

CASE STUDY: RETAILER USES DIGITAL TO FORTIFY ITS MARKET LEAD

How a nationwide chain leveraged a digital site to reach out to Hispanic customers

Overview

A national supermarket chain dedicated to evolving with the changing needs of shoppers recognized that in today's market, customers' needs are online. Shoppers want an easy-to-use website that they can access from home or on the go. The retailer offered a strong website dedicated to information about products and savings opportunities, but it lacked something that many customers seek – **cultural relevance**.

The company's English-only website did not address the needs of Spanish-speaking consumers. By creating a relevant experience that caters to the Hispanic market, the company hoped to further distinguish itself as one of the nation's leading retailers. It envisioned a site with culture-focused information and access in both English and

Spanish. Its goal would be to improve customer loyalty, expand market share and increase revenue. And that's how Fusion Alliance got involved.

Market Reality

Almost every grocery store in the United States has a website where customers can search for information and coupons, but among the leading retailers, all the sites were in English.

With more than 15% of the population in the U.S. comprised of native Spanish speakers, this client recognized that a significant portion of its existing and potential customers *prefer* communicating in Spanish. These customers want access to Hispanic recipes and events. It was time to address that base and begin catering to this growing market.

Objectives

- *Understand the current marketplace and consumer needs*
- *Design a website focused on attracting an underserved demographic*
- *Deliver the website on a tight timeline*
- *Increase online traffic and improve the online user experience*

Approach

- *Assess current customer demographic data*
- *Create a website with culture-framed content*
- *Provide users the opportunity to access the website in two languages*
- *Reinforce the brand and commitment to Hispanic culture and communities*

Business Impact

- *Greater digital relevance*
- *Improved market share within specific demographics*
- *Increased customer loyalty*

Keys to Success

- *Strong understanding of digital presence and strategy*
- *Communication with all involved parties*
- *Ability to deliver a quality product on time and on budget*

Business Opportunity

As the U.S. Hispanic population grows, so does the demographic's buying power. Meanwhile, the adoption and consumption of digital media continues to grow exponentially across cultures and generations. Prior to partnering with Fusion, this retailer had worked with a third-party agency specializing in Hispanic markets to research the current climate among shoppers and what it could mean financially to reach out to this specific customer base.

The research revealed that a multicultural website could improve the customer experience and attract new shoppers, resulting in improved customer relationships and increased revenue. Such a site would also reinforce the company's strong community-focused brand. The challenge would be to find a way to turn that opportunity into a reality.

The Solution

The retailer reached out to Fusion to create a website that would forge a stronger connection with Hispanic shoppers and improve the digital and mobile shopping experience. Once they had decided to move forward with the new website, the client wanted to go live quickly. Both the client and the third-party agency provided relevant content for Fusion to turn into an online multicultural masterpiece.

But building the new website was anything but simple. The client's established infrastructure was fitting for the multibillion dollar grocery giant. It was big, complex and required upgrading existing technology to create the new microsite. A critical feature of the new site, the ability to go between English and Spanish, would require new functionality to be built into the website design.

Within months, Fusion's team of experts had built the website, completed testing and provided the first content update. The result was a brand new online space, separate from the traditional site, that included customized content, coupons, and upcoming events and recipes specific to Hispanic shoppers.

Furthermore, by utilizing the analytics features built into the website, the client now had the ability to analyze website user data to assess the impact of the site and the associated increase in customers and revenue.

Initial research indicated that the Hispanic community represents a \$2 billion opportunity for this grocery retailer. With the new culture-framed site, the client has the opportunity to reach an underserved market, demonstrating relevance, commitment to customers and value in the digital arena.

Relevant Takeaways

- As more consumers turn to technology for information, a company's website is often the touchpoint where a potential customer gets his or her first impression. That's why it is crucial for companies to have relevant, user-friendly websites that draw customers in and keep them coming back.
- Whether it is a redesign of an existing company website or an effort to reach a specific demographic, a well-designed website can make the difference that broadens an organization's market base.

About the Client

This client is a large-scale supermarket retailer. While headquartered in the midwest, this client has a nationwide presence and is known for its innovative business practices and customer service.



Fusion Alliance

About Fusion

Fusion Alliance delivers actionable insights, customer experiences and human-driven technologies that transform the way our clients envision and shape their businesses.

That's why businesses across multiple industries have relied on Fusion's expertise and partnership for over 25 years. Fusion Alliance is the catalyst that moves your ideas to execution.

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