

# International customer centricity solutions for Shoprite

dunnhumby, described as the world's leading customer science company, has been appointed to apply its customer centricity solutions across Shoprite's grocery business in a multi-year contract.



It will work closely with the retailer to segment and engage with customers of its more than 1000 grocery retail outlets across Africa more effectively. This will include using Shoprite's own data to better understand customers and improve the in-store experience.

Shoprite has long recognised that tailoring its offering to different groups of shoppers is the key to building its competitive advantage. The retailer aims to provide all shoppers in Africa with food and household items in a first-world shopping environment, at the lowest prices.

Whitey Basson, Shoprite's CEO, says, "Working with dunnhumby represents an investment in our continued determination to be as relevant as possible to every customer - and to reap the long-term benefits for our business. The ability to understand complete spending patterns provides us with great opportunity to grow the lifetime value of our customers, by being more relevant and providing value to them."

"As market leaders in South Africa and the largest food retailer in the African continent, Shoprite is an exciting brand to be working with. We are looking forward to helping it strengthen its relationship with existing customers and build long-term growth. For us, delivering relevance is crucial to growing customer enthusiasm about the brand. We want to keep those customers coming back for more and more, year after year," added Simon Hay, CEO of dunnhumby.

dunnhumby employs nearly 2500 employees in offices throughout Europe, Asia, Africa and the Americas and serves a prestigious list of companies including Tesco, The Kroger Co, Coca-Cola, Macy's, Procter & Gamble and PepsiCo. For more information, go to [www.dunnhumby.com](http://www.dunnhumby.com).