

BrandSensitize™ – Brand Research Desk

"Trusted Choice, Proven Results: The Sainsbury's Customer Promise"

Sainsbury's is transforming grocery shopping into an experience that customers can trust and enjoy in their daily routines. As the UK's second-largest supermarket chain, Sainsbury's creates outstanding customer journeys by combining personalized, accessible, and affordable service with innovative technology solutions. Sainsbury's marketing claim of commitment to ensuring good food is joyful, accessible, and affordable for everyone, every day, is a strong statement.

Sainsbury's is a trusted, well-loved brand that has been delivering high-quality, great-value food to customers for over 150 years.

Sainsbury's reported total revenue of £32.8 billion for the fiscal year 2025 (ended March 1, 2025). The company employs approximately 189,000 people across its operations and holds a 15% share of the UK grocery market.

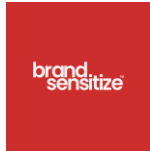
Sainsbury connects all its brands—Sainsbury's, Argos, Nectar, Nectar360, Habitat, Tu, Sainsbury's Bank, and Smart Charge—to work together in fulfilling their purpose and giving customers more reasons to engage. This strategy also helps build strong, sustainable growth for their shareholders.

Sainsbury's strategy continues to focus on quality food at the core of its business, providing customers with value, high-quality products at fair prices, and reliable service.

Simon Roberts has been the Chief Executive Officer since 2020. Recent leadership changes have enhanced the focus on retail excellence and digital transformation.

Under Simon's leadership, Sainsbury has developed resilience and a sustainable competitive edge by strengthening the core aspects of the business in logistics & SCM, technology, and supplier relationships.

Strengthening their leadership team, Sainsbury's also announces that Rob Barnes will join the company in early October as CTO. Rob Barnes brings extensive expertise from his previous roles at ASDA and M&S, and he has collaborated with several partners to implement cutting-edge technology. Rob will work closely with Mark Given, Chief Technology, Marketing, and Data Officer, as part of Sainsbury's strategic leadership.



Sainsbury's confirms that they are in discussions regarding a potential sale of Argos Retail Group Limited ("Argos") to JD.com, Inc. ("JD.com"), but no final decisions have been made. BrandSensitize™ will be closely monitoring the developments.

At its core, Sainsbury's brand philosophy centers on the mission to "make good food joyful, accessible, and affordable for everyone, every day." This customer-focused approach—based on values of quality, fairness, respect, and continuous improvement—guides intentional leadership that emphasizes positive community impact, sustainability efforts, and seamless experiences across stores, digital platforms, and delivery services.

Customer Experience Strategy

Sainsbury's customer approach emphasizes trusted expertise through integrated omnichannel service.

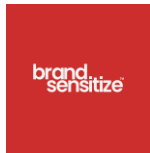
Experienced staff provide personalized attention and support during the shopping experience. Loyalty programs like Nectar offer tailored deals and rewards, while AI-powered solutions improve support across mobile apps, websites, and stores to make shopping easier, handle deliveries, and optimize inventory.

Sainsbury seeks to connect with customers through various channels, focusing on customer preferences—click & collect, home delivery, quick grocery pickup, or traditional in-store shopping—while making choices easier with smart recommendations. This enables Sainsbury to focus on understanding individual customer needs instead of routine transactions.

Technology Partnerships and Innovation

Sainsbury's maintains strong technology partnerships to drive its digital transformation efforts. TCS is also a key technology partner, offering cloud-first infrastructure modernization, hybrid cloud solutions, and managed services for workplace, connectivity, and security as part of a multi-year partnership plan. TCS assisted in streamlining several workflows during the modernization program to enhance productivity and agility.

Sainsbury's transformational "Next Level Sainsbury's" strategy utilizes partnerships with SAP, Accenture, and AWS to revolutionize business systems, enhance pricing and promotions execution, and develop unified platforms for employees and suppliers.



Pega Customer Service facilitates comprehensive customer case management at over 1,400 locations, enabling agents to deliver a consistent omnichannel experience with full visibility of the customer journey.

Brandsensitize™ research indicates that Sainsbury's is working closely with SAP to overhaul its commercial systems and replace its legacy systems, aiming to enhance business agility through cloud-based solutions and simplify its technology infrastructure.

SAP is leading the development of the new solution in collaboration with its key transformation partner Accenture and cloud provider Amazon Web Services (AWS).

The transformation has increased future system flexibility, enabling Sainsbury's to adapt to constantly changing customer propositions and needs.

What has your experience been like shopping at Sainsbury's, and which aspect do you value most — product quality, pricing transparency, or convenience across channels?