



# TIR Member Survey Review

Feb / Mar 2023

# Survey Contents and Overview

Potential Member Responses = 70

(due to Multi Store Owner MSO groups)

Actual Responses 38

Response Percentage 54 %

## 1. TIR Satisfaction Results

- Feedback on immediate concerns are mostly related to current supply challenges, new area manager concerns , price increases and margin squeeze.

## 2. IFP Satisfaction Results

- Feedback on immediate concerns heavily focused on quality issues, pricing , credits and delivery concerns.
- Despite the levels of feedback on quality and price issues , this category had a good satisfaction rating.

## 3. Communications and Engagement Results

- Most Feedback suggested many were very satisfied. Some comments indicated more information could be shared regularly on service levels and performance trends. More store visits and better follow up actions were also mentioned.

## 4. Member Feedback on Focus Areas for Strategic Priorities

- Feedback indicated that many members were unsure on how the Strategic plan influences performance and support services. This indicated we need to provide better communications to members on the Strategic Plan accomplishments.
- Common member feedback on issues to be addressed in future include :
  - Increased profitability to support growing costs
  - Provide a better value offer (via price and promotions)

# 2023 Survey Questions and Scoring

- The recent survey was designed to ensure we could make it simpler for members to respond, We hoped these changes would enable members to respond more quickly due to being a more concise survey and provide feedback on current issues and future concerns.
- Because this survey's scoring and questions differ from previous member surveys, we can not compare results from before.
- It's also been eighteen months since the last survey and a significant number of stores have changed ownership which means new members whose opinions may differ or may not have a lot of issues to comment on yet, this makes comparison difficult as well.
- **Scoring** - The survey asks "Please rate how satisfied you are ?", Members were asked to rate their level of satisfaction between :
  - 1 \* Not Satisfied
  - 2 \* Somewhat Unsatisfied
  - 3 \* Neutral
  - 4 \* Satisfied
  - 5 \* Very Satisfied
- To gauge a total satisfaction percentage, only scores 4 and 5 are used.

## **TIR Members Survey**

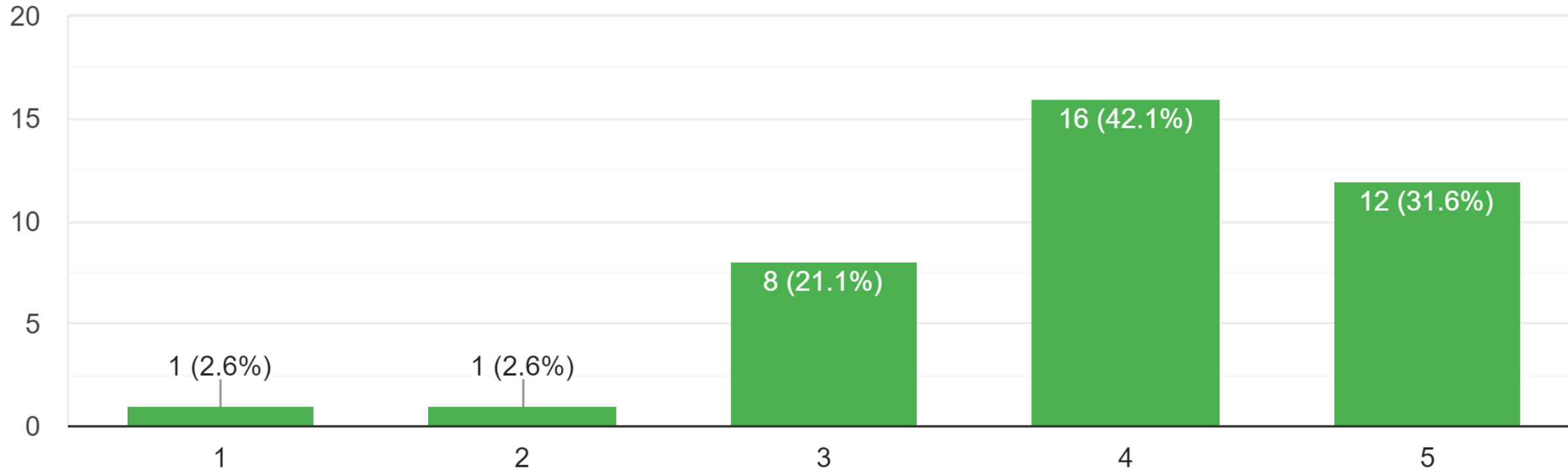
March 2023

# **TIR Results & Commentary**

Please rate how satisfied you are with TIR overall.

