

Our core purpose: To create value for customers to earn their lifetime loyalty

To get an accurate understanding, we don't just look at what our customers say, but also at what they do...



Tesco combines many tools to create strong data insight

With Clubcard, we can treat our customers better by knowing their shopping habits

Ďakujeme, že ste s nami

Vaše vyúčtovanie

Vaše poukážky Clubcard v hodnote **€88,50** nájdete vo vnútri.

TESCO CLUBCARD
Ďakujeme, že ste s nami

Zlava €2,50

Somat Lemon dezodorant do umývačiek riadu 20,5 g

Neplatí pre supermarkety a expresy.

Kopóny platia do 3. 4. 2011 alebo do vyčerpania zásob tovaru.

Vaša poukážka Clubcard

€3,50

Platné 2 roky len s použitím Clubcard do 9. 6. 2013

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Clubcard Vás informuje

Bežte s nami pre zľavu a pomôžte chrbtom

Nájdite si svojho pekára!

Tesco Vám ponúka kvalitné čerstvé pečivo od lokálnych pekárov. Na našej stránke www.tesco.sk/pekari ľahko zistíte, ktorá pekáreň vo Vašom okolí dokáže pečiť do miestneho obchodu Tesco.

Tesco oslavuje 15. narodeniny!

Oslávte ich spoločne s nami a využite naozaj výhodné akcie a zľavy až 50% na označené produkty z ponuky od 8. 6. do 21. 6. 2011.

AKCIA -50%

1+1 DAROM!

www.clubcard.sk

Vaše kupóny plníte výhod

Príloha k poukážke

Nezabudnite získať body Clubcard

TESCO CLUBCARD

To najlepšie pre Vaše dieťaťko

Kupóny na slavy vo vnútri!

Prineste si vlastnú tašku a získate zelené body Clubcard!

Mystery shoppers are giving us good feedback

Viac ako 2 osoby pred vami?



Kedykoľvek sú pred vami pri pokladni viacerí ako 2 zákazníci, urobíme všetko, aby sme vám otvorili novú pokladňu.

S nami ušetríte | **TESCO**

Mystery shopper is one of the key tools for evaluation of our customer service standards

Key elements in customer plan:

- Camera monitoring
- New checkout scheduling system
- Friendly staff
- Asking for Clubcard
- Launch communication campaign for two in front



Local products

Reasons for buying Slovak products

- Customers give two main reasons for buying Slovak products: quality and supporting the domestic economy
- For customers a "Slovak product" means a traditional recipe, which is a guarantee of quality:
 - *“The right taste and quality (without chemicals), made according to a honest recipe.”*

Customer associations with Slovakia

Tatra mountains



Slovak flag



baka (shepherds)

“What’s typical for Slovakia”: Traditional Slovak recipe, products without chemical additives

