

# Survey synthesis | October 2021 Member Survey

Date: 19 November 2021

## **INTRODUCTION**

This document was developed by Right Lane Consulting and contains a synthesis of responses to the March 2021 Member survey.

# Summary of insights

## KEY OBSERVATIONS FROM THE MEMBER SURVEY

There are 5 key observations from the October 2021 member survey:

1 The average likelihood for respondents to recommend TIR improved to 7.9/10 in October 2021, compared to 6.9/10 in March 2021

2 Satisfaction responses saw mixed movement: while the overall satisfied proportion dropped on many dimensions, the 'very satisfied' cohort also grew along all dimensions

### CALLOUT

Negative movements in 'overall satisfaction' are partly due to how its measured. 'Overall satisfaction' is measured as the sum of 'satisfied' and 'very satisfied' responses. It excludes 'somewhat satisfied' responses. In October 2021, we saw a significant increase in the proportion of respondents that are 'very satisfied', less that are 'satisfied', and slightly more that are 'somewhat satisfied'. In total, this led to slight increases in 'overall satisfaction' on some dimensions, and slight decreases in others. However, these changes should be considered in the broader context of higher 'very satisfied' response rates.

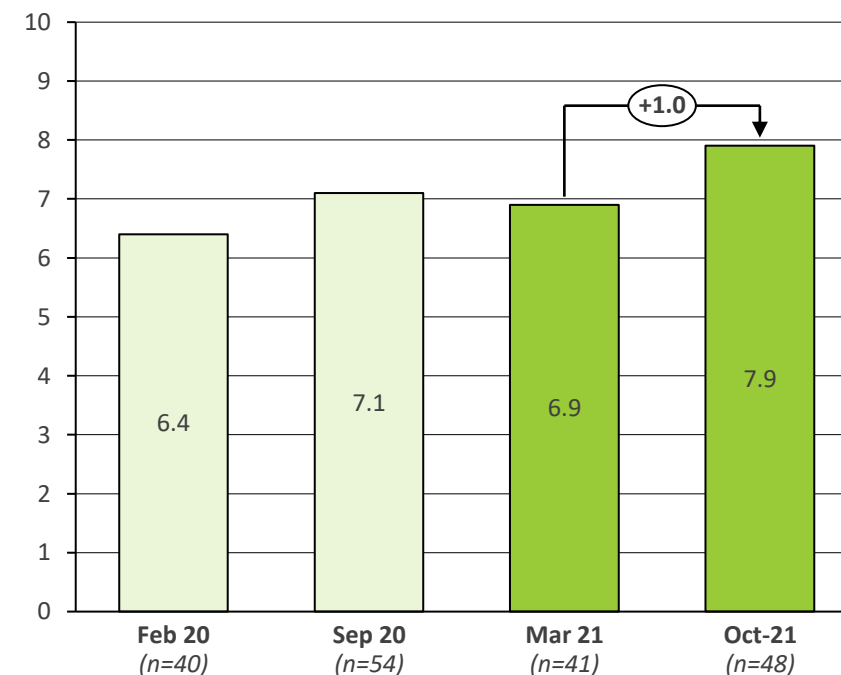
3 Satisfaction for IFP improved on 7 of 8 dimensions, including significant improvements in quality and pricing

4 'Whole of organisation' responses saw significant improvements along all dimensions, including in the confidence members have of being kept informed

5 Responses to prompts on TIR's strategy improved along all dimension, including notable gains in the proportion of respondents that 'strongly agree'

Participants were asked:  
'On a scale of 0 to 10, how likely are you to recommend TIR to another independent retailer (where 0 is very unlikely, and 10 is very likely)?'