38 responses

**74% Satisfied**

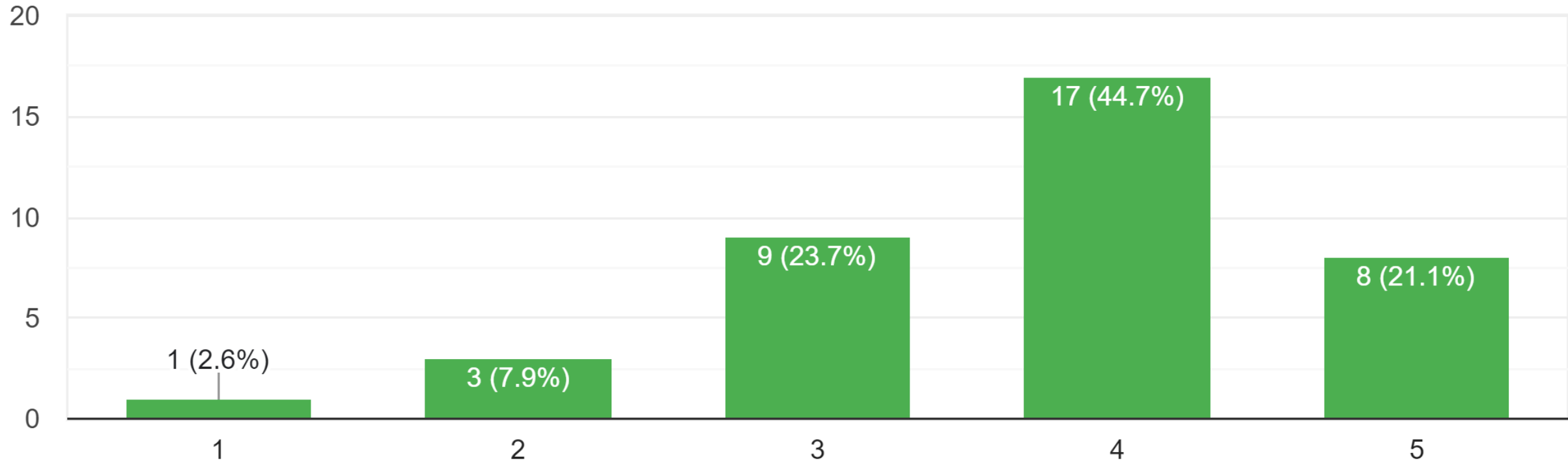




Please rate how satisfied you are with TIR Merchandising Services (This includes - ranging, SKU maintenance and pricing management.)

38 responses

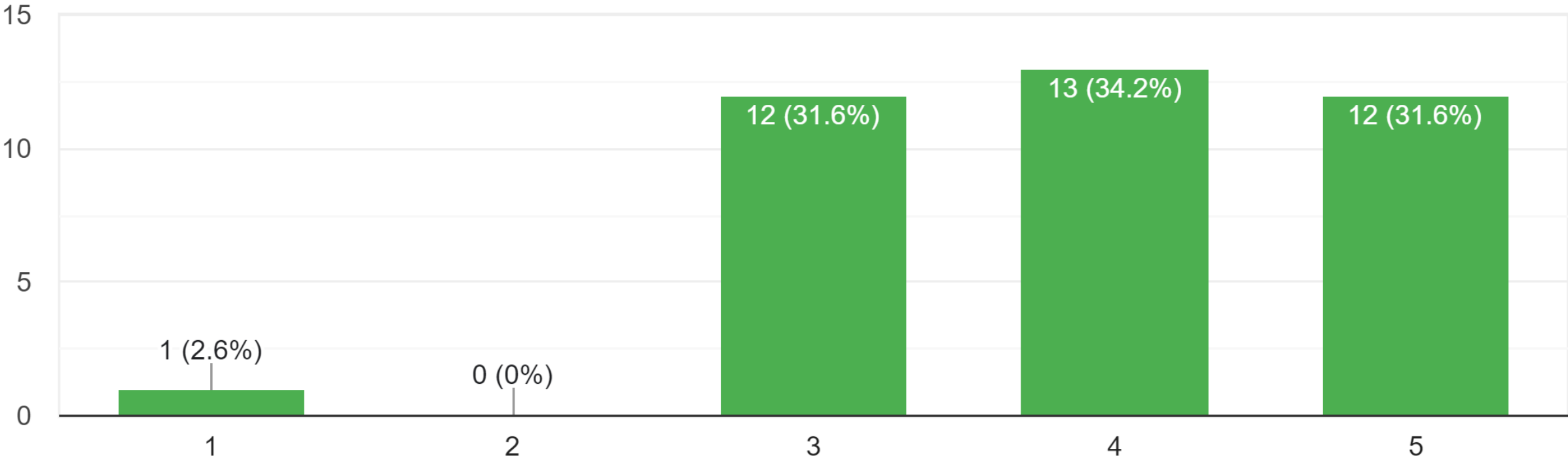
**66% Satisfied**



Please rate how satisfied you are with TIR Member Services (This includes, area manager engagement, OEP and FSA programs and IGA training)

