

# Retaining Customers in Tough Times

28 September 2022

# Agenda



Welcome and Introduction



The Current Situation



The Diagnostic



The Fix: How Should your Company Respond?



Q&A Session



Lucky Draw

---

# Welcome and Introduction

---

Jessica Pallett

# Our Presenters



**Valerie Webley**

**Customer Experience  
Specialist**



**Lings Naidoo**

**Customer Analysis  
Specialist**



**Etienne van Wyk**

**Customer Strategy  
Specialist**

---

# The Current Situation

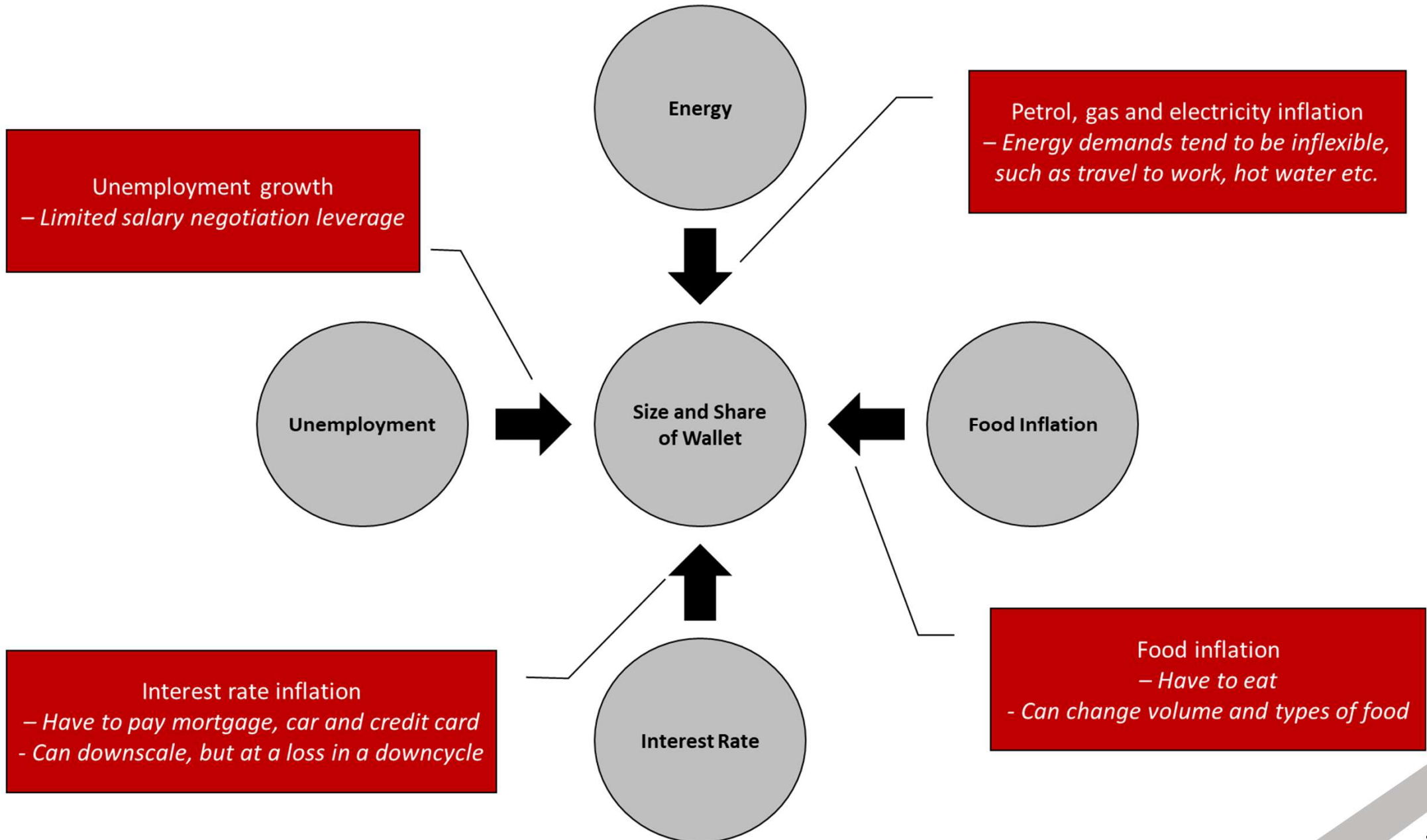
---

Etienne van Wyk

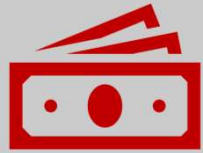
# The Current Economic Environment



# The Current Economic Environment



# Current Consumer Trends



Despite Rising Inflation, Consumers are Still Spending

**56%** of polled South Africans saw their **savings decrease** since the advent of Covid-19.



Consumers Continue to **Spend More** on Specific Product Categories, But **Inflation is Slowing Volume Growth**



