

eDigitalResearch Joins Forces With Tesco To Help Better Understand Customers In Their Consumer Lives

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eDigitalResearch will be joined by leading supermarket Tesco during the very first Customer World event to help other retailers better understand their own customers' behaviour and everyday lives.

In order to further truly understand their own customers, Tesco recently embarked on an insight project with eDigitalResearch to track a diverse set of families and segments through their out of store experiences, helping to gain a fuller picture of Tesco customers, their cultural drivers and personal motivations.

Insights from the project are being used to drive Tesco forward, developing new products and services, shaping future plans and aiding our general customer understanding. The session will see Tesco and eDigitalResearch share how they developed the programme, what they have learnt and how Tesco is putting key insights into action.

Founding Director at eDigitalResearch, Chris Russell, will be joined by Head of Customer Insight at Tesco, Maria Sealey, to help other retailers put insight at the heart of what they do to better understand their own customers and how to improve their own customer experience.

Chris Russell, Founding Director at eDigitalResearch, explains,
"We have worked closely with Tesco to develop a bespoke research programme using our tools and resources to help achieve their goals. Tesco came to us with a very specific brief and we were able to develop a community concept that fitted the bill perfectly. The actionable insights we've found have been fascinating and the feedback from participants has been overwhelming. It's great that we now have an opportunity to share alongside Tesco what we've learnt and help other retailers realise the potential of what a targeted research programme can really achieve for them."

Maria Sealey, Head of Tesco Customer Insight, explains,
"eDigitalResearch continue to be a great partner in developing the evolution of our successful Tesco Families insight tool. Our new online platforms allow us to work more collaboratively with consumers and bring the customer to life in new ways for the business."

The event, supported by Retail Week and sponsored by eDigitalResearch, is the first of its kind and will be running from 1st - 2nd November at the London Business Design Centre. The joint session will be taking place during the second day of the exhibition at 1.30pm.

About eDigitalResearch
Please visit www.edigitalresearch.com for more information

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