



CONVENIENCE
MEASURES
A U S T R A L I A

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CONVENIENCEPULSE®



SUPPLIER REPORT OVERVIEW

PROGRAMME DETAILS



Frequency

Programme conducted twice a year in January and July



Survey

Measures relevant to the Convenience channel



Speed

Online Portal with release of the results 3 weeks after competition

SUPPLIER REPORT OVERVIEW

MEASURES

Retailer/Buying Groups completed online surveys to measure Suppliers/Distributors on the following:



Marketing

Store support, promotions and planograms



Category Management

Understanding process and trends



Personnel

Responsiveness, engagement and skills



Supply Chain

Forecasting, payment process and efficiency



Business Practices

Negotiations, strategy and planning

RETAILER REPORT OVERVIEW

METHODOLOGY

Suppliers complete online surveys to measure Retailers/Buying Groups on the following:



Execution

Store support, promotions and planograms



Category Management

Understanding process and trends



Personnel

Responsiveness, engagement and skills



Supply Chain

Forecasting, payment process and efficiency



Business Practices

Negotiations, strategy and planning

REPORT OVERVIEW

SCORING



71 Personnel

From 14 retailer/buying groups provided feedback for this programme measuring 52 Suppliers across 23 questions

Overall results are a Net Satisfaction Score (NSS). This is a **10 point scale** with **9-10 Promoters, 7-8 Passive, 1-6 Detractors** and is calculated by subtracting **1-6 scores** from **9-10 scores, with a scale of -100 - +100**

Verbatim feedback has been built into the programme via the survey, with some follow up discussions to validate responses

Ranking



INCLUSIONS

12 MONTHS



Benchmark Performance
across 5 Performance Areas and 23 Measures

Overall Results of Top 5 Suppliers
to understand Best in Class

Ranking
against major category competitors

Individual retailer feedback
to identify performance



Online Portal
to have all year access to results

Trending of performance
for those companies in multiple years

Presentations of Results

Workshops
available for action planning