



Charting a Customer-Driven Path for Harris Teeter

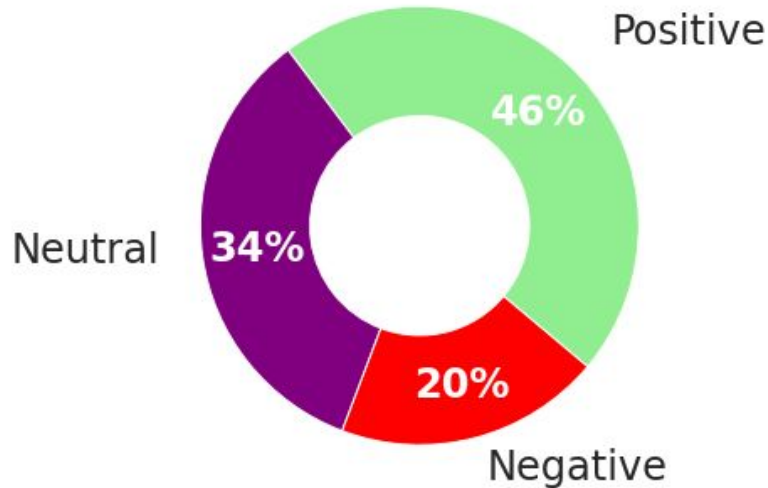
Team Nu: Ellen, Peter, Abhi, James, Helen, Niazi

