



Introducing Co-Op HIVE

A new way of working with Co-Op and NISA

Partnering since 2020



Insight led; technology enabled culture

To support the cultural change, Co-Op have partnered with Circana to:

- Increase ability to deliver powerful insight to Co-Op colleagues and their partners
- Quick and easy access to insight
- A solution that improves customer experience and drives sales through data-led decision making
- Greater collaboration between Co-Op and suppliers
- A solution that allows scope to grow over time.

SIMPLIFICATION & EFFICIENCY



01

BETTER & FASTER DECISIONS



02

PROFIT & REVENUE



03

ALIGNED TO DATA STRATEGY



04

Understand your shoppers better with HIVE

Simple to use ,unique access into ranging decisions and putting shopper needs at the core of your business.



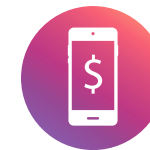
Growth in convenience

Before COVID-19, Convenience was set to deliver the biggest gains outside of the Discounters. IGD forecast a 22.2% share by '24. Throughout April '20, Convenience represented an average 26% share of the market.



Adapt to changing Shopping behaviour

2020 brought uncertainty and significant disruptions to shopper patterns. Understanding these new shopper missions and behaviours is critical to adapting ranges, promotional mechanics and space allocation.



Get closer to emerging trends

Co-Op has been at the forefront of many emerging trends in UK retail, which enables you to understand Co-Op members will put you closer to the trends that shoppers care about.



Be a part of decision making

A unique opportunity to play in ranging decisions like never before. Work alongside Co-Op category teams and Circana through the new Master Assortment process, which uses new Co-Op shopper segmentation which brings a new breadth and depth of insight, bringing you closer to the Co-Op shopper.



Fast and easy access

Templated reports designed to deliver quick and actionable insight, updated daily to allow near real time tactical decision making. With 3 years of back data, you can understand longer term trends. The combination of Co-Op and NISA data allows you to understand the Co-Op Group in one place.

Know your shoppers

Remain Customer Centric to reflect what people want, need and expect

Priority Segments



The Creative Cook Shopper

Older shoppers who enjoy the cooking experience, with a focus on choice, quality and provenance



The Cut Above Shopper

Quality focused shoppers who love premium brands and innovative experiences



The Fast Foodie Shopper

Grab-and-go shoppers who want reliable quality and inspiration



The Make it Simple Shopper

Shoppers with little time to prep food who want simple, low effort food at reasonable prices

Secondary Segments



The Can't Pay More Shopper

Cash-strapped shoppers with tight budgets



The Won't Pay More Shopper

Savvy shoppers who want quality for the best price



The All in One Shopper

Shoppers who plan ahead so they only have to do one big shop



Supporting Co-Ops strategic objectives

HIVE has been developed to elevate conversations and strengthen collaboration, with the key focus of supporting Co-Ops strategic objective to understand where customers are, what they need and how they shop.

Where are my customers?

Combining Co-Op and Nisa data sets, you can understand total Co-Op Group and their impact on local communities.

Regional analysis allows you to identify potential gaps and gains.

What are their needs?

Use HIVE's customer insights to identify customer needs, allowing you to make data-led and customer focused decisions which benefit the shopper and improve customer experience.

What do they care about?

Co-Ops customer segmentation blends behaviours and attitudes to truly what's important to them.

This understanding allows you to focus resource and efforts based on the customer.

Insight focused commercial meetings

The level of customer insight available in HIVE allows you to put the needs of shoppers at the heart of decisions.

01 SOURCE OF VOLUME

Analyse performance for specific items, brands or categories to identify sources of growth or decline. Is a specific item the source of growth for my brand/category?

04 BASKET

What other items, brands or categories are being purchased within the same basket? How valuable is my product to the Co-Op basket?

07 NEW, LOST AND RETAINED

Am I bringing new customers to the brand or category? How many new customers has my event bring in? Am I losing customers and where are they going?

02 SALES DRIVERS

What is driving sales? How can I achieve volume gains? Am I gaining or losing customers? How do I contribute to total basket size?

05 NEW ITEM INCREMENTALITY

Are customers trailing my product and purchasing again? What % of new item sales can be attributed to category growth? How valuable is my new product to my brand and Co-Op?

08 LOYALTY

Are our customers loyal to the brand? How frequent do customers purchase my brand/items? How can I create a higher customer loyalty?

03 HEAVY MEDIUM LIGHT

Understand spend, volume and/or frequency across a suite of measures available against heavy medium and light groups?

06 CUSTOMER PROFILES

Are specific products or brands appealing to a different or similar customer group? Are there customer groups we could target to increase volume?

09 CROSS PURCHASE

How frequent are groups of items purchased by the same customer? Are there other brands or products I can cross-promote with?

Key features of HIVE

Understand what's available through HIVE access

HIVE	NEW	BENEFIT
Daily transaction update	✓	Taken prompt action based on the most up-to-date information
Category range clusters*	✓	Category specific analysis clustered in the way ranging decisions are made, used to help get the right products into the right stores, to the customers who want them.
Co-Op & NISA combined	✓	In one view, understand and talk to your buyer about your performance across Co-Op and NISA.
Dashboards combining a mix of market data, Co-Op/NISA data and drivers	✓	Easy to access metrics to understand how and why your brands are driving Co-Op and NISA businesses and the impact that is having on market share performance.
2 sets of shopper segmentation; Grocery and On The Go.	✓	Understand the convenience shopper in Co-Ops segmentation to align your plans with those key shopper groups, improve their customer the customer experience and drive business growth.
Alerting capability	✓	Set performance thresholds and be automatically alerted when that target is reached.
Audiences* - on the fly shopper segmentation based on basket data	✓	Create reports on dynamic buyer groups based on either customer profiles or purchasing habits, understand the impact that your activity is has on specific groups, and spot emerging patterns of behaviours within target groups.

What NISA have to say...

“ Supplier collaboration on such a grand scale will deliver extremely sophisticated insight into our wholesale operation and we’re very pleased to be able to bring HIVE to life.

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NISA’s Chief Operating Officer

Support & assistance

Helping you get the most value from the platform

Circana Sales Team

Rory.parker@Circana.com

What can we do to help?

- Provide pricing for data, servicing or insight
 - Contractual terms
- Circana strategic developments

Circana Client Service Team

RetailGateway-CS@Circana.com

What can we do to help?

- Creating new user IDs
- Technical issues e.g. logging in
- General data or database queries and communications
- Queries regarding reports and delivery schedules