

SBN 2019

OSLO 23.10.2019

ASGEIR GULLA - CX MANAGER DIGITAL

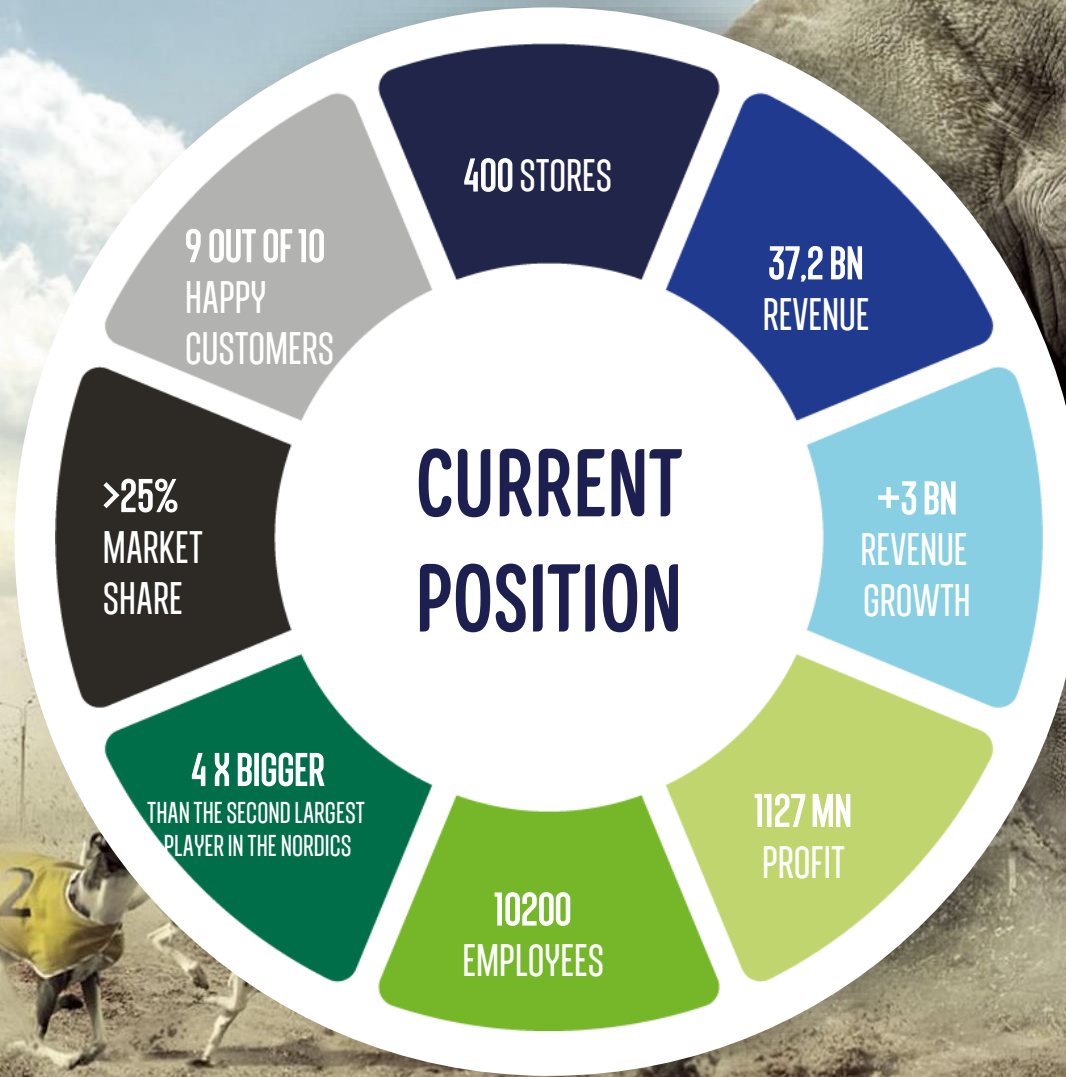
THERESE PETTERSEN - DIGITAL COMMUNICATION SPECIALIST



ELKJØPS CUSTOMER EXPERIENCE

**FRA HANDLINGSLAMMELSE
TIL HANDLING
VIA SAP MARKETING CLOUD**







1	2
3	4





I can search for anything,
and find answers instantly

When I have decided,
I want it fast

Help me find the right solution
for me

I hate standing in queues!

Customer
expectations
are
increasing

I want to be inspired and
entertained

I trust
recommendations from my network

SOLVE MY PROBLEM!!!

expect access to internet
everywhere I go

I want the best price

WHAT
TRIGGERS
YOUR
EMOTIONS?



