Spotlight on Ocado

Ranked 14th in 2023

Ocado continues to perform well in our customer experience index – this year it is in 14th position and the leader in the UK grocery sector. It is also a leading organisation in our AI adoption index. **Hannah Gibson**, CEO of Ocado Retail, explains what lies behind their success.

Range, service and value

"Range is important to us and our customers. We offer our 950,000+ customers a choice of over 48,000 products – made up of big-name brands. Service is central to our approach. Our famously friendly van drivers, known as Customer Service Team Members, are often customers' favourite part of the Ocado delivery service. They're passionate about the job and take extra care to ensure that each customer has a positive experience.

In the current economic climate, value is very important to customers. Earlier this year, we introduced the Ocado Price Promise in which 10,000 products are compared against like-for-like products in a leading high street supermarket.

Investments in AI that improve the customer's experience

Artificial Intelligence has been at the heart of Ocado's grocery solution for more than a decade. We see our tech as an essential way to improve both the customer experience and the overall economics of online grocery as it helps generate ultra-accurate stock forecasts, powers robotic picking, and optimises delivery routes to customer doorsteps.

Ocado's forecasting tech makes millions of highly accurate predictions per day which are applied to orders with suppliers in real-time to manage stock levels. This enables great availability and next-to-no substitutions for the customer, and importantly it means food is delivered to customers at its freshest.

Our algorithms make over 600,000 adjustments a second searching for the most efficient delivery routes, ensuring orders are delivered on time in spite of any disruptions.

A data driven culture

A data driven culture has been baked in at the very start. Getting online grocery right for the mass market is far more complex than other retail channels. You need a laser-focus on improving the quality and use of your data, end-to-end, if you want to provide a more compelling offer to the customer (wide range, no substitutions, no missing items, on time, good value) while generating maximum efficiency in your own operations.

Ocado can ascertain users' buying habits and personalise their shopping experience given the vast, anonymised quantity of data we hold. This includes offering customers personalised promotions, which can be targeted to individual users' shopping patterns, and providing them with relevant deals and good value. Our depth of data provides us with strategic advantages such as being able to track a product right through the supply chain to ensure greater shelf life and maximum freshness.

Many people tend to think of grocery as a staple, so they don't typically associate it with complex challenges, or bleeding edge tech development. But the reality is that the software developers, data scientists, robotics engineers and others that work in Ocado Group's R&D division are solving some of the thorniest problems that exist in any sector of the global economy, and these solutions are underpinned by some genuinely game-changing technologies."

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With thanks to Hannah Gibson, CEO of Ocado Retail