38 responses

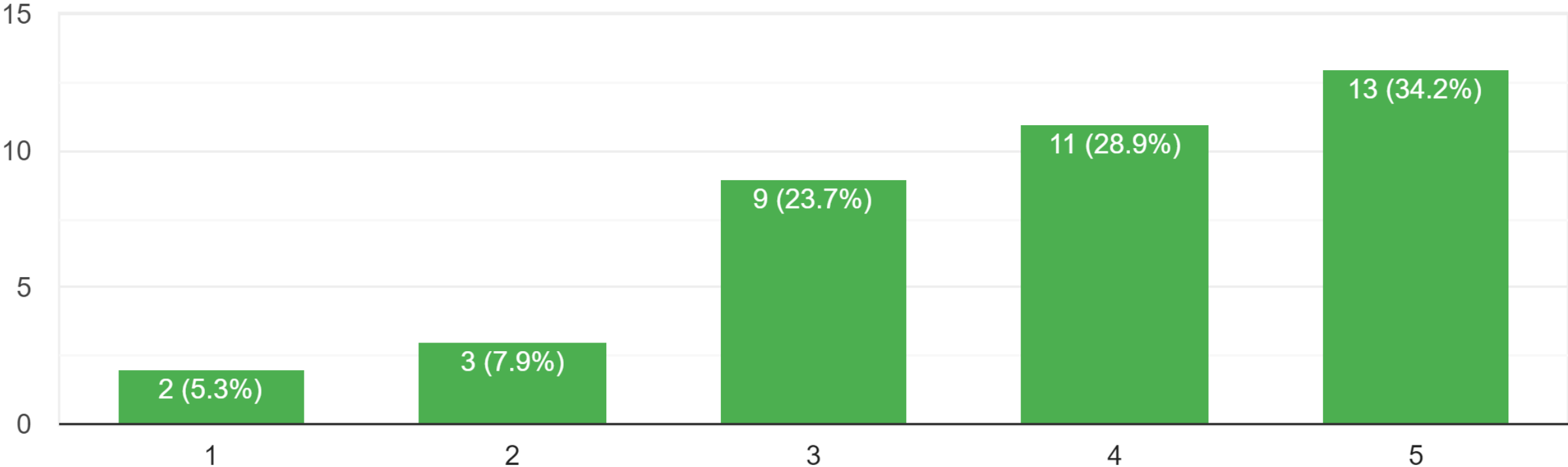
66% Satisfied



Please rate how satisfied you are with TIR Development, Refit and Equipment Services.

38 responses

63% Satisfied

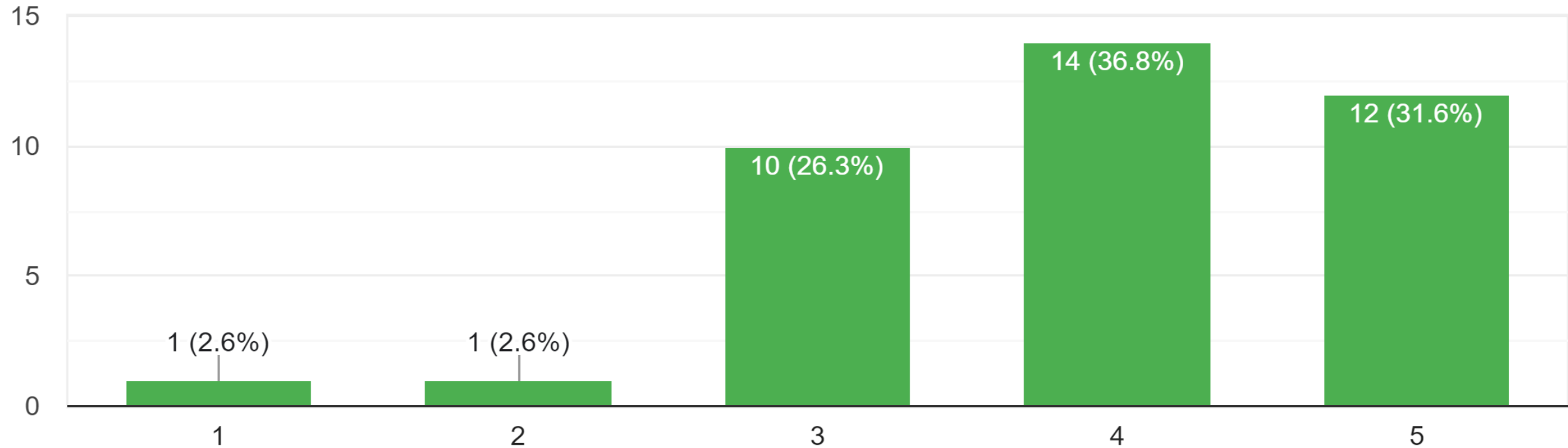




Please rate how satisfied you are with TIR Marketing (this includes media advertising, catalogues, promotions and consumer competitions)