IT IS THE SUM OF ALL YOUR EXPIENCES SUMMING UP YOUR EMOTIONS DURING..

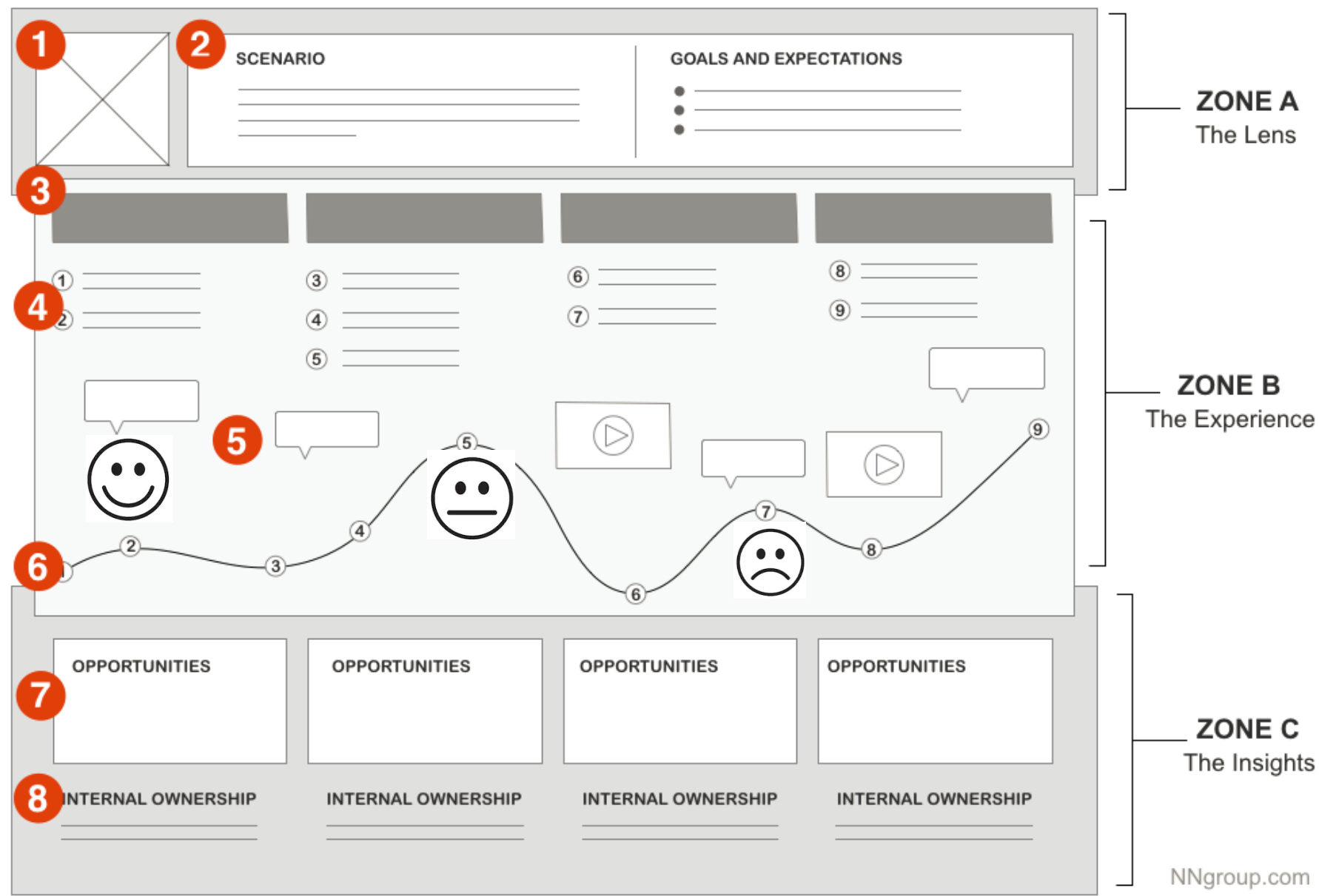
1. ENGAGEMENT
2. + PRE-PURCHASE
3. + DURING PURCHASE
4. + DURING DELIVERY
5. + INSTALLATIONS
6. + FOLLOW-UP

=



**WHAT IS
CUSTOMER
EXPERIENCE FOR
ELKJØP?**

BEING CUSTOMER CENTRIC



MOVE FROM

—

TO



This is Elkjøp's Customer experience strategy



RESEARCH & ANALYSIS

- 21 Reports and surveys
- 17 Prototypes
- 68 Customer interviews
- 67 Stakeholders
- 42 Store staff interviews
- 545 Customers survey
- 165 Store staff survey



FINDINGS

A photograph of a man and a woman in a retail store, likely a hardware or electronics store, looking at products on a shelf. The woman is on the left, wearing a blue shirt, and the man is on the right, wearing a light blue shirt and glasses. They are both looking at a product on a shelf. The background shows various shelves stocked with products, including boxes and containers. The text 'COMMUNICATION' is overlaid in a white circle on the left side of the image.