There is a Decrease in Customer Loyalty

**73%** of shoppers have altered their **brand preference** amid the rapid changes in the world.



Innovation is Key. Consumers are Eager to **Try Something Different**



Omnichannel shopping is becoming the norm

**75%** of US consumers say they're researching & **purchasing both in-store and online.**



Generational Interests Vary

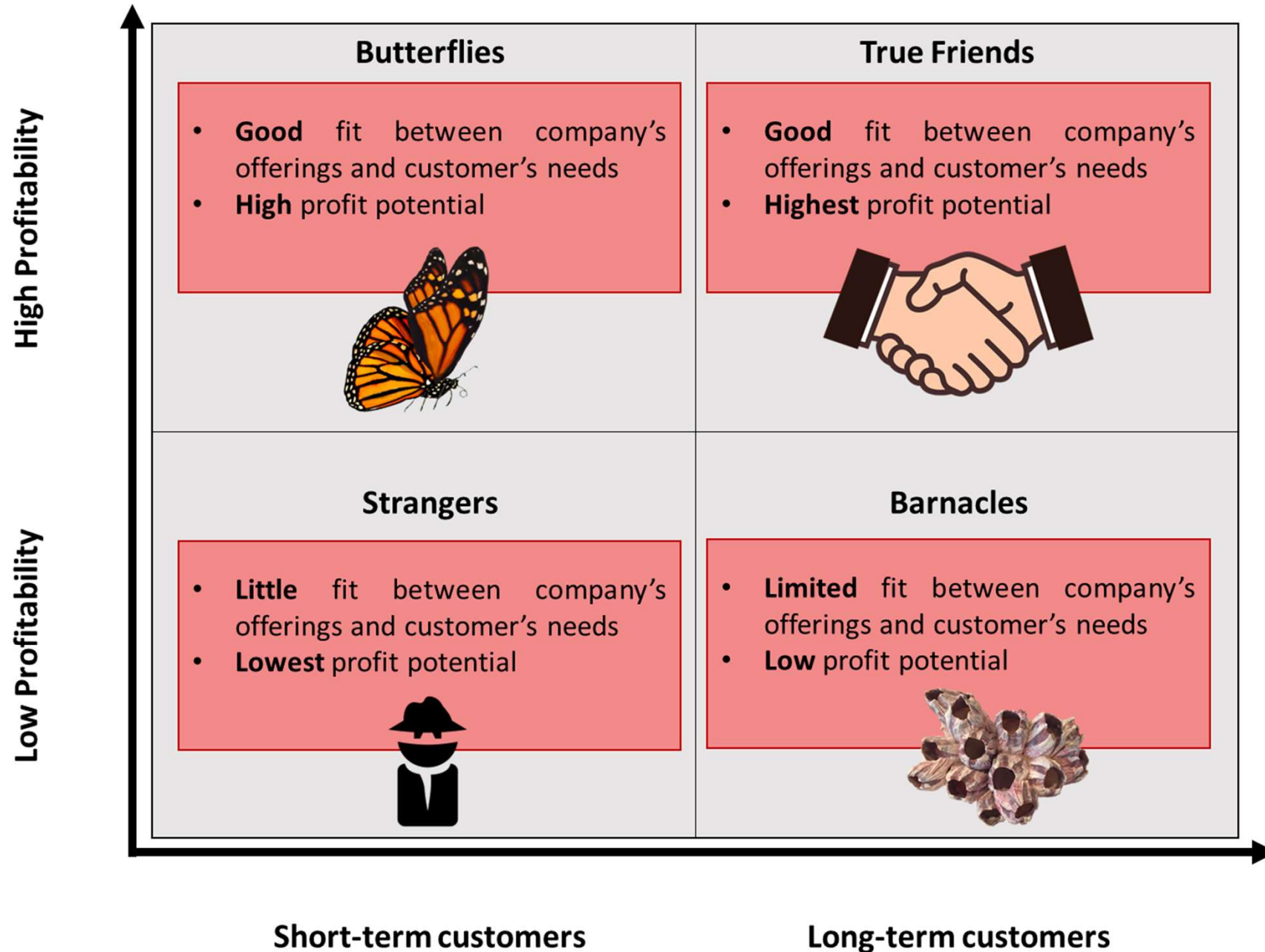


# The Diagnostic

---

Valerie Webley

# Customer Types



# Customer Types

-  **Satisfied Customers**
-  **“Loyal to Prices” Customers**
-  **Convenience Loyals**
-  **Benefits Loyals**
-  **“Just Because” Loyals**
-  **Truly Loyal Customers**