38 responses

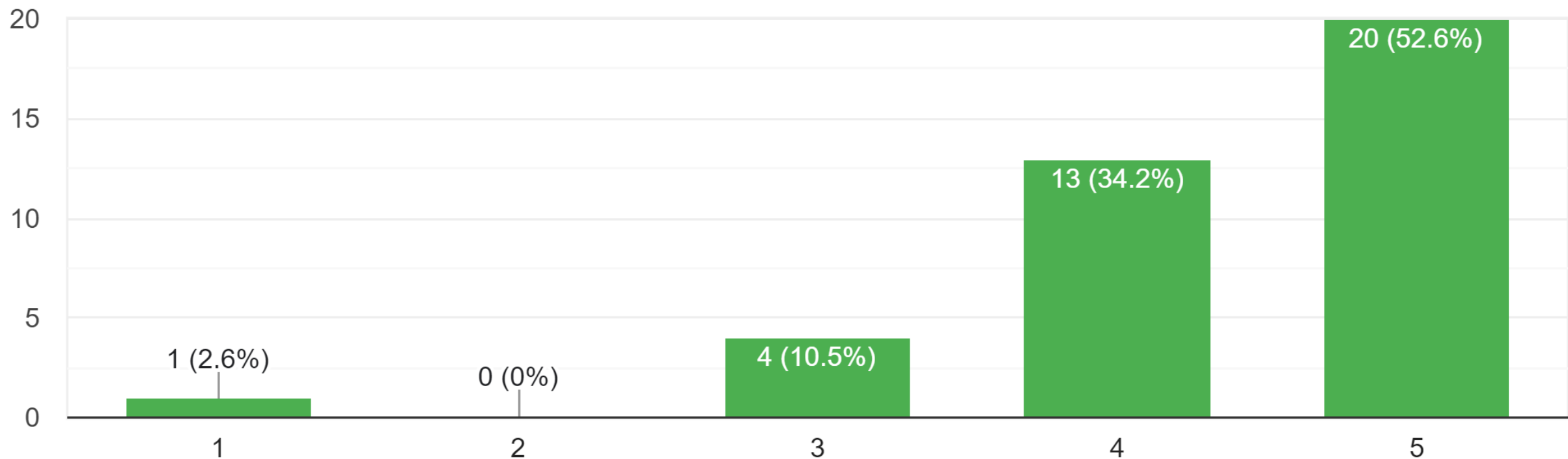
**68% Satisfied**



Please rate how satisfied you are with TIR Finance Support (this includes rebates, DSD "Charge Through", statement management).

38 responses

**87% Satisfied**



# Member Feedback TIR Overview

Members were asked for comment on which area of concern that TIR support services should focus on immediately.

15 Responses of “No Comments” or “No Concerns”

## Current Areas of Concern - Summary

- Frustration with Poor Service Levels (6\*)
- Support of Area Management – Personnel Changeover (6)
- Pricing Changes and Control (4)
- Margin Concerns (3)
- Host File Issues (3)
- Promotion Issues and Associated Stock Supply (3)
- Locally Focused Marketing (1)
- Cigarette Promotions (1)
- More Development Services Support and Engagement(1)
- Move to Online Invoice & Statement Management (1)
- Culture Development (1)

\* *Individual Responses within Member Feedback*

## **TIR Members Survey**

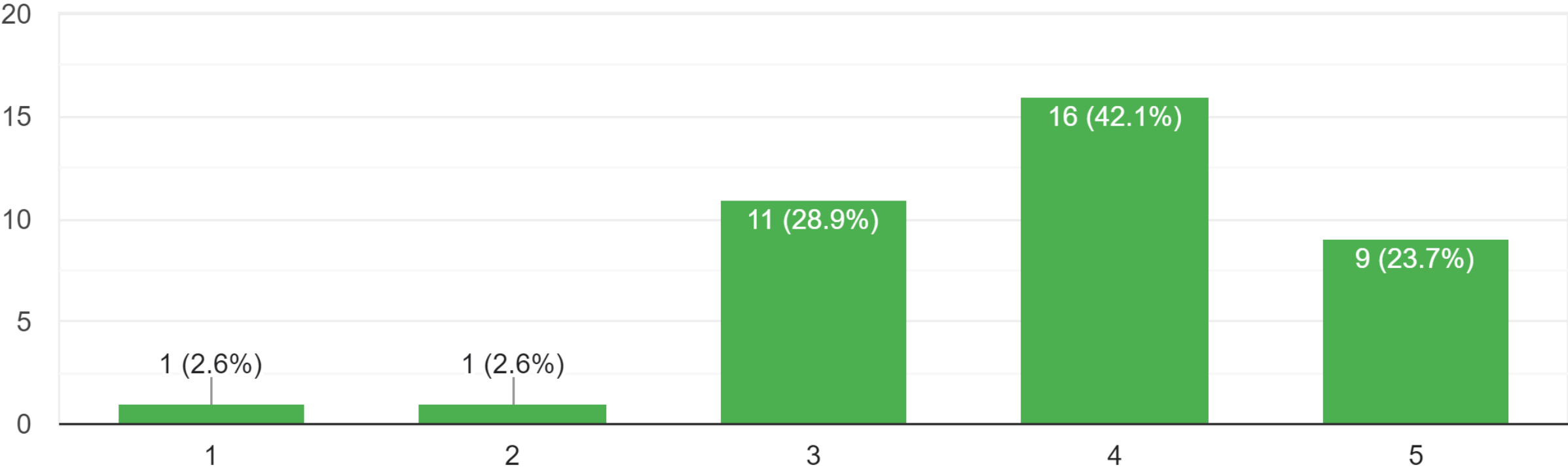
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# **IFP Results & Commentary**