COMMUNICATION

RELEVANT

ENGAGED

**TRUSTED
ADVISOR**





Jac Rayner

@GirlFromBlupo

Following



Dear Amazon, I bought a toilet seat because I needed one. Necessity, not desire. I do not collect them. I am not a toilet seat addict. No matter how temptingly you email me, I'm not going to think, oh go on then, just one more toilet seat, I'll treat myself.

9:22 AM - 6 Apr 2018

70,434 Retweets 392,648 Likes



1.9K



70K



393K

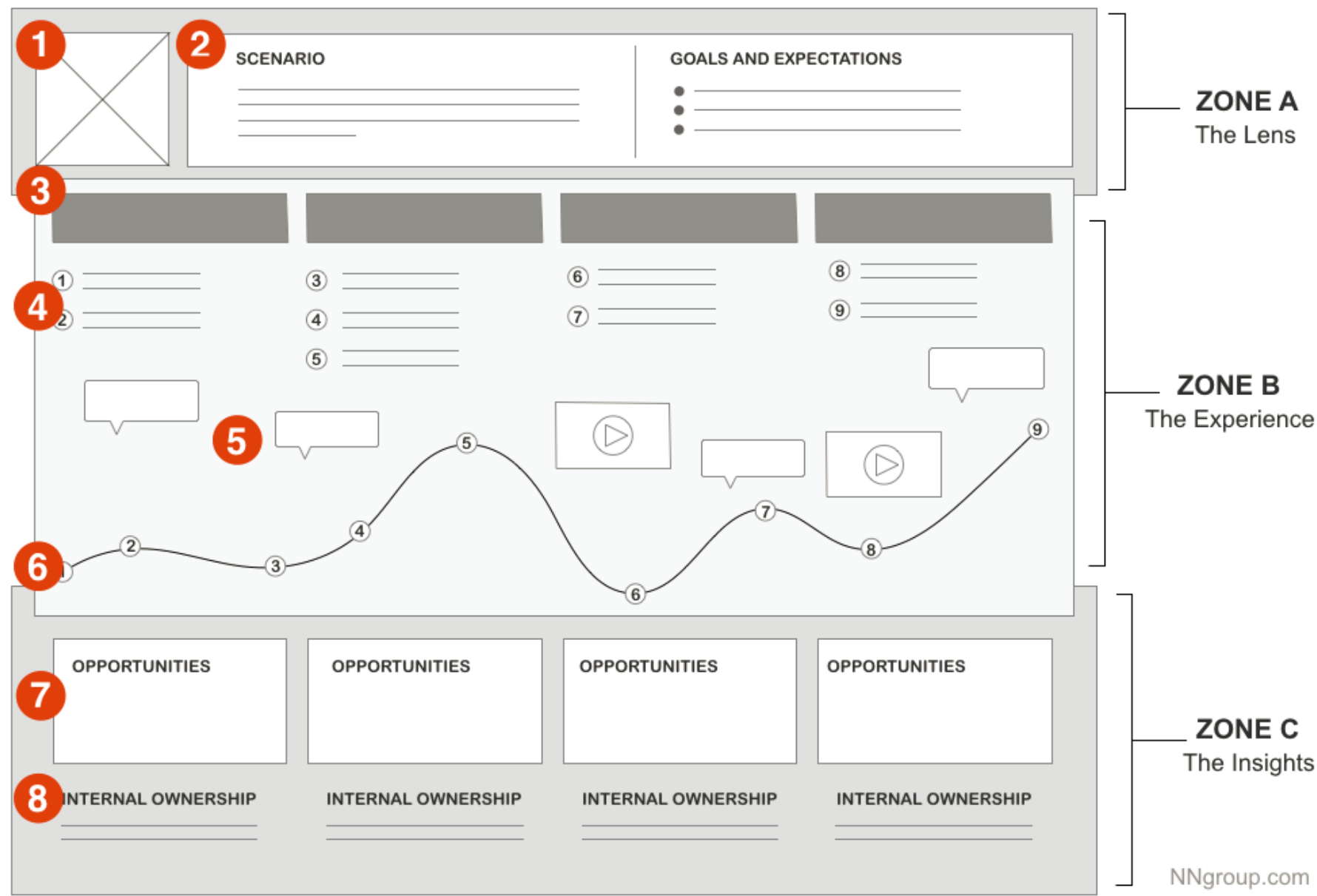


DATA + CONTEXT + TOOLS + PEOPLE =
LEADING BY RELEVANCE

PERSONALIZED
& RELEVANT
OFFERINGS



BEING CUSTOMER CENTRIC



75%



Elkjøp engagement circle

1: Increase engagement

We want customers to engage more with Elkjøp beyond transactions.

2: More data

More engagement means more data.

3: Greater relevance

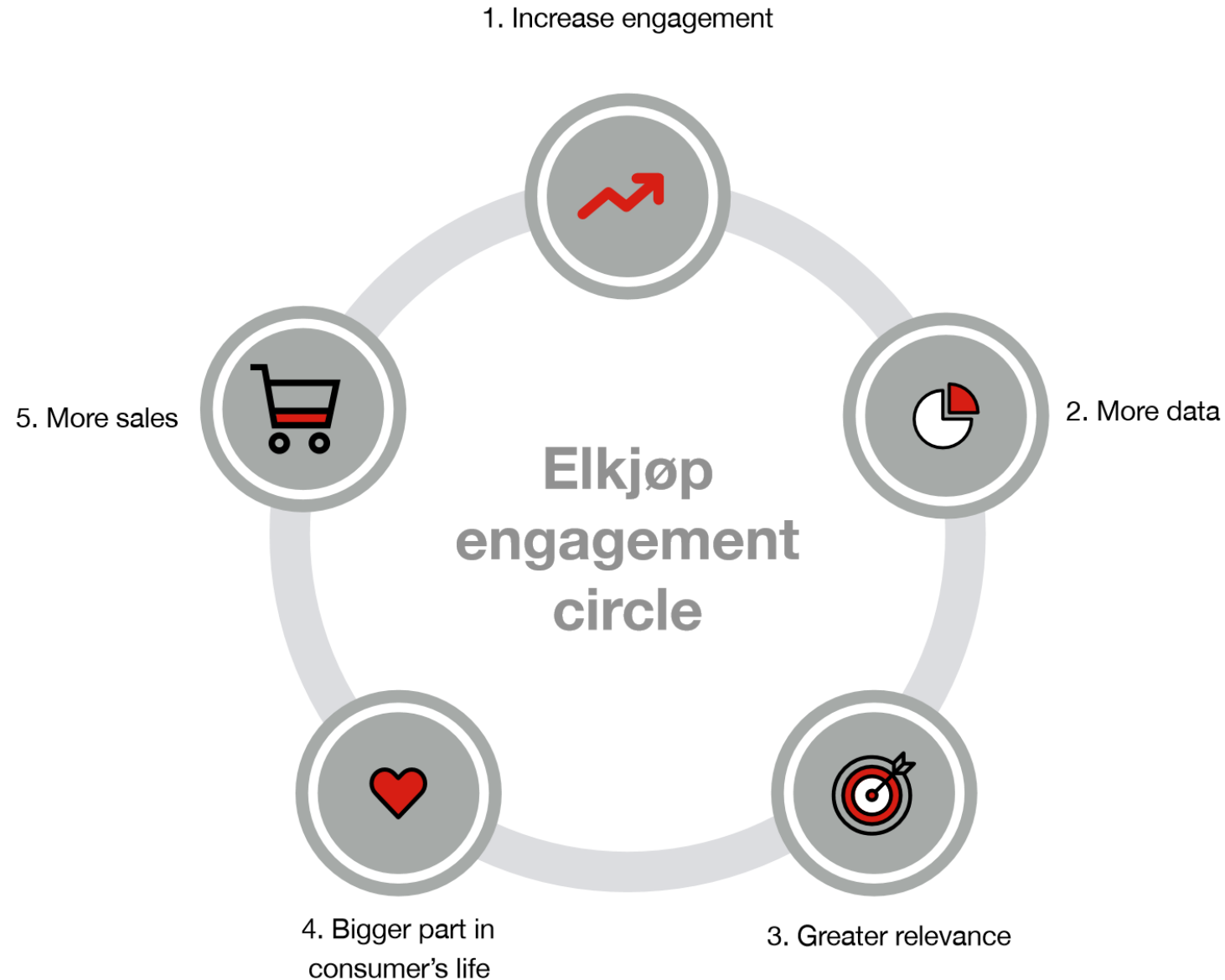
We can use data to be more relevant.