Bottom Line: Customer sentiment is crucial to Harris Teeter's Growth

Harris Teeter Needs to Differentiate from Competition

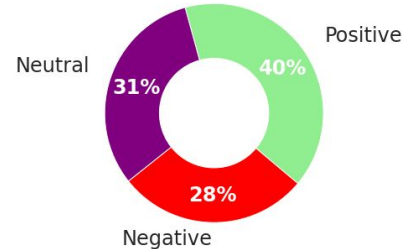
HARRIS TEETER

Sentiment Distribution



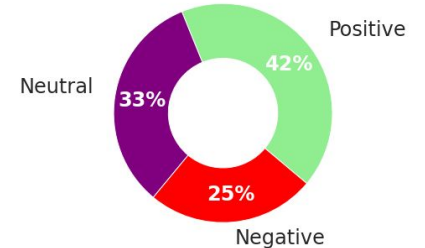
WALMART

Sentiment Distribution



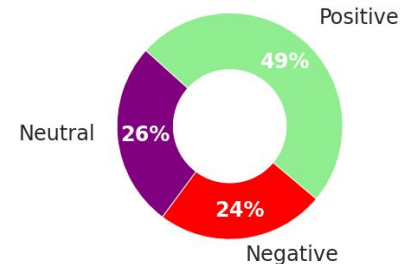
TRADER JOE'S

Sentiment Distribution



WHOLE FOODS

Sentiment Distribution

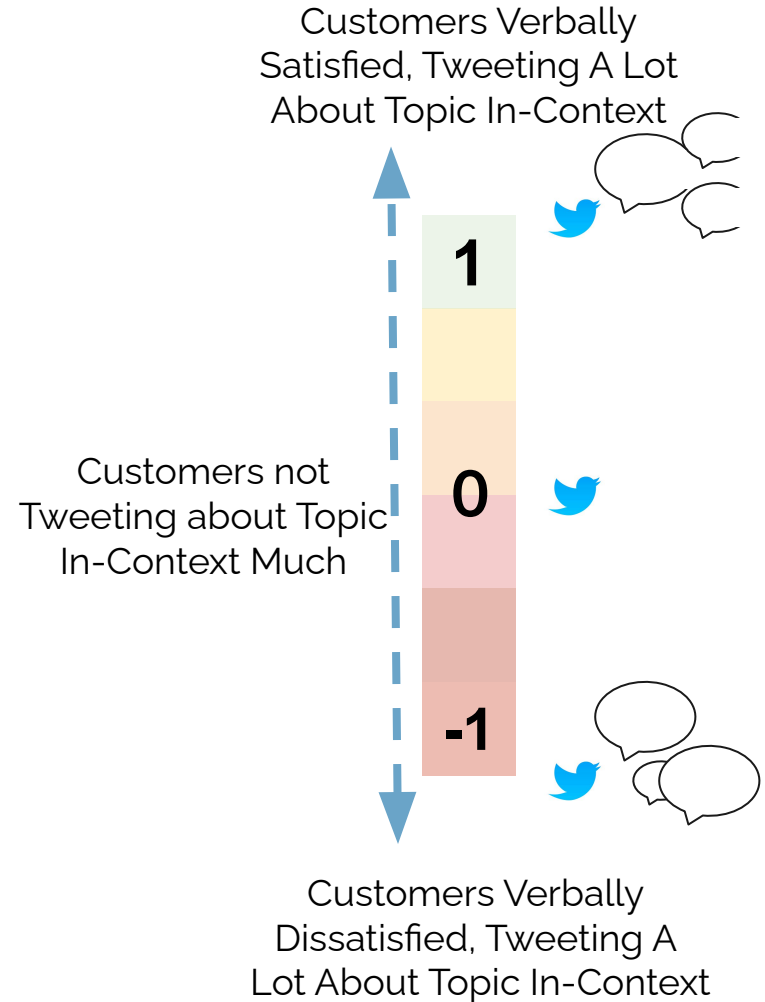


NLP Sentiment Score Classifies Customer Feelings

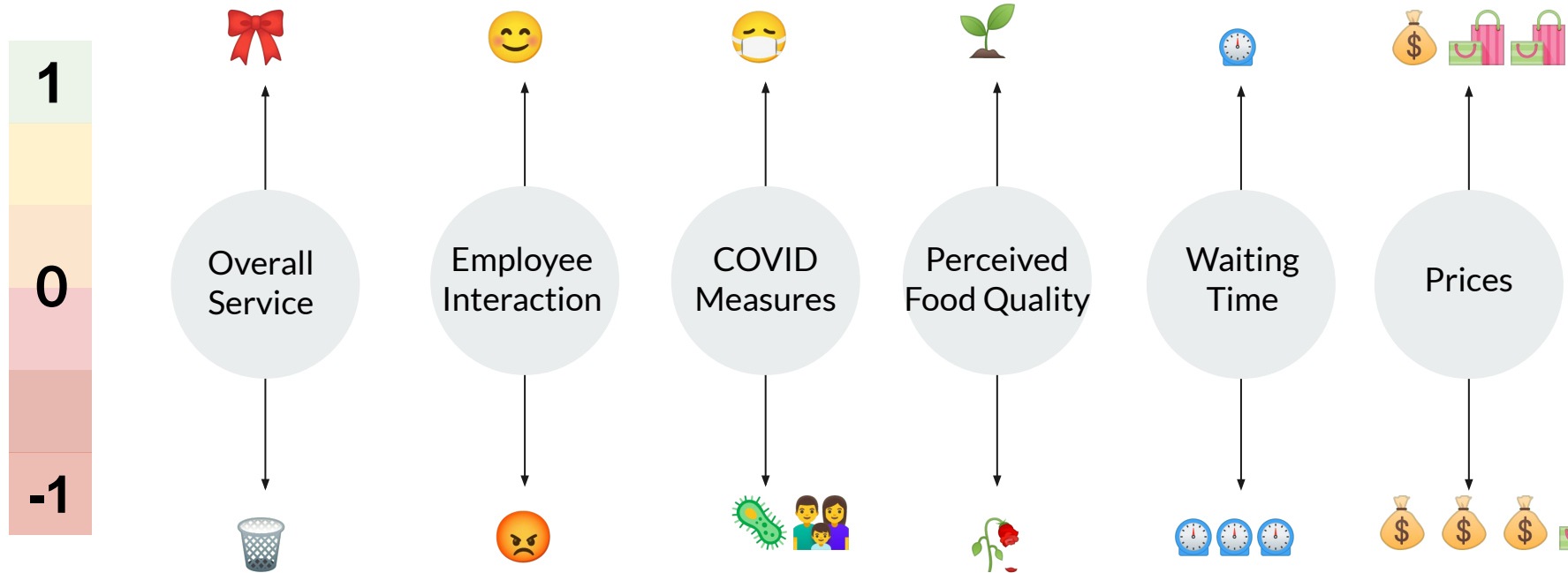
Sentiment scores are based on tweet-language correlation coefficient.