Please rate how satisfied you are with Island Fresh Produce (IFP) overall.

38 responses

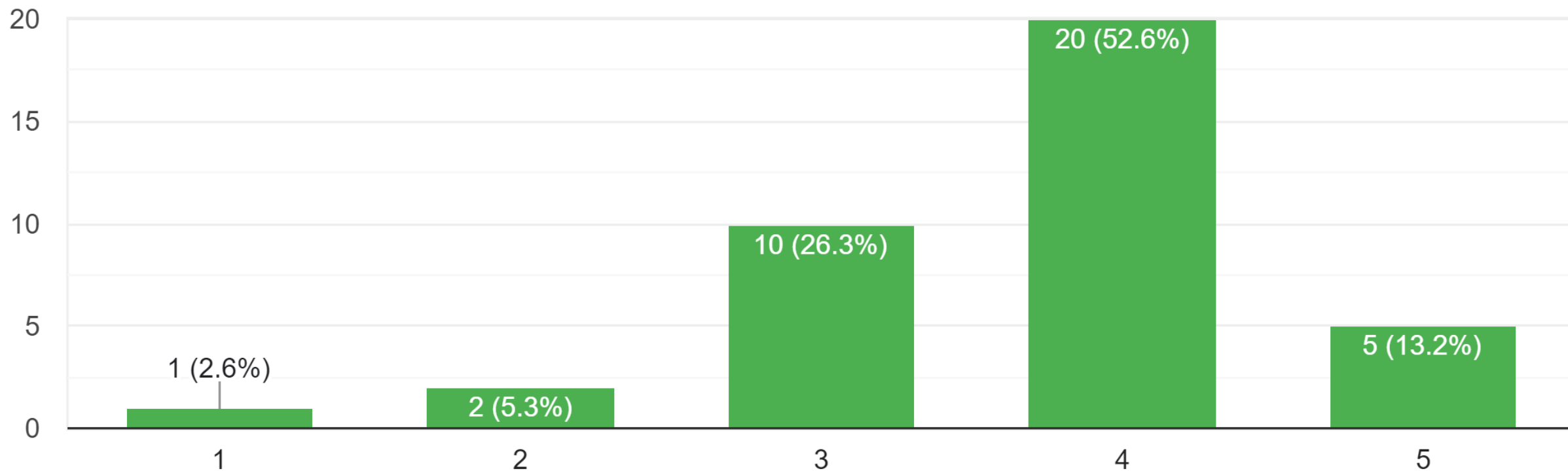
66% Satisfied



Please rate how satisfied you are with Island Fresh Produce (IFP) ranging and quality.

