

How Good Are You, Really?

And how would you know?

Most independents run great grocery stores, but it is often hard to know for sure what you do right—and where you have room for improvement.

Being part of an alliance of independent stores means you get to benchmark your store against the IGA average. It means periodic scores on everything from customer service to merchandising to operational excellence.

It also means a partner willing to help you improve wherever you need help.

IGA stores excel in customer service and local merchandising but we are always striving to do better. Knowing you have an entire global brand behind you—with tools to identify problems and experience to help you improve—means you can expect to grow as an independent when you are part of the IGA family!





Just the Facts

Not sure what shoppers really think about your store? Wondering how your shopper service stacks up with the competition?

The answers are in the new 2019 Store Assessment initiative.

You'll get the facts for your store in reports from the shopper perspective along with benchmarks for comparison to other independent grocers.

What's New

The 2019 Assessment program takes a fresh, new approach to answer your questions. It was designed by a team that included IGA retailers, IGA staff, and a new partner selected based on their experience and expertise. Watch for new shoppers, questionnaires, and reports.

The goal is to give you meaningful, actionable information to be able to make improvements where needed and recognize where things are going well.

- Reporting that is actionable
- Increased objectivity and transparency
- Explore innovation and improvement
- Establish and share performance benchmarks
- Focus on facts and data to create insights



How it Works

- A professional, experienced vendor-partner, survey.com, will assess store conditions and shopper experience with in-store evaluations.
- Each store will be visited three times per year. Store owners and directors will receive reports following each evaluation.
- The first evaluation in 2019 will not count toward Five Star status. Be sure to use it to learn the new process and lead your team to look forward to how it will help.
- The new questionnaire will report out on
 - **Appearance & Conditions**
 - **Service**
 - **Merchandising**
 - **Product Quality & Offering**
 - **And more...**





Focus Feature

- Each of the three assessments will have a special Focus Feature with the shopper taking a deeper look at one area of your operations.
- Focus Features will be communicated in advance. At least one Focus Feature will look at shopper service experience in your store.
- Focus Feature feedback will be actionable. It will not be scored for Five Star status.