### Average likely of respondents to recommend TIR (out of a maximum of 10)



# Satisfaction responses saw mixed movement: while the overall satisfied proportion dropped on many dimensions, the 'very satisfied' cohort also grew along all dimensions

Participants were prompted: 'Please rate how satisfied you are with the following areas of TIR'



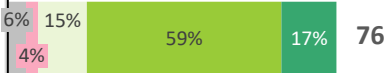
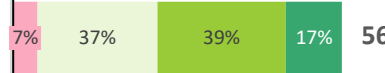
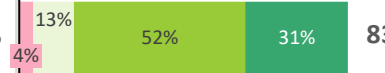
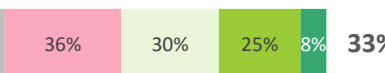
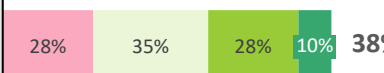

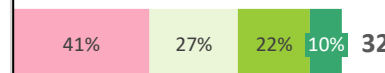
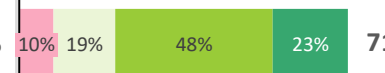
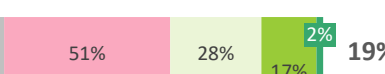
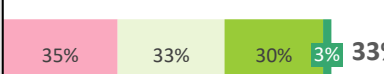
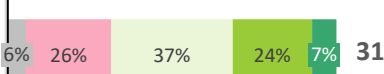
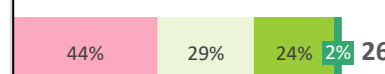

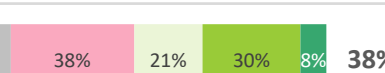
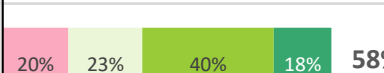
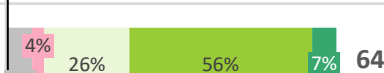
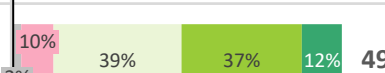
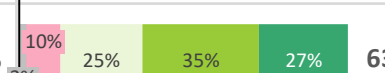


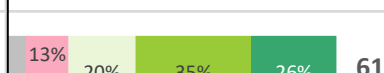
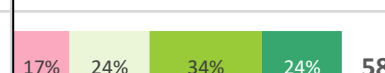
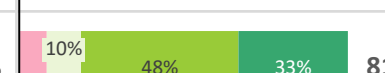
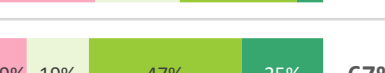
















**LEGEND** Not applicable to me Not satisfied Somewhat satisfied Satisfied Very satisfied

**Text colour:** The colour of text indicates changes from the previous survey. Green indicates improvement; gold indicates sideways movement; red indicates decline. Values for the first survey are kept grey as a baseline.

# Satisfaction for IFP improved on 7 of 8 dimensions, including significant improvements in quality and pricing

Participants were asked: 'Thinking about Fresh Produce, how satisfied are you with Island Fresh Produce?'

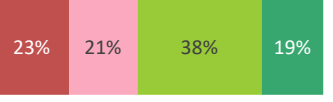
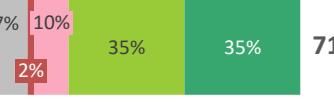
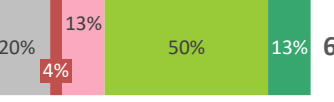
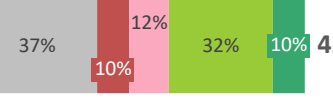
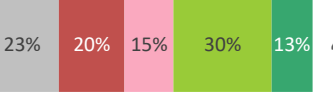
DIMENSION	APRIL 2019 (n=52/23), % satisfied <sup>2</sup>	FEBRUARY 2020 (n=40), % satisfied <sup>2</sup>	SEPTEMBER 2020 (n=54), % satisfied <sup>2</sup>	MARCH 2021 (n=41), % satisfied <sup>2</sup>	OCTOBER 2021 (n=48), % satisfied <sup>2</sup>	CHANGE <sup>2</sup>
Ranging	 46%	 68%	 76%	 56%	 83%	+27%
Quality	 33%	 38%	 44%	 32%	 71%	+39%
Pricing	 19%	 33%	 31%	 26%	 58%	+32%
Promotional offers	 38%	 58%	 64%	 49%	 63%	+14%
Customer service	 44%	 53%	 61%	 58%	 81%	+23
Ease of ordering	 67%	 80%	 87%	 90%	 88%	-3%
Deliveries	 64%	 78%	 85%	 81%	 90%	+9%
Invoicing & crediting	NOT ASKED	NOT ASKED	NOT ASKED	 49%	 67%	+18%

**LEGEND**  Not applicable to me  Not satisfied  Somewhat satisfied  Satisfied  Very satisfied

**Text colour:** The colour of text indicates changes from the previous survey. **Green** indicates improvement; **gold** indicates sideways movement; **red** indicates decline. Values for the first survey are kept grey as a baseline.

