

# Southeastern Grocers



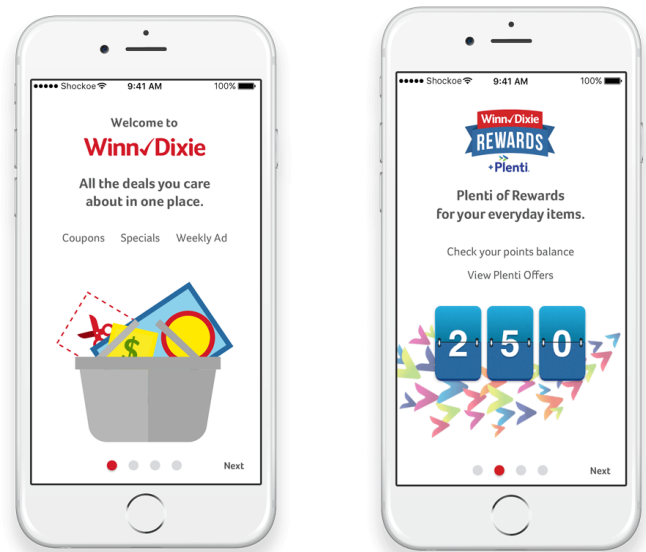
Southeastern Grocers is the parent company and home of BI-LO, Harveys, Winn-Dixie and Fresco y Más grocery stores - together they make the fifth-largest supermarket chain in the U.S. Shockoe has built a partnership with Southeastern Grocers dating back to 2014, when originally hired to develop the Re-Branded Mobile Experience for Winn-Dixie, focused on store offers/discounts, shopping lists, and customer loyalty rewards. To date, Shockoe has supported all of SEGs Brands with Mobile Strategy, User Experience, Design, Performance & Analytics, App Development and Integration. SEG counts on Shockoe as a strategic partner for all Digital Initiatives.

## Key Features

- Multi-Banner Mobile App
- Multi Banner Responsive Site
- Digital Offer Platform
- Store Locator
- Plenti Customer Rewards
- Ability to create a shopping List
- Push Notifications
- Custom Profile Creation

## Key Technology

- iOS and Android
- Axway Appcelerator Platform
- Plenti by American Express
- Akana (Prev. SOA)
- Google Services
- Sitecore CMS
- Azure Cloud
- Push Notifications (GCM/APNS)
- Toshiba POS



## The Challenge

Southeastern Grocers is the parent company and home of BI-LO, Harveys, Winn-Dixie and Fresco y Más grocery stores - together they make the fifth-largest supermarket chain in the U.S. Shockoe has built a partnership with Southeastern Grocers dating back to 2014, when originally hired to develop the Re-Branded Mobile Experience for Winn-Dixie, focused on store offers/discounts, shopping lists, and customer loyalty rewards. To date, Shockoe has supported all of SEGs Brands with Mobile Strategy, User Experience, Design, Performance & Analytics, App Development and Integration. SEG counts on Shockoe as a strategic partner for all Digital Initiatives.

### The primary challenges included:

1. Re-Design, Architect, and Develop all Public Facing Websites
2. Re-Design, Architect, and Develop all Flagship Mobile Apps
3. Create a Brand New Digital Experiences
4. Implement a new Offers and Rewards Programs (American Express Plenti)
5. Integrate in-store hardware, physical cards, customer data, and new digital experiences
6. Create a Comprehensive Analytics Program
7. Launch a Digital Initiative for a brand-new brand (Fresco y Mas)