Data quality for grocery retailers
the road to innovation

Feed the desire for convenience

As consumers seek convenient and low-effort alternatives, we are seeing a clear rise in the use of delivery services such as Instacart, DoorDash, Grubhub, and the like. However, part of delivering that convenience means ensuring accuracy and timeliness in the delivery process.

Address validation

One way to ensure a seamless delivery process for customers is by using **address validation**.

Stop inaccurate or late deliveries from the start by weeding out incorrect, duplicate, or invalid contact data before it ever makes it to your database. Accurate addresses at the point of capture save on costly errors and solidify trust with your customers.

Make loyalty a competitive edge

Customers are less brand loyal than ever. Combine this reality with other risks like rising inflation and global supply chain issues, and the importance of offering additional incentives is clear.

Modern customers value specialized offers and discounts. That said, persistent digital loyalty programs are fairly new to Grocery, so being an early adopter could certainly become a competitive edge.

Email validation

Loyalty programs and custom offers have proven to be very effective through email marketing, and that doesn't seem to be changing. In fact, email marketing has become increasingly sophisticated as more data becomes available and competitors become savvier in managing and cleansing that data.

Enter **email validation**. Verify contact data in real-time and at the point of capture to deliver the good news to your customers every time.

Enhance customer experience

In keeping with the digital uptrend, there's been an immense shift to effortless shopping options, like:

(1) Pre-orders
(2) In-store pickup
(3) Curbside pickup

These evolving shopping alternatives and an ever-changing retail environment emphasize the importance of reaching your customer for timely updates to build trust and ensure satisfaction.

Phone validation

With mobile as a leading online shopping method, prioritizing phone data can enable seamless customer communications, from order updates to order completion, stock notifications, and more.

Phone validation allows you to do just that. With this tool, streamline your checkout process and improve operational efficiency. To take it a step further, you can use accurate phone data to create a single customer view and capture feedback or leverage mobile marketing campaigns.

Bonus tidbit:

Grocery retailers are more likely to have loyalty programs than non-grocery businesses. That said, the emergence of home delivery and store pickup encourages leaders to look at premium loyalty programs. These programs, plus the emerging idea of sharing sales data with their suppliers, will drive the growing business need for a dedicated data quality platform.

Data quality platform

Experian's data quality platform is a one-stop shop for you to build a consistent, accurate, holistic view of your consumer data. The platform provides a scalable way to validate, cleanse, de-duplicate, and enrich data from any source. Rinse and repeat. Whether you need insights for improved consumer marketing or other regulatory purposes, our platform is essential to your data management process.

Prepare your grocery retail operation for a remote world with trusted data. Contact us to get started today.