Cheeses



bryndza



oštiepok



parenica



korbáčik

Smoked Meats



sausages

Typical Foods



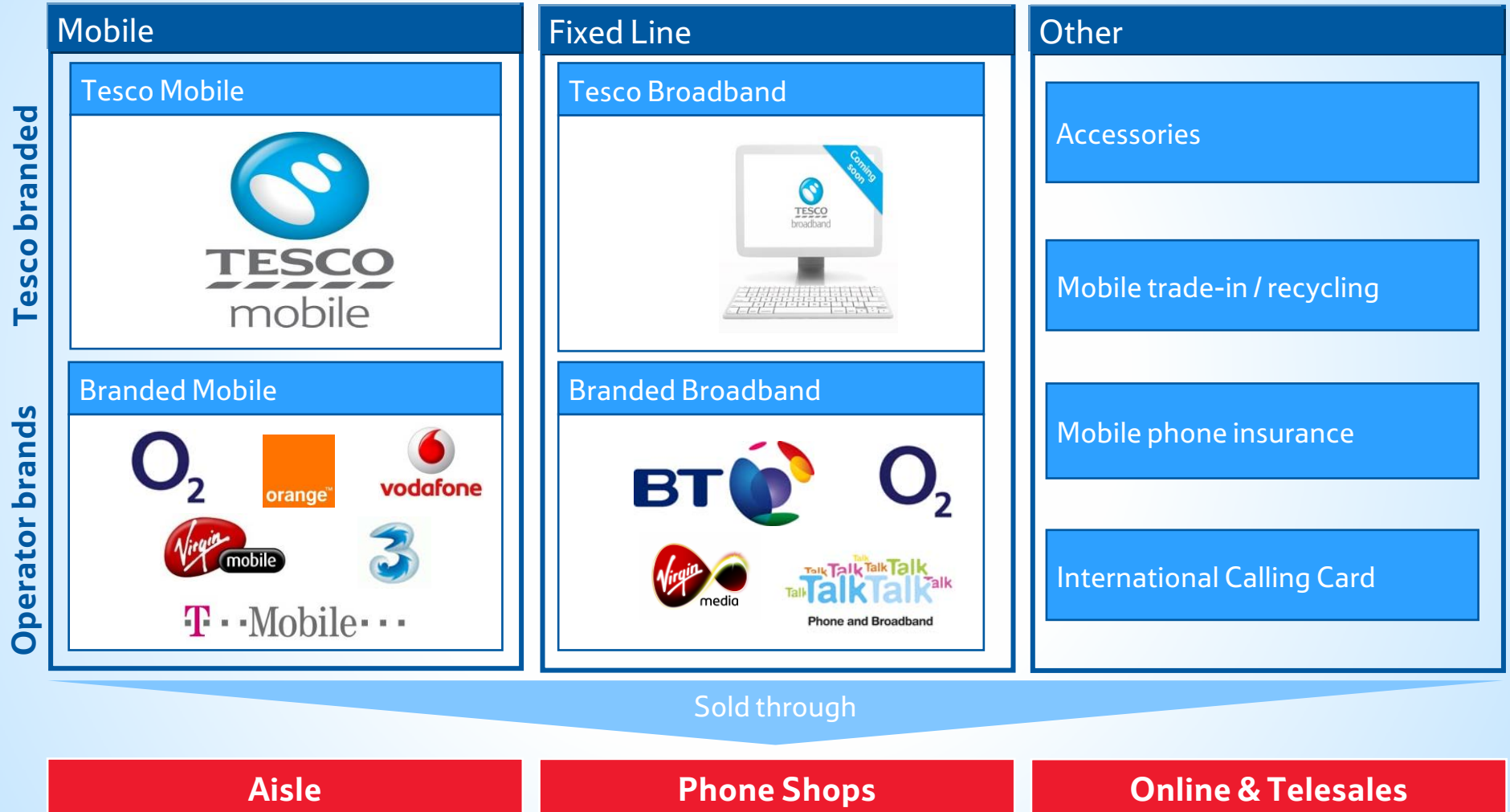
halušky



lokše – mainly west SK

Source: GfK Slovakia, 10/2009, n=650, repre SR, 15-79 age

Tesco's Telecoms vision: To become the leading provider of telecoms products & services to Tesco customers



Tesco Mobile Success Factors: Leveraging existing assets & capabilities to offer great value, differentiated services

Tesco's Assets and Capabilities

Customer base

Trusted brand

Store network

Clubcard (loyalty programme)

Customer insight

- Simplicity and customer focus cut through in a market with complex pricing and poor customer experience
- Tesco's loyal customer base, in-store footfall, brand and service mean we can acquire customers at low cost
- Infrastructure and technical capabilities of our infrastructure partners (O2 in UK, Ireland and Slovakia) enable Tesco to compete with limited incremental capital
- Offering market leading tariffs

Our strong customer footfall and Club Card provide a unique opportunity to build a successful telecoms business

Tesco Mobile SK Sales Concept: From the aisles & tills to Phone Shops

Aisles

Provide access to millions of customers and deliver low cost customer acquisition



Tills

Completes the store journey and drives spontaneous sales



Phone Shops

Enable us to showcase our full telecoms range and provide specialist advice



After a successful Prepaid launch we will soon offer Postpaid building upon our Phone shop expansion plans