38 responses

**66% Satisfied**

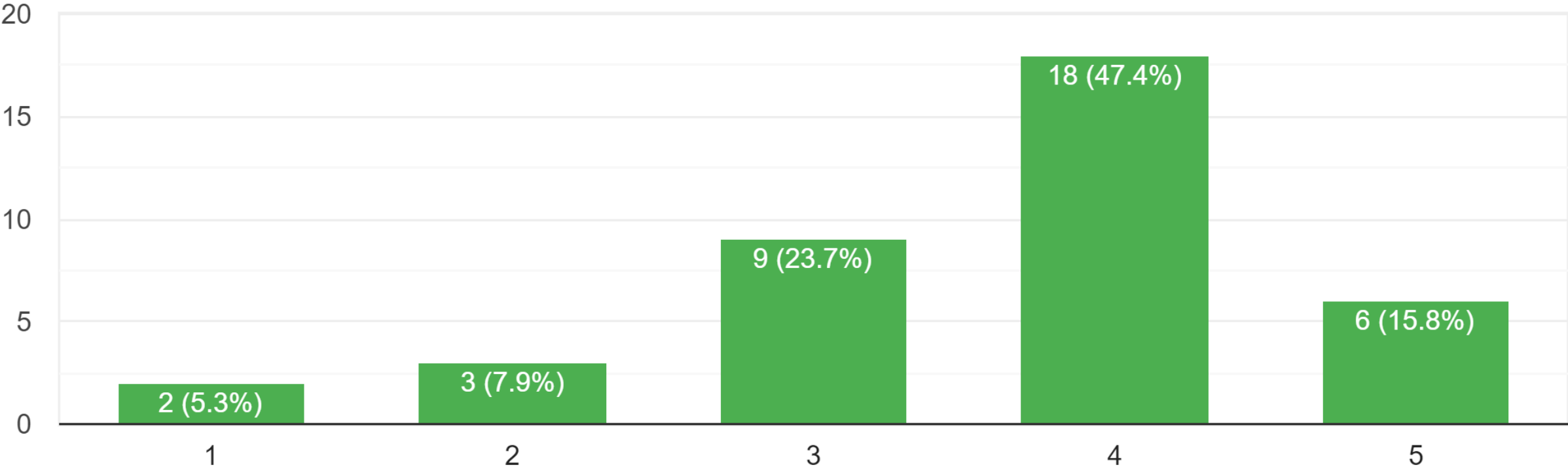




Please rate how satisfied you are with Island Fresh Produce (IFP) pricing and promotional offers.

38 responses

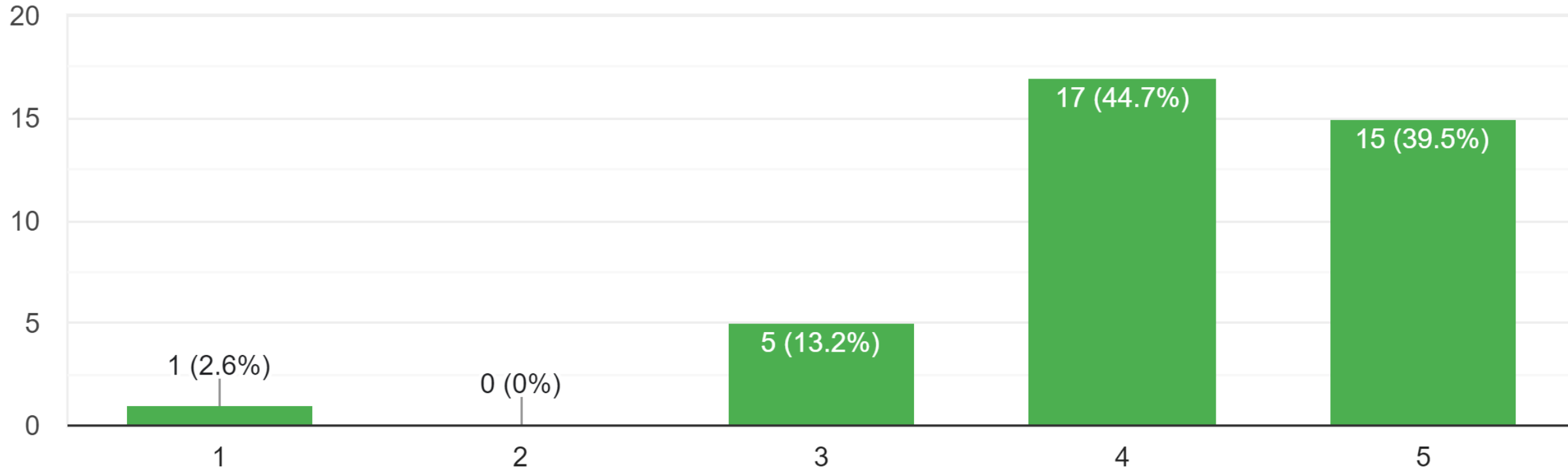
63% Satisfied



Please rate how satisfied you are with Island Fresh Produce (IFP) customer service and ordering.

