



Delivery saver schemes: the future for online loyalty?

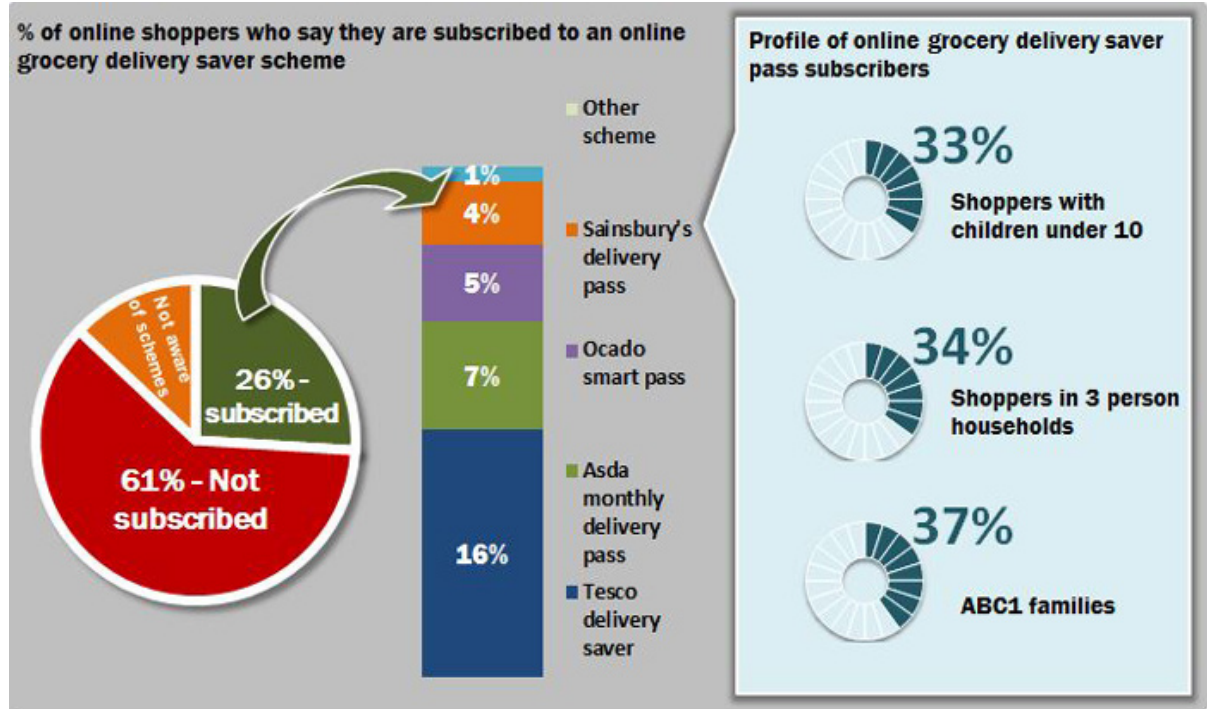
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Although still in their infancy, delivery saver schemes could be an important lever in driving loyalty in the online channel in the future. One of our latest Online Channel Focus reports looks at how they are changing online shopper behaviour.

A relatively significant proportion of online grocery shoppers – 26% - claim to subscribe to one of the current four saver schemes; Tesco, Asda, Sainsbury's and Ocado.

A quarter of online shoppers say they are subscribed to an online grocery delivery saver scheme



ShopperVista Online Channel Focus, past month online grocery shoppers, Nov-Jan'15

For regular online grocery shoppers, these schemes help to reduce one of the main barriers to online grocery shopping – delivery charges. Nearly eight-in-ten (76%) shoppers who are subscribed to delivery saver schemes say their main reason for subscribing is to save on delivery charges. Other reasons include having the option of getting deliveries on any day of the week or to get unlimited deliveries.

Ocado was the first online grocery retailer to launch a delivery pass scheme in 2011. Since then, Tesco, Asda and Sainsbury's have all launched their individual schemes. Morrisons doesn't currently have a scheme, but could introduce one once its online business is more firmly established. Waitrose has taken a different approach by offering free deliveries on all orders above £60.



Ocado highlights the benefits of its delivery saver pass

Something to smile about

We've combined all the benefits of our Delivery Pass with the discounts of Saving Pass, plus lots more besides. Say hello to our new Smart Pass.

What's included? All the best bits, of course

Smart is... **waving goodbye to delivery charges**
Smart is... **saving at least 10% on your favourite brands**
Smart is... **priority access to Christmas deliveries**
Smart is... **being eligible for product samples**
Smart is... **a subscription to our Ocadolife magazine**
Smart is... **exclusive offers and discounts**
Smart is... **anniversary gifts**

There are two different delivery plans to choose from - Anytime and Midweek - depending on when, or how often, you like to order. Then you simply select whether you'd rather pay for your membership monthly, six-monthly or annually.

So, what are you waiting for? It's time to make your weekly shop something to smile about.

[Frequently Asked Questions >](#)

[Start shopping >](#)



Source: Ocado.com

Loyalty

The majority of online grocery shoppers subscribed to these passes say they are unlikely or undecided if they are going to change online grocery retailers since subscribing to delivery saver schemes. Therefore, these schemes could help to lock in loyalty and reduce shopping around in the future.

However, as the majority of online grocery shoppers are not currently subscribed, understanding individual retail customers' online strategies in detail will be important to ensure your business can drive joint agendas and boost loyalty with different shopper groups.

Offering exclusive new online product launches, tailored relevant promotions and innovative digital marketing communications could all help to support your online customers' aims.

Infrequent shoppers

The online grocery channel is still dominated by those shopping on a relatively infrequent basis (64%) and frequency is the main reason why shoppers don't currently subscribe to a delivery saver scheme.

Retailers

To drive frequency of shop, retailers should consider how they can communicate more effectively about extended online missions e.g. topping up on fresh items between larger stock-up shops, or shopping for special occasions.



Suppliers

Suppliers should tailor ranges, promotions and pack sizes to meet the requirements of online shoppers and their shop frequency. Larger pack sizes could help shoppers who shop less frequently, while tailored promotions could also help to drive repeat purchasing of your product.

Future Growth

A third of online shoppers say they will subscribe to an online delivery saver pass in the next 6 months



ShopperVista Online Channel Focus, past month online grocery shoppers who don't subscribe to delivery passes, Nov-Jan'15

Shopper demand could fuel greater interest in these schemes in the future. Of the 61% of online grocery shoppers who don't currently subscribe to delivery saver passes, a third say they are likely to sign up in the next six months. This could mean that nearly half (46%) of online grocery shoppers could be signed up to a delivery pass by the end of this year.

The trend to shop around has had an impact on shopper loyalty, particularly in the bricks environment. However, this behaviour could be less of a challenge for the online channel if more shoppers sign up to online delivery saver passes. Our ShopperVista research will revisit this topic again towards the end of the year to see if this development has come to fruition.

Link: <http://www.igd.com/Research/Shopper-Insight/shopper-outlook/27593/Delivery-saver-schemes-the-future-for-online-loyalty/>