

Increasing Customer Focus Speeding Decision Making *Why Internal Social Media Matters*

Wayne Shurts

Executive Vice President & CIO

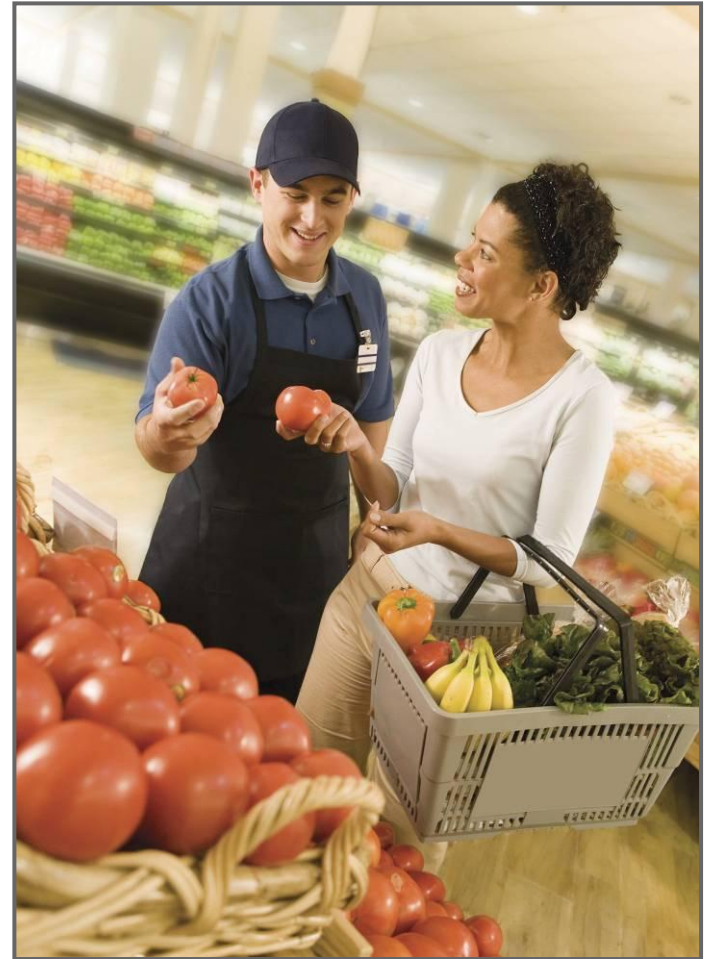
SUPERVALU Inc.

April 10, 2012

Twitter: @wayneshurts



What Is SUPERVALU?



A Key Strategy for our Turnaround: Listen then Act Fast

1. Listen to our Customers



2. Listen to our Associates



They know what we need to do to win – provide great insights

We need to Listen and then Act Fast

Our Key Listening Posts

1. Not So Undercover Boss



2. IT Business Immersion Program



3. Internal Social Media



Sr. Executives on the front line

A photograph of a SuperValu store exterior. The building has a tan-colored facade with large red letters spelling out "SUPERVALU". Overlaid on the image is the text "NOT-SO-UNDERCOVER" in yellow and "BOSS" in large white letters.

**NOT-SO-UNDERCOVER
BOSS**

IT Business Immersion Program

Every IT Associate spends 2-3 days each year working in a part of the business that they support

Last year over 900 IT Associates completed a Business Immersion experience and 86% rated it Very Good or Excellent



“To see how the stores use our apps on a daily base. And understanding what would make their job "easier".

“Understanding the uses of all the systems I manage and watching the users refocuses My purpose of my role in the company.”

