

Waitrose & Partners selects IRI to provide suppliers with detailed customer insights

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IRI will provide Waitrose & Partners with an industry leading customer behaviour portal to enable the British retailer and its suppliers to quickly gain clear insights on brands and shoppers, ensuring that decisions made will deliver benefits for the Waitrose customer

Bracknell, UK – 18 June 2019 – Waitrose & Partners, one of the UK's leading retailers with 348 shops in England, Scotland, Wales and the Channel Islands, has recently expanded its partnership with IRI as its insight partner. IRI, a leading customer loyalty specialist, has been selected because of its proven ability to manage complex sales information.

IRI will help Waitrose & Partners improve its decision making by introducing the new Waitrose Customer Behaviour Portal. This allows suppliers access to a comprehensive view of their performance in Waitrose, and, as a result, both Waitrose and its suppliers will be able to use previously unavailable customer insights.

Jaime Silvester, Head of Loyalty & Gateway Solution at IRI, comments: "The power of IRI's technology platform combined with our insights capability and our people will give Waitrose & Partners the ability to make quicker and better decisions that drive value for customers, Waitrose and its suppliers. IRI's solution really is the next generation of sales insights, and we're excited to partner with Waitrose."

Clare Gough, Partner & Head of Insight from Waitrose & Partners, adds: "We are delighted to cement our strategic relationship further with IRI, who have demonstrated that they are our partner of choice in the data analytics and insight market. By bringing this added depth and breadth of insight to Waitrose and Partners, and our suppliers, we are able to differentiate our range for the long-term benefit of customers."

The Waitrose Customer Behaviour Portal is a state-of-the-art technology platform, which offers easy-to-use self-service reporting on top of its high performance, in-memory IRI Liquid Data® technology platform. Retailers can use the platform to get insight on the latest trends, promotional effectiveness and pricing changes and strategies, delivering growth for the retailer and its suppliers.

IRI Growth Summit 2019

The Waitrose solution will be part of the Innovation Showcase at IRI's International Growth Summit on 8-10th July 2019 in London, featuring cutting-edge solutions and proven technology. It will offer Summit delegates a chance to meet IRI's product experts and partners and to see live action demos of each solution. For more information, visit: <https://www.iriworldwide.com/en-GB/growth-summit/agenda>

Other global retailers using IRI's Retail Private Cloud include Boots, Marks & Spencer, Costco, Albertsons, Speedway, Kroger, Walgreens, Sobeys, Ahold Delhaize and 7-Eleven.

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About Waitrose & Partners

Waitrose & Partners has 348 shops in England, Scotland, Wales and the Channel Islands, including 61 convenience branches, and another 27 shops at Welcome Break locations. It combines the convenience of a supermarket with the expertise and service of a specialist shop - dedicated to offering quality food that has been responsibly sourced, combined with high standards of customer service. Waitrose & Partners is an employee-owned business - all employees are Partners and have a say in how the business is run.

Waitrose & Partners exports products to more than 50 countries worldwide and has nine shops, which operate under licence in the Middle East. The retailer's omnichannel business includes the online grocery service, Waitrose.com, as well as specialist online shops including waitrosecellar.com for wine and waitroseflorist.com for plants and flowers.

About IRI

IRI is a leading provider of big data, predictive analytics and forward-looking insights that help FMCG, OTC healthcare organisations, retailers and media companies to grow. With the largest repository of purchase, media, social, causal and loyalty data, all integrated on an on-demand cloud-based technology platform, IRI guides more than 5,000 clients globally in their quests to remain relentlessly relevant, capture market share, connect with consumers and deliver growth. www.iriworldwide.com. Follow IRI on Twitter.

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