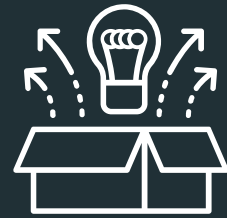


EXECUTIVE SUMMARY

PROBLEM / OPPORTUNITY



Walmart is currently averaging a customer satisfaction rating of a 74, compared to the national average for supermarkets of 79.

Walmart's biggest competitors are averaging a rating of 85.

Walmart's Mission & Vision



Walmart's MISSION

To save people money so they can live better.



Walmart's VISION

To be the destination for customers to save money, no matter how they want to shop.

COMPETITION



EXECUTION PLAN & ROI



- Develop and implement early earning churn risk thresholds.
- Develop a service priority framework to address and maximize customer value.
- Establish KPIs and success metrics.

DELIVERABLES & GOALS

Deliverables

Develop metrics to measure success of optimizing customer retention.



Develop customer retention strategies to improve customer experience.



Goals

- Achieve 25% churn reduction
- Increase CLV by 15%
- Expand VIP service program



> PROBLEM

According to the ACSI Retail Consumer satisfaction survey, Walmart ranked lower than the national average for supermarkets in the United States in 2024. Walmart recorded an index score of 74, **which was five index points below** the average supermarket rating of 79.

> SOLUTION

Deployed a comprehensive Customer Segmentation Analysis.

> CUSTOMER IDENTIFICATION

Establish comprehensive strategies to improvement customer retention and service.

> ROI RESULTS

Increased customer lifetime value
Reduced churn rate
Higher customer satisfaction
Improved brand loyalty
Enhanced market position