

ontrack



Did you know? ... him! can help the ontrade to get more customers to pubs, more often, by listening to customers

OnTrack is the only syndicated customer tracking programme for the OnTrade which interviews customers at the moment of truth, while they are at pubs.

OnTrack is designed to help the industry grow sales and profits by making the industry more customer and retail focused, to improve standards, improve the customer experience, and identify ways in which we can retain existing ontrade customers and attract new ones.

This programme aims to improve collaboration between "pub retailers" and suppliers by creating a common language which can be used to exploit opportunities and grow sales.

OnTrack allows benchmarking between pub retailers and in 2011 we will interview c.3,000 customers at the following; Greene King, Vintage Inns, J D Wetherspoon, Shepherd Neame, Marston's, Punch Taverns and free houses.

How we do it

- Face-to-face interviews with c.3,000 pub & bar customers
- Conducted across all days of the week, all times of the day
- Results available and robust by individual chain
- In-house audits will be conducted e.g. does the pub have a beer garden, smoking area, sell food, show sport on TV, have wine list – to allow greater depth of analysis
- Programme findings available July 2011

Focus areas typically included:

- Customer profiles – how does sex/age/regional affect customer behavior and loyalty?
- Customer visiting habits – how often do they visit, where have they come from, where will they go after the pub today.
- Customer's general pub habits – how often do they visit pubs in general, are they visiting more or less vs. 12 months ago.
- Factors influencing choice of pub – why did they choose this particular pub today? Are they there for food and drinks or drinks only?
- How long do they plan to spend in the pub today?
- Food menus – did they look at food menus, what would they like to see on a food menu?
- Food purchases – how did they decide what food to have today, what influenced their decision?
- Food spend – how much do they intend/ did they spend on food today?
- Food ratings – how do they rate the food for speed of service, quality, choice, healthy, value for money etc.
- Driving food purchases - what would they like to see more of on the menu, available at this pub?
- Drinks menus – did they look at drinks menu? How much influence did the drinks menu have on their choice of drinks?
- Drinks purchases – how did they decide what to drink today? How many drinks will they consume?
- Drinks spend – how much do they intend to spend and how much did they actually spend?
- Deep dive in categories such as lager, ale/bitter/stout, cider, wine, sprits, soft drinks and cigarettes.
- Staff interaction – would customers mind if staff made recommendations? Did they make any recommendations? Were staff friendly and helpful?
- Loyalty schemes – would customers be interested in joining a pub loyalty scheme?

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For more information on him!'s OnTrack
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Focus areas typically included:

- Impulse purchases – what influenced customers to buy items which they hadn't intended to buy?
- Customer satisfaction ratings for efficient service, time waiting to be served, quality of serve, enjoyable atmosphere, cleanliness of toilets, smoking facilities and overall experience.
- And much more... ask for a full question list.

Why join OnTrack programme?

This invaluable insight will help shape your category plans, commercial decisions and future strategies and because this is a syndicated study, the insights are available at a fraction of the price compared to funding your own research.

Membership costs

Programme results available from just £2,500+VAT including online report access. him! analytical & consultancy support through a dedicated client manager can be added to your package for an additional fee.

There is an initial two year commitment to him!'s programmes or a 50% surcharge for one year membership.

Associated products

Tenant Track – each year we speak to licencees, managers and tenants to understand the following;

- How satisfied are tenants with their pub co?
- How good is their bdm/communication from their pub co?
- What advice do they want?
- What are they tied for?
- Where do they take advice from?
- Do they know what top sellers are?
- Do they know what margin they make on each category?
- How often do they implement promotions and which ones work/which don't in their eyes?
- Which wholesalers do they use, how do they rate?
- And much more...

Did you know?

Customers said they would be encouraged to visit their pub more often if the pub offered: money off vouchers (32%), a loyalty scheme (29%), live music (25%), outdoor seating/beer garden (21%), followed by a free taxi home (19%).

25% of current pub goers said pubs showing sport on TV would encourage them to visit more often.

Food is a footfall driver to pubs, fact. Food also encourages customers to spend longer and more time in the pub/bar.

79% of customers said they would be encouraged to buy more food if it was homemade.

62% of customers said healthier options would encourage them to buy food in the pub.

1/3 of pub goers are there alone. Is the seating and atmosphere suitable? Are there newspapers/books available?

14% of customers are buying soft drinks for children. Are pubs capitalising on the 'kids' opportunity across all categories?

Source: OnTrack 2010.

Register now for free weekly insight alerts by contacting Katy.Moses@him.uk.com

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