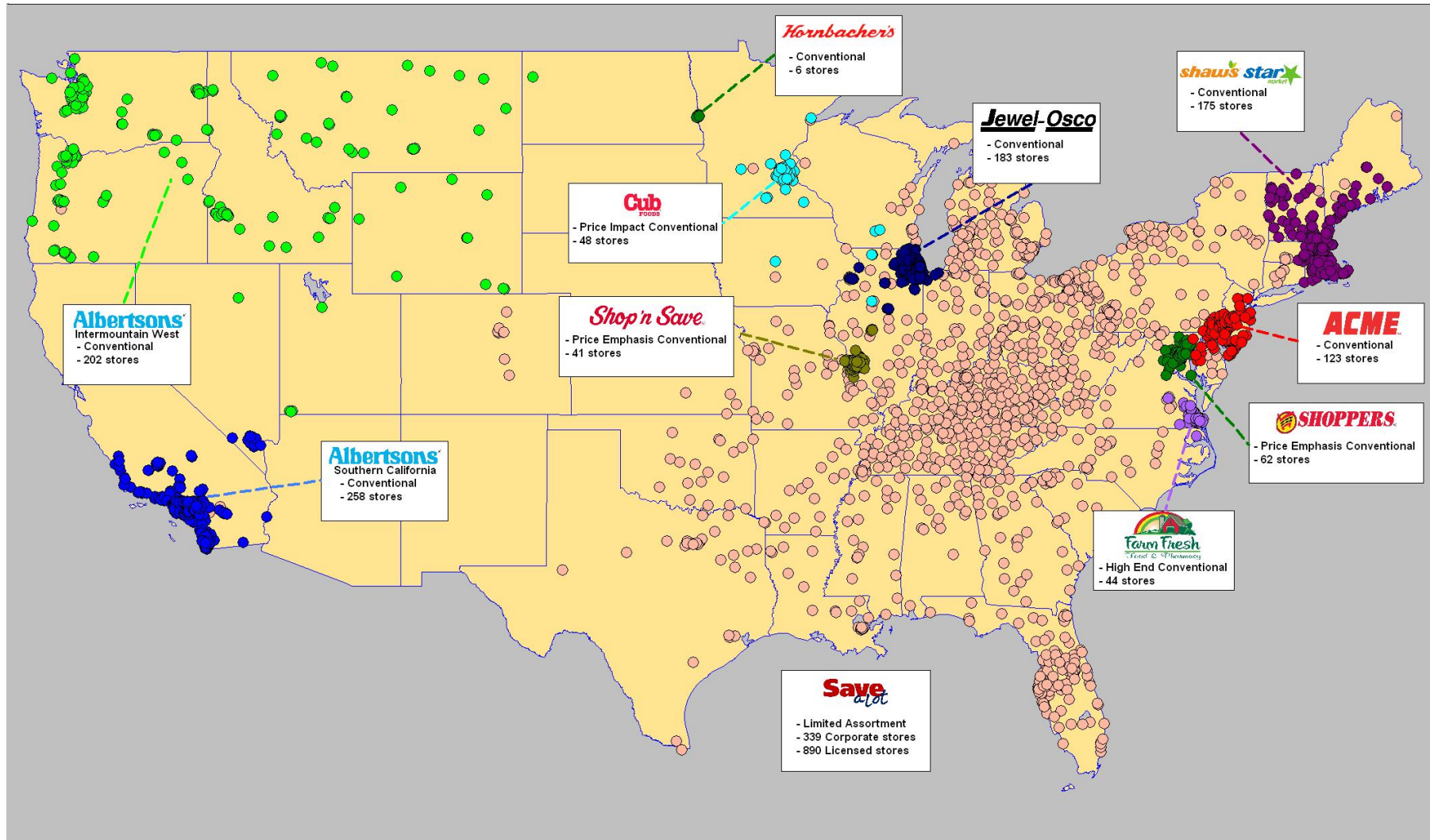
“I found out how important Pricing Issues are to our stores. I had thought it was easy to override pricing and go on with business, but this Store Walkthrough really opened my eyes to the customer impact and impact to store operations. Great eye opener.”

The Virtual Listening Post : Would It Work?



Overview

Corporate Retail Footprint



Physical Meeting Fuels Virtual Growth: March 2011

Total Members By Day: Catching Fire!



A “Group” Culture



Groups: HYPERLOCAL College, Hispanic etc ...



FOLLOW

Jenifer Krause ▸ Hyperlocal Beach Stores

Reach for Summer?? We ARE!! Our Jersey Shore Stores ready for the customers this weekend, it is going to be weekend.....every nook and crany is filled and ready for Here are some pictures from Seaville, Wildwood, Avalon City...outdoor cages FILLED with beach gear are set a beach goers!!!