38 responses

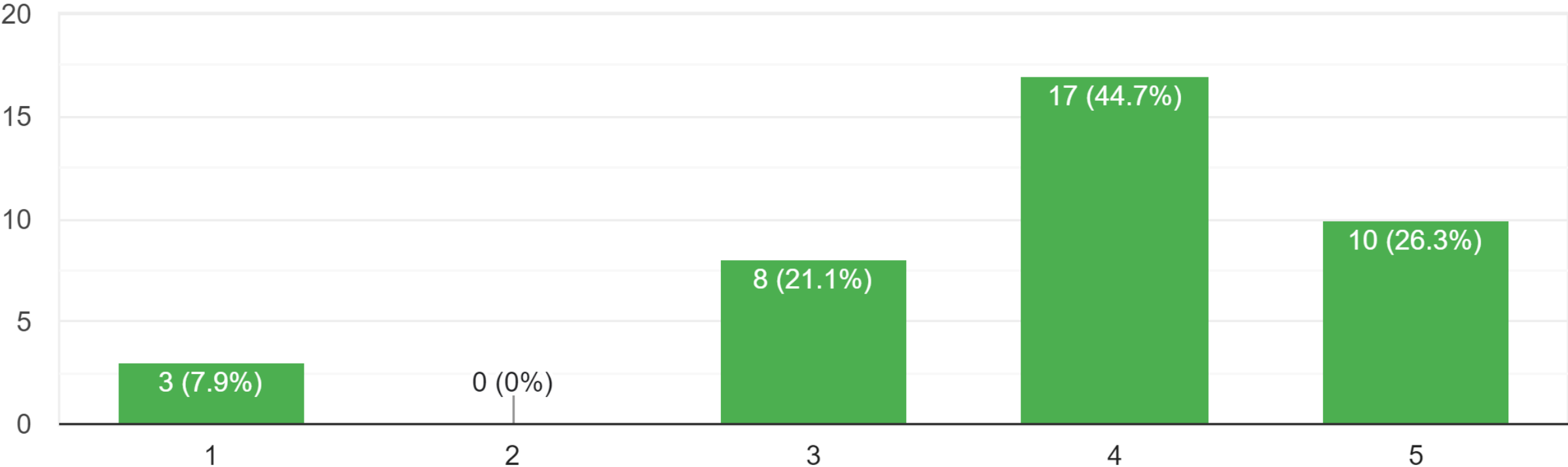
**84% Satisfied**



Please rate how satisfied you are with Island Fresh Produce (IFP) invoicing, credits and deliveries.

38 responses

71% Satisfied



# Current Member IFP Feedback

Members were asked for comment on which area of concern that IFP support services should focus on immediately.

18 Responses of “No Comments” or “No Concerns”

## Current Areas of Concern - Summary

- Despite a high satisfaction rating , quality issues (12\*) were mentioned in feedback often. Salads come up a few times.
- Better day to day pricing were often mentioned in hand with quality concerns. (9)
- Delayed and missing credits issues. (6)
- Missing stock and miss-pick items , occasional late deliveries. (3)
- Some members are seeking more promotional offers and bulk buy opportunities. (2)
- More diverse product range required. (1)
- Poor follow up communications. (1)
- Seeking improvement to picking/invoicing. (1)
- \* *Individual Responses within Member Feedback*

## **TIR Members Survey**

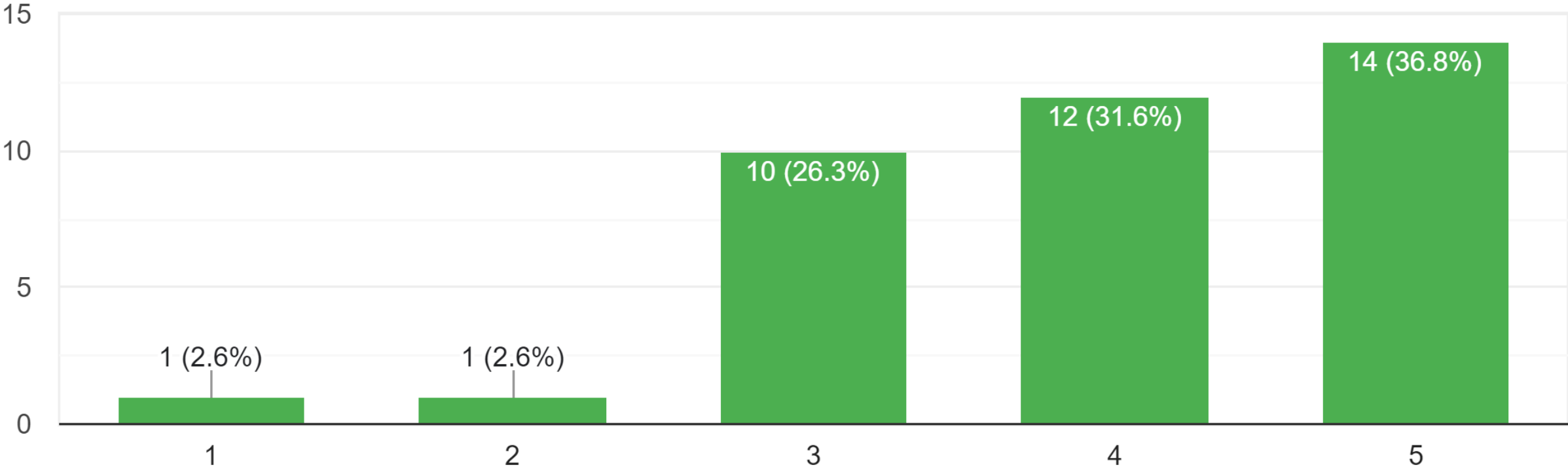
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# **Member Engagement**

Please rate how satisfied you are with TIR regarding member communications and engagement.

