



Vision Critical® honors Fred Meyer Stores Customer Panel

This October, at the Annual Vision Critical Summit, held in New York City, the Fred Meyer Customer Insight Panel, FMconnect, was honored as Vision Critical's "Panel of The Year" for North America. It won out over two other finalist panels from ESPN and Warner Brothers. Voting was done by over 260 attendees at the Summit.

In 2012, Fred Meyer Stores, a chain of 127 one-stop shopping stores, based in Portland Oregon, asked Vista Market Intelligence, Inc. to help them innovate and implement a Customer Advisory panel, called FMconnect. During the last two years, FMconnect Customers participated in two to four online surveys a month.

Customers provide valuable insights to Fred Meyer Stores on advertising, operations, marketing and merchandising, which executives use to help improve the Customer's overall experience and satisfaction. Jeffery Temple, Director of Customer Insights Marketing and Merchandising, Fred Meyer said, "Through FMconnect we bring our customers into our decisions, resulting in real business profit...the FMconnect community is a fast, efficient and innovative way for us to gain actionable insight from our customers."

Quotes David B. Ludwig, III, CEO of Vista, "It is fascinating how we find, through our research, that a business' loyal Customers often know more about how to improve and fine tune that business, than anyone else. Business executives just need a simple, effective way to listen to them."

Vista Market Intelligence, Inc. is a research firm, located in Lake Oswego, Oregon offering customized research on how and why retail customers choose to spend their money where they do. Vista provides research services for FMconnect and other clients to include questionnaire design, implementation, analysis and reporting. www.vistamarketintelligence.com

Vision Critical® is an international company providing cloud-based customer intelligence platform that allows companies to build engaged, secure communities of customers they can use continuously, across the enterprise, for ongoing, real-time feedback and insight. www.visioncritical.com