May 20 at 4:20pm · Reply · Like · More



Liked by AnneMarie Mozzone, Kelly Ary, Trish James



FOLLOW

Jenifer Krause: That should say...READY for S

May 20 at 4:24pm



FOLLOW

Gregory Teems ▸ African American Customer Engagement Network

Jun

16

So. Cal & Las Vegas's First African American Flyer
Thursday, June 16, 2011 6:30 PM PDT
Southern California & Las Vegas Albertson Stores
You haven't responded yet. **RSVP**



FOLLOW

Chris Bertman

This past Thursday we held a "Meet and Greet" at Wood River Shop n Save. We filled the store with sample tables and games that the customers could participate in. We were able to give out gift bags and even scratch off lottery tickets. This event gave my associates the opportunity to interact with customers in a fun filled environment. We recieved wonderful comments from our customers and my associates really enjoyed the event. The biggest question was "when is the next one!"




August 20 at 3:18pm · Reply · Like · More



Liked by Chris Pohlman, Harold Anthony Johnson, Valerie Sensmeyer and 7 others.

Groups: College Stores and More

Search 

Hyperlocal
College Stores

Private Group · hyperlocal-collegestores+supervalu.com@yamm

Feed Info Members Files Pages

Share [an update](#) ▾ with Hyperlocal – College Stores:

Share something with this group...



Tracy Hayes ▸ Hyperlocal – College Stores

On 8/24 the SoCal Division completed the remodel of Store 65 Irvine, CA.

Store Director, Ed Hamada and his Team are "Fired Up" to soon welcome 28,000 new and returning students to the UC Irvine campus directly across the street. To prepare for the large number of students who will be living on campus, the store will feature several Hyper-Local ideas to simplify their lives. The Student's Choice end display was designed by two student-Team Members. They choose the snack items they know [expand](#) »



Easy and Affordable Meals For College Students

Chicken and Rice

Serves: 2
MEAL 1
Defrost 4 chicken breasts, season to taste. Bake in 350 degree oven for 30 minutes. Meanwhile prepare rice according to package. Make salad. Reserve 2 cooked chicken breasts for next day quesadillas and store in refrigerator.



Spaghetti and Meatballs

Serves: 2
MEAL 3
Boil water and cook 1/2 package of spaghetti pasta according to box instructions. Meanwhile, heat 1/2 jar of pasta sauce in medium saucepan. Reserve half of jar for with sauce. Defrost 8 meatballs and place in pan with sauce. Stir and cover until heated through. Prepare salad. Serve meatballs with sauce over spaghetti.

Chicken and Cheese Quesadillas

Serves: 2
MEAL 2
Slice reserved cooked chicken breast into 1/2 inch slices. Place tortilla on skillet over low heat and top with handful of sliced chicken and sprinkle with cheese. Place second tortilla on top. Brown tortillas on each side for 5-7 minutes until cheese is melted. Remove from skillet and cut into quarters and serve with salsa and heated refried beans and corn.



Meatball Sub Sandwiches

Serves: 2
MEAL 4
Heat remaining pasta sauce and meatballs in pan. Split rolls. Top with provolone cheese. Serve with carrot sticks.

Online Help Desk & JAD Session



myStore iPad Forum

Public Group

✓ Joined

More ▾

Share an update ▾ with myStore iPad Forum:

Share something with this group...



Timm Ferree ▸ myStore iPad Forum

Download the official shopping app and show it off to you customers and associates!

Not sure if this has been mentioned in this forum before, but each banner has an official smartphone app - you can get store information, download the weekly ad, build a shopping list, very cool stuff. The app is available for iPhone/iPad and Android, which means you can download it from iTunes to your iPad to show off for customers and associates and encourage them to download it and drive sales.

To find it, just search the iTunes app store for your banner name or "Supervalu" and you should find it pretty easily. Download it and it will install on the iPad automatically the next time you connect to your PC.

[Reply](#) · [Like](#) · [More](#) · Friday at 4:42pm



Michael Ferris ▸ myStore iPad Forum

I would like to see more functionality in store tools, along the line of microstrategy. Example department drill down, category drill down abilities.

[FOLLOW](#)



[FOLLOW](#)

Future Enhancement Ideas List


Posted in myStore iPad Forum ▸ Pages

As we see ideas shared on the forum, we will capture them here for future consideration. *My Sales - Adding LY Sales to Sales Report. *My Sales ...