The further from zero the sentiment score the more often customers tweet about those topics in context of Harris Teeter (and its competitors).

Sentiment scores close to 1 imply that Harris Teeter is performing well in those categories, while sentiment scores close to -1 imply the opposite.



Positioning Analyzed Through 6 Factors



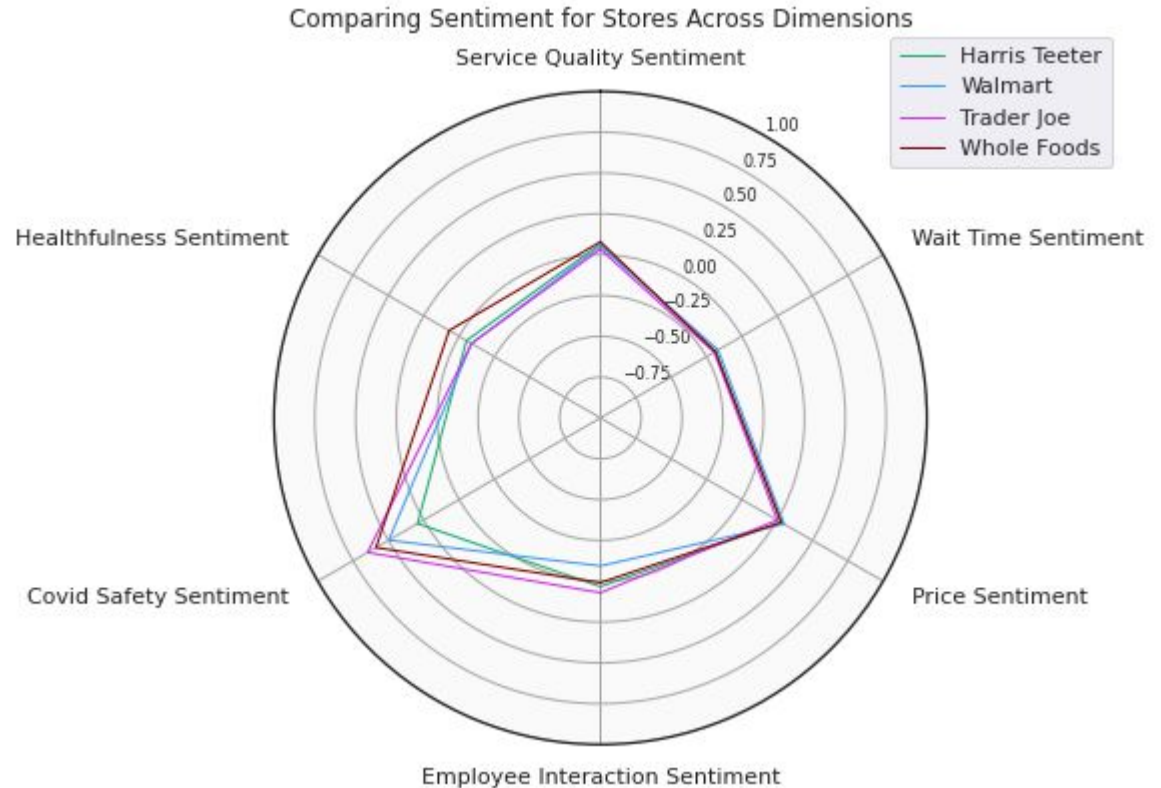
Essential Question

How can Harris Teeter identify its positioning based on customer sentiment, to differentiate more effectively vs. competitors?

Competitor Brands are a Direct Substitute for Harris Teeter

Harris Teeter is perceived nearly identical to its competitors. If the brand is to continue scaling, it must differentiate across its strengths.

We focus on three areas where Harris Teeter can pivot using its existing strengths: employee hospitality, overall service level, and “healthfulness” positioning.



Harris Teeter's Employees are Consistently Hospitable

Harris Teeter's employees aren't tweeted about as much as competitor staff: but when they are, they are praised.

Recommendation: Harris Teeter should hone this advantage. Further training your employees will get more positive referrals. The investment will result in **higher customer lifetime value**.



