journey:

