



CUSTOMER-CENTRICITY

I am María
Walmart Express customer



"I look for practicality, good price and quality for my family"

I am Carlos
Walmart customer



"I look for quality in the products I buy either in store or online when I need to save time"

I am Andrea
Bodega Aurrera customer



"I have a tight budget. I take every opportunity to save"

I am Lucy
Sam's Club member



"I am looking for an experience that will give me quality, freshness and different items in the most most practical way"

Customer centricity is the incorporation of our customers' data and behaviors into our commercial and operational processes to accurately segment our stores and products in a timely manner. This enabler allows us to better understand the needs and habits of our customers and members, identify pain points in their shopping experience, provide them with comprehensive solutions and offer them a seamless experience that matches their preferences.

Placing our customers at the center of all our decisions translates into an increasingly closer and more personal shopping experience. Their loyalty and preference contribute to making us a more efficient, profitable and sustainable business.

In order to permeate this culture in our operations, it is necessary to consider our customers' feedback and provide solutions promptly and efficiently, based on empathy at all times. Therefore, our solutions are carefully aligned with this feedback, helping us enhance and strengthen our business strategy.

Our customers and members are of the utmost importance to us. In order to provide them with the best service, we are constantly transforming ourselves and implementing actions to improve their shopping experience through continuous and empathetic listening.

Earning our customers' loyalty by offering an omnichannel experience generates efficient, profitable and sustainable growth

Customer Office

Customer-centricity is embedded in all Walmart de México y Centroamérica operations and is an area in which we are constantly innovating based on global best practices. **In line with the transformation strategy and with the objective of providing a better experience to our customers and members, the Customer Office was created in 2022.**

This new tribe aims to generate comprehensive solutions to serve our customers and members, as well as to join all efforts to achieve customer centricity within the company and follow up on its implementation. In doing so, we are able to take an omnichannel approach to understanding our customers' and members' key needs, leveraging this information to make decisions and provide a seamless shopping experience.

We are confident that through this effort to drive member and customer-centric culture using data and technology-based solutions, we will continue our purpose of helping people save time, money and live better.



By identifying our customers' pain points in their shopping experience, we provide comprehensive solutions that generate well-being for families in Mexico and Central America

Customer Office Structure

We focus our efforts in four areas that allow us to efficiently execute initiatives aligned to improve our customers' experience:

Customer Knowledge & Experience

It integrates all sources of customer information within the company: indicators, quantitative and qualitative studies. Based on this, we identify the customer's main concerns and define the best approach to generate solutions.

Marketing

Its task is to understand who our customers are, develop strategies and value propositions, define commitments as a brand, manage them and establish what we want to communicate.

Omnichannel Customer Care

It is the first point of contact for our customers when they have a problem or require assistance. We also seek to be omnichannel in our communication with them, to provide them with a better service and solve all the issues that arise from a single approach.

Data Analytics & Product

This area develops solutions and defines the way in which the company's technological processes are leveraged to provide a better customer experience. It also works by connecting ecosystem data through different analytical models to provide such solutions.

I am Tomás
Chief Customer
& Data officer



Living customer-centricity within the company generates excellent results and allows us to provide the best shopping experience

We improve our customers' and members' experience

2022 was a year of evolution for the customer-centric culture within Walmart de México y Centroamérica



We are in a process of transforming, perfecting and creating initiatives to **improve our customers' and members' shopping experience**, and even creating and designing some new ones.



We are moving forward on this path by working on **updating our customer and member profiles to improve our satisfaction measurement methodologies**, such as the NPS (Net Promoter Score), which allows us to identify indicators to determine customer loyalty.



We also launched the first pilot of the Customer Advocacy Program (CAP), through which we ensure to work on the root causes of the pain points in our customers' shopping experience in order to prevent their recurrence.

This year, we defined our Customer Data Strategy proposal, an initiative that seeks to propose a methodology to leverage and harness our customers' data and apply this information to several lines of action.

We also developed a **Price Perception Model**. This allowed us to understand which variables have the greatest impact on the perception of our most price-sensitive customers and to define, together with other areas, a plan to counteract these variables and implement changes in our communication according to the findings.

We measure customer satisfaction

We implement innovative digital tools that allow us to measure our customers' level of satisfaction and analyze this information to improve their experience:

- Customer Experience Index
- Member Experience Index



24,578,999
surveys applied to customers and members in the region

These monitoring tools are found in 100% of our stores in the region. They are also available via email and social media.

RESULTS

Mexico

Omnichannel

7% increase in overall recommendation rate of our customers

Self-Service

Bodega Aurrera increased its NPS in 11% vs 2021

Mi Bodega increased its NPS in 6% vs 2021

Walmart increased 5% its NPS vs 2021

Walmart Express increased in 1.4% its NPS vs 2021

Mi Bodega was highest rated format in general satisfaction in self service

Sam's Club

Increased our members recommendation rate

4.8% increase in membership renewal intention in members that buy at Clubs



Central America

Hypermarkets Walmart was the best evaluated format in general satisfaction

eCommerce

3.8% increase in client recommendation rate

Increased 11.9% the NPS of online purchases vs 2021

Communication channels

We provide our customers and members with different means of communication through our Corporate Contact Center:

Social media

Telephone number

Email

WhatsApp

Corporate site chat