# Strategies for Different Relationships



# The Online Experience Challenge



# The Fix

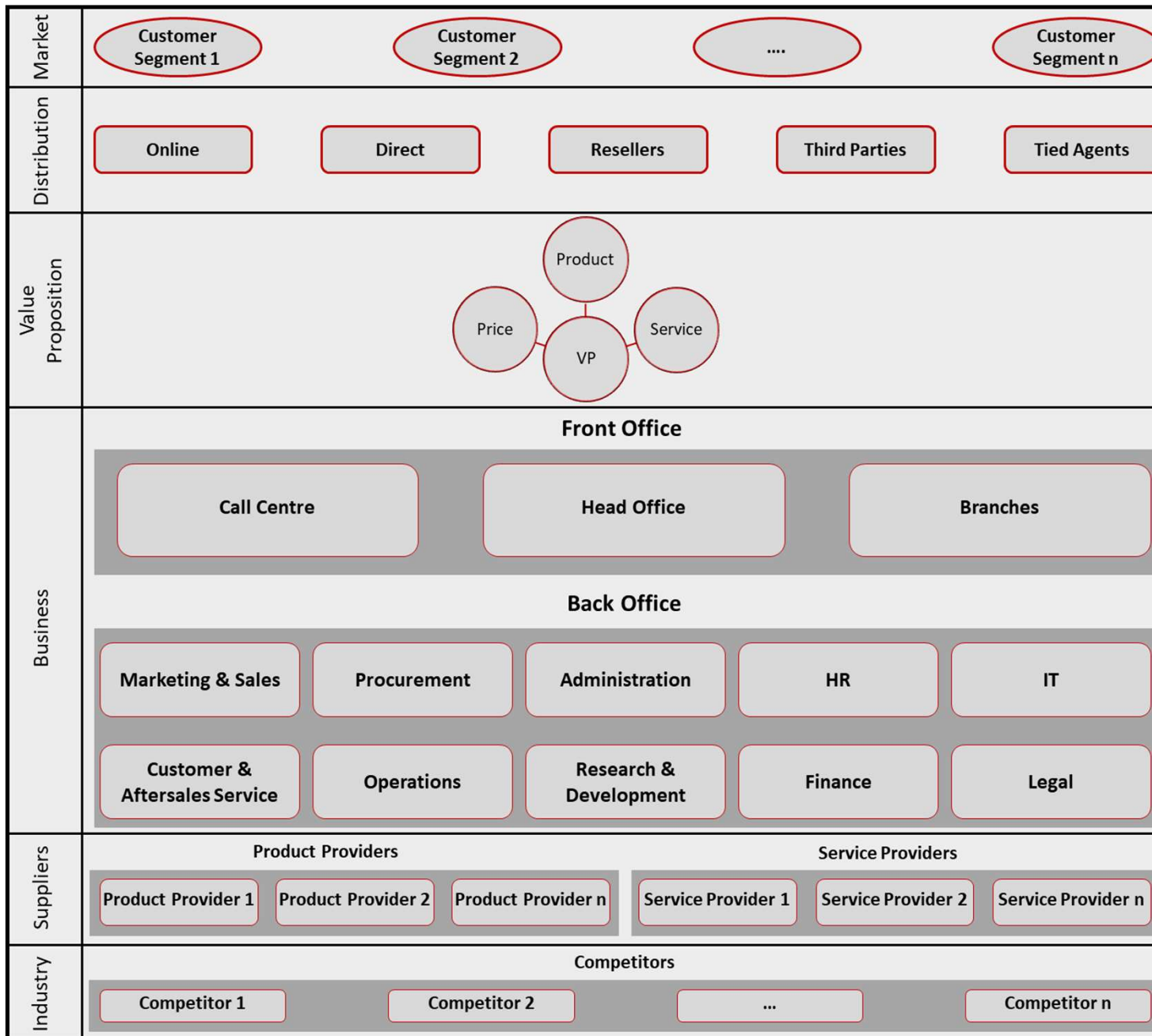
---

Lings Naidoo

# How Do You Spot the Jumpers?



# The Operational Response





# So, What Now?!

---



---

# Q&A Session

---

Redflank Panellists

# Our Panelists' Contact Info

---



**Etienne van Wyk**

**[etienne.vanwyk@redflank.com](mailto:etienne.vanwyk@redflank.com)**

**Valerie Webley**

**[valerie.webley@redflank.com](mailto:valerie.webley@redflank.com)**

**Lings Naidoo**

**[lings.naidoo@redflank.com](mailto:lings.naidoo@redflank.com)**

---

# Lucky Draw

---

# Lucky Draw

---



**And the winner is...**



**Jolene Linde**

---

**THANK YOU!**

---