38 responses

68% Satisfied



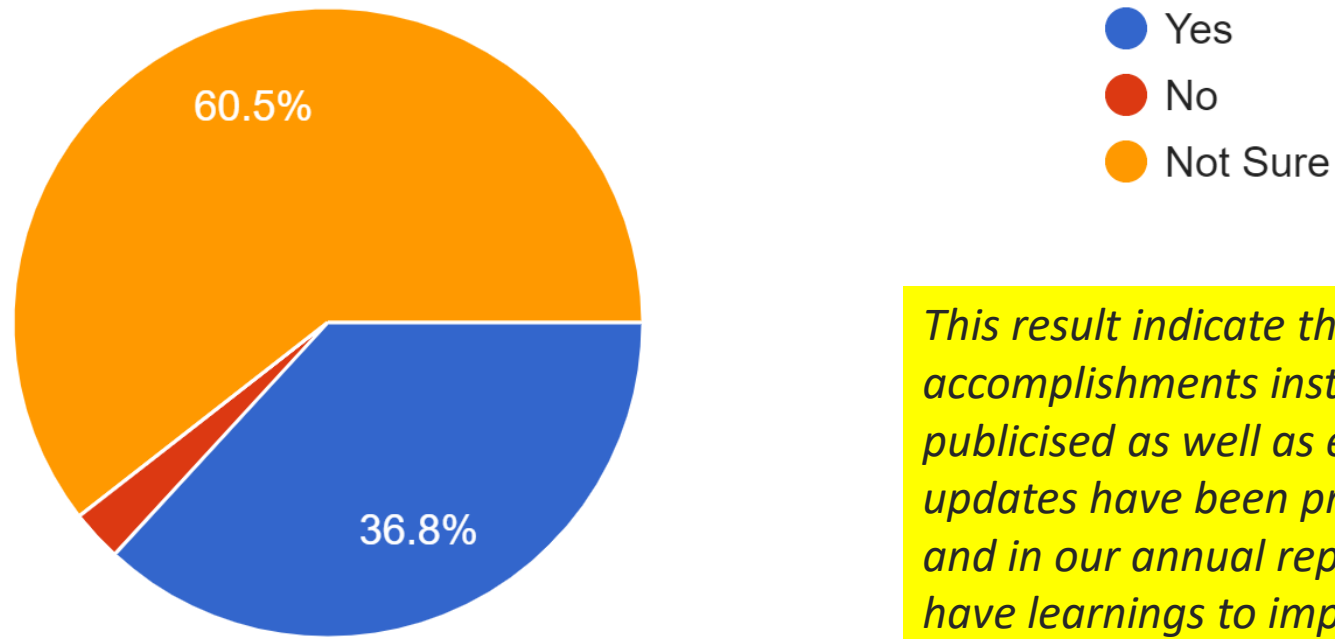


# Summary of Communications and Engagement Feedback and Concerns

- Provide regular information on supply issues, performance trends and industry insights.
- More networking activities for members
- Too much information at times, focus on providing relevant information
- Focus on improving follow up to member enquiries.
- Provide updates on challenges and success stories .
- Being open and transparent to the members on significant changes within TIR.
- Increased store visits from executives would be good.
- Daily update via email is effective communication.
- Fairly happy with current communication and engagement levels
- Very Happy. I call my area manager if I have any questions and he helps/answers them straight away.

Do you believe the 2020-2022 TIR Strategic Plan improved the performance, support services and engagement for members over the last three years?

38 responses



*This result indicate that our communications on the accomplishments instigated from the plan were not publicised as well as expected . The Strategic Plan updates have been provided in channel meetings and in our annual reports however, its clear we have learnings to implement in the future.*

# Strategic Priorities Next 3 Year Plan

Members were  
asked for comment  
on priorities for the  
next Strategic Plan

17 Responses of  
“No Comments” or  
“No Concerns”

## Strategic Priorities - Feedback

Much of the feedback related to similar issues raised in the questions about the immediate concerns .

- There was several comments on how TIR can assist stores with improving margins due to increasing cost pressures.
- Some asked about how TIR can address sustainability and impact to the environment in our business.
- A number asked to investigate how we can provide a better value offering and stronger promotions.
- There was concerns on declining Tobacco sales and look to how we can diversify including exploring liquor options.
- Explore ways to offset increasing freight costs and logistics hurdles.
- Seek to lift IGA store standards across the group
- Explore supporting the supply chain through wholesale and logistics acquisitions and new stock supply avenues.
- Marketing review – need to be more local focused.
- Seeking more TIR staff visibility in stores.