[Preview](#) [Go to Page](#)


[Reply](#) · [Like](#) · [More](#) · Friday at 3:09pm

An Emerging Benefit ... Crowdsourcing



IT Managed Services Transition



Private Group 

 Joined

More ▾

Share an update ▾ with IT Managed Services Transition:

Share something with this group...

**Christian Dahlstrom** ► IT Managed Services Transition 

Are you looking for a job opportunity? I've got one open...
I'm seeking a IT Technical Expert for the EDW ETL Tools.
If you play well with data movement tools, please check out the job posting at
<https://supervalu.taleo.net/careersection/...>
I look forward to hearing from you...

[redirect](#)
<https://supervalu.taleo.net/careersection/101/jobdetail.ftl?job=76980>

[Reply](#) · [Unlike](#) · [More](#) · April 2 at 11:28am

Conversation will have an Edge



FOLLOW

Ryan McCoy ▸ IT Managed Services Transition

Tough Question: Since May 2009, the unemployment rate in the United States has trended steadily above 9% for an unprecedented period of time. What, if anything, is Supervalu doing to recognize this hardship and are any steps being taken by Supervalu to contribute to the U.S. economic recovery in regards to unemployment on American soil?

[Reply](#) · [Like](#) · [More](#) · November 14, 2011 at 2:41pm

👍 Liked by [Sandra Williams](#), [Jeremy Allred](#), [Francine Watson](#) and 9 others.



Wayne Shurts: To the first part of the question about what is Supervalu doing to recognize this hardship, there is much we are doing to meet customers needs to make their dollar go further in this very difficult economy. Save A Lot's offering is one and developing bargain offers in our traditional banners such as 10 for \$10 and dollar sections within our stores are just a few examples.

But, I think your question is really about jobs on American soil and how does our Managed Services decision square with that. One reason (not the only) that Supervalu has been experiencing negative ID sales for 3+ years is that our prices are too high. No company can continue to be healthy with sales trends such as these. For the good of all 140k SVU employees in America we must turn this sales trend around and become more competitive. If we don't we will close stores and jobs will be lost. We believe that Managed Services is one element of making us more competitive, and it is not primarily about lower IT labor costs. It is about making sure we as an IT department are focusing on the things that matter most to our customers and that help us become a great grocery retailer and letting TCS provide back room IT Support which they do for hundreds of the world largest companies, it is their primary business. Our primary business is grocery retailing and that is what we need laser focus on. We need to use technology to help us drive down operation costs, improve freshness, better understand and communicate with our customers so we can lower prices, bring more customers to our stores and in turn grow jobs. Managed Services helps us with this focus, and in the end, it should cost us less and we can invest those savings in lower prices for our customers or better tools for the business. Almost all major US retailers have had a Managed Services model in place for years and they are enjoying the benefits of this model, it has helped make them more competitive.

Internal Social Media is not without its' issues . . .



Joe McKenna ▶ **Company Feed**

Where my single ladies at???

10 seconds ago · [Reply](#) · [Like](#) · [More](#)

Our Yammer Network Today

SUPERVALU.

- My Feed 12
- Private Messages
- My Profile
- Members
- GROUPS +
 - All Company
 - Leadership Council
 - Yammer Training
 - Store Director Advisory
 - Hyperlocal - College St
 - Holiday Sales Challenge
 - Store Support Center -
 - African American Custo
 - Hyperlocal Beach Store
 - Communications & Pub
 - Business Transformation
 - Great Store Directors
 - Supervalu Leadership N
 - Yammer Chat
 - SVU Sensory

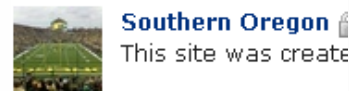
Groups [Create new group](#)

Create groups to communicate with network.

All Groups My Groups

All | A | B | C | D | E | F | G

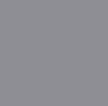
Groups



Groups



Great Store Directors



PO/SO-WA Store Directors



This group was created for SVU Pharmacy best practices and connect with each other.

Leadership Initiative

This group was created for prepared for leadership related topics.

10,600+ members and growing

1000+ messages daily

915 groups

>120,000 messages since Day One!

Next: External Networks



At SUPERVALU is internal Social Media helping our Turnaround?