4: Bigger part in consumer's life

More relevance makes us a bigger part of customers life.

5: More sales

Being a bigger part of customers life make them buy more of their products at Elkjøp.



**WHAT DO WE
NEED TO DO?**



Elkjøp engagement circle

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We want customers to engage more with Elkjøp beyond transactions.

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More engagement means more data.

3: Greater relevance

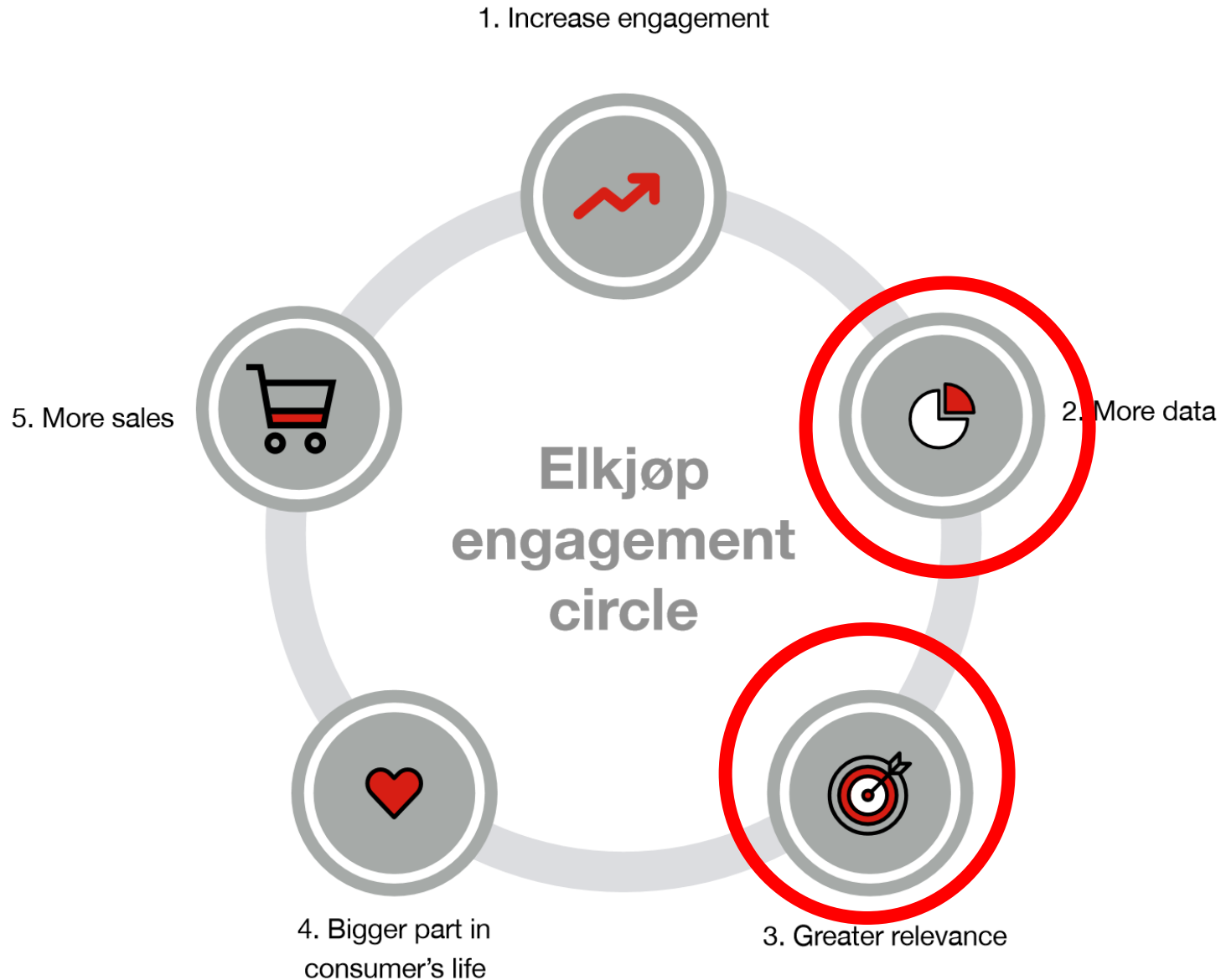
We can use data to be more relevant.

4: Bigger part in consumer's life

