



working success story

HowWhenAndWhy.com provides organisations with 'up to the minute' customer insight. It's a research approach developed by Intersperience that provides a platform of tools and techniques to enable better insight. Intersperience has a 25 year track record in understanding customer behaviour so we know how to choose the right approach and the right tools to deliver meaningful results.

challenge

Iceland, the Frozen Foods retailer had been exploring various avenues with a view to creating a panel of Iceland customers that could help inform parts of their marketing strategy. Iceland had previously created a "Mums panel", but wanted to take this a stage further.

The idea of running a panel still appealed but they wanted to do it a bit differently. Online techniques were attractive but the research objectives had to be achievable. The marketing team had two important projects, the 'Bonus Card' and 'Iceland at Christmas', and were looking for specific customer feedback to make them as successful as possible.

solution

Intersperience used the integrated toolset of HowWhenandWhy.com, incorporating qualitative, quantitative and cutting edge 'in-situ' research.

Branded as 'Ice-Chat' it was flexible enough to meet the needs of both projects, delivering more insight without increasing Iceland's budget.

An active base of 500 Iceland customers was recruited to give specific feedback. The research team at Intersperience selected the appropriate tools and techniques to meet each individual objective. This flexible approach answered the burning needs of Iceland's marketing department.

result

Iceland was delighted with the amount of relevant information sourced from and about its customers and is now using HowWhenandWhy.com as a continuous service. What has really impressed them is the lightning speed of this valuable feedback. Whether it's getting responses on their latest advertising campaigns, new packaging or how well the floor staff interact with their customers, the Ice-Chat customer community provides the answers *and fast*. Overall it provides continuous, evolving and more targeted information.

Through Ice-Chat, Iceland has witnessed how willing customers are to engage about its brand. It has also seen how people can act as brand ambassadors and influence other customers to try different products and services. Ice-Chat regularly brings together the ideas and feelings of Iceland customers, no matter how geographically dispersed, in a cost effective and efficient way. The marketing team has successfully involved the customer in their planning and decision making process.

conclusion

Using Intersperience expertise and HowWhenandWhy.com has effectively involved the Iceland customer in the company's marketing mix. This is helping Iceland adapt, thrive and plan for continued success.

Iceland

"It looks like the decorations in all Iceland stores are standard. Tinsel on the...



photo blog



'carpettony' photo blog

"It's good advertising the bold numbers, the what grabs you..."



"Asda have Christmas Staff are wearing Christmas hats."



'Ice Cold' photo blog

"The HWY platform has provided us (Iceland) with a range and depth of customer insight that we haven't had access to previously. The platform is very flexible and enables us to react quickly to fast moving market conditions. We are now able to bring our customers to the forefront of our planning processes."

call us now on
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