Harris Teeter Should Capitalize on its High Service Level

Harris Teeter's customer service is consistently excellent, and mentioned positively more so than negatively.

Recommendation: Harris Teeter should invest into customer amenities. For example, Harris Teeter could offer **drinks to consumers as they shop**.

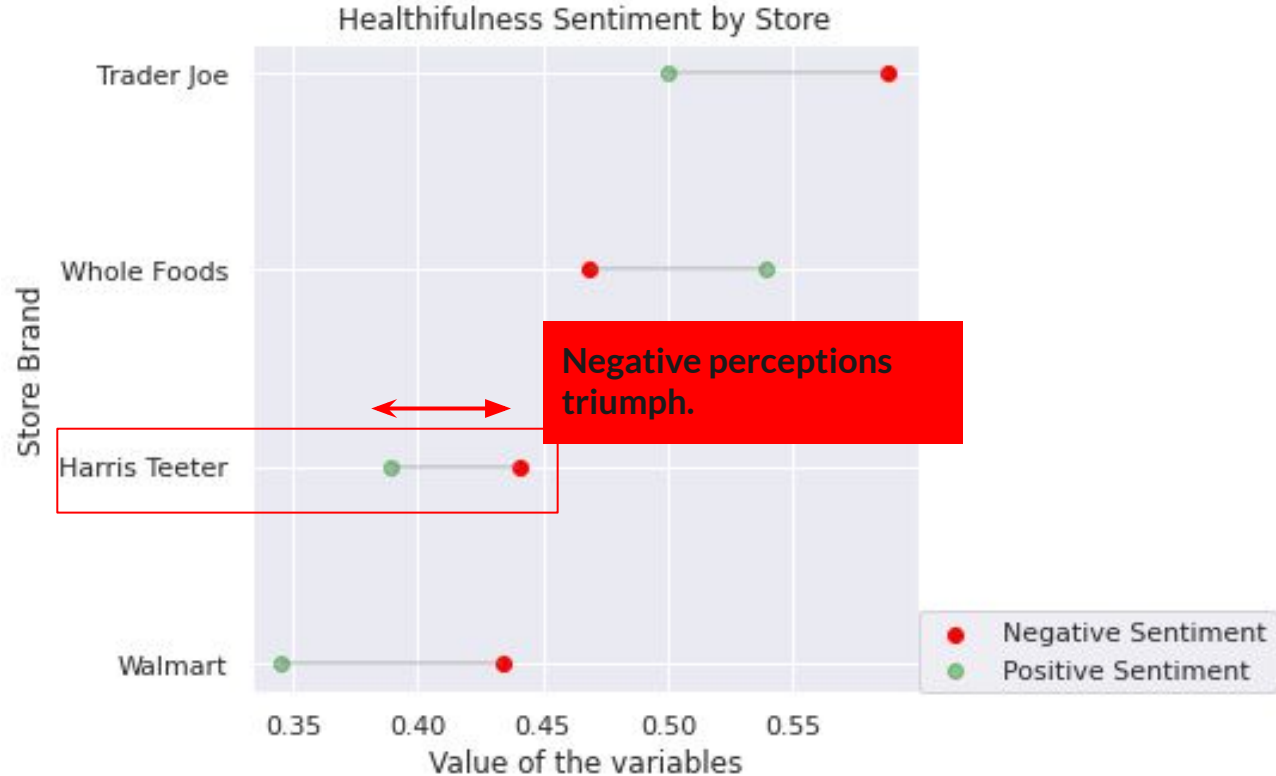


Pain Point: Harris Teeter Doesn't Come Across as Healthful

Despite its locally sourced produce, Harris Teeter fails to come across as “healthful” to consumers.

Worse, most mentions of Harris Teeter food quality are negative.

Suggestion: Harris Teeter could benefit by increasing its assortment of organic, unprocessed foods.





**Employee
Training**

**Further
Increase
Service
Level**

**Expand
Organic
Assortment**

52% More Sales

That's how much more value satisfied customers generate over their lifetime vs. baseline. Ignored customers result in losses of -18%, as found by Harvard Business Review. **Unsatisfied customers are known to complain more than satisfied customers refer!**