# ‘Whole of organisation’ responses saw significant improvements along all dimensions, including in the confidence members have of being kept informed

Participants were asked: ‘How much do you agree, or disagree, with the following statements?’

DIMENSION	APRIL 2019 (n=52/23), % agree <sup>2</sup>	FEBRUARY 2020 (n=40), % agree <sup>2</sup>	SEPTEMBER 2020 (n=54), % agree <sup>2</sup>	MARCH 2021 (n=41), % agree <sup>2</sup>	OCTOBER 2021 (n=48), % agree <sup>2</sup>	CHANGE <sup>2</sup>
The board of TIR represent my interests well	 23% 21% 38% 19% <b>57%</b>	 15% 10% 18% 45% 13% <b>58%</b>	 22% 6% 15% 39% 19% <b>57%</b>	 17% 10% 12% 46% 15% <b>61%</b>	 17% 2% 10% 35% 35% <b>71%</b>	<b>10%</b>
The management of TIR represent my interests	 19% 27% 38% 15% <b>54%</b>	 20% 15% 8% 45% 13% <b>58%</b>	 20% 4% 13% 50% 13% <b>63%</b>	 15% 5% 24% 46% 10% <b>56%</b>	 17% 0% 10% 44% 29% <b>73%</b>	<b>17%</b>
TIR understands your customer and creates marketing that deliver against their needs	 17% 27% 44% 10% <b>54%</b>	 20% 18% 13% 43% 8% <b>50%</b>	 31% 4% 11% 46% 7% <b>54%</b>	 37% 10% 12% 32% 10% <b>42%</b>	 29% 0% 10% 40% 21% <b>60%</b>	<b>18%</b>
I am confident that I am kept informed and updated ...	 12% 29% 42% 17% <b>60%</b>	 10% 15% 8% 58% 10% <b>68%</b>	 13% 2% 17% 56% 13% <b>69%</b>	 24% 10% 12% 44% 10% <b>54%</b>	 6% 4% 2% 52% 35% <b>88%</b>	<b>34%</b>
TIR staff and management work to improve my profitability	 2% 32% 30% 32% 4% <b>36%</b>	 23% 20% 15% 30% 13% <b>43%</b>	 17% 4% 20% 48% 11% <b>59%</b>	 29% 12% 15% 39% 5% <b>44%</b>	 21% 6% 8% 31% 33% <b>65%</b>	<b>21%</b>
SIW is an effective and customer-focused wholesaler and logistics provider	NOT ASKED	 20% 3% 3% 53% 23% <b>75%</b>	 6% 2% 11% 57% 24% <b>81%</b>	 20% 10% 10% 54% 17% <b>71%</b>	 13% 4% 4% 40% 44% <b>83%</b>	<b>12%</b>

**LEGEND**  Neither agree or disagree  Strongly disagree  Disagree  Agree  Strongly agree

**Text colour:** The colour of text indicates changes from the previous survey. **Green** indicates improvement; **gold** indicates sideways movement; **red** indicates decline. Values for the first survey are kept grey as a baseline.

# Responses to prompts on TIR's strategy improved along all dimension, including notable gains in the proportion of respondents that 'strongly agree'

Participants were asked: 'How much do you agree, or disagree, with the following statements?'



**LEGEND**     Neither agree or disagree     Strongly disagree     Disagree     Agree     Strongly agree

**Text colour:** The colour of text indicates changes from the previous survey. **Green** indicates improvement; **gold** indicates sideways movement; **red** indicates decline. Values for the first survey are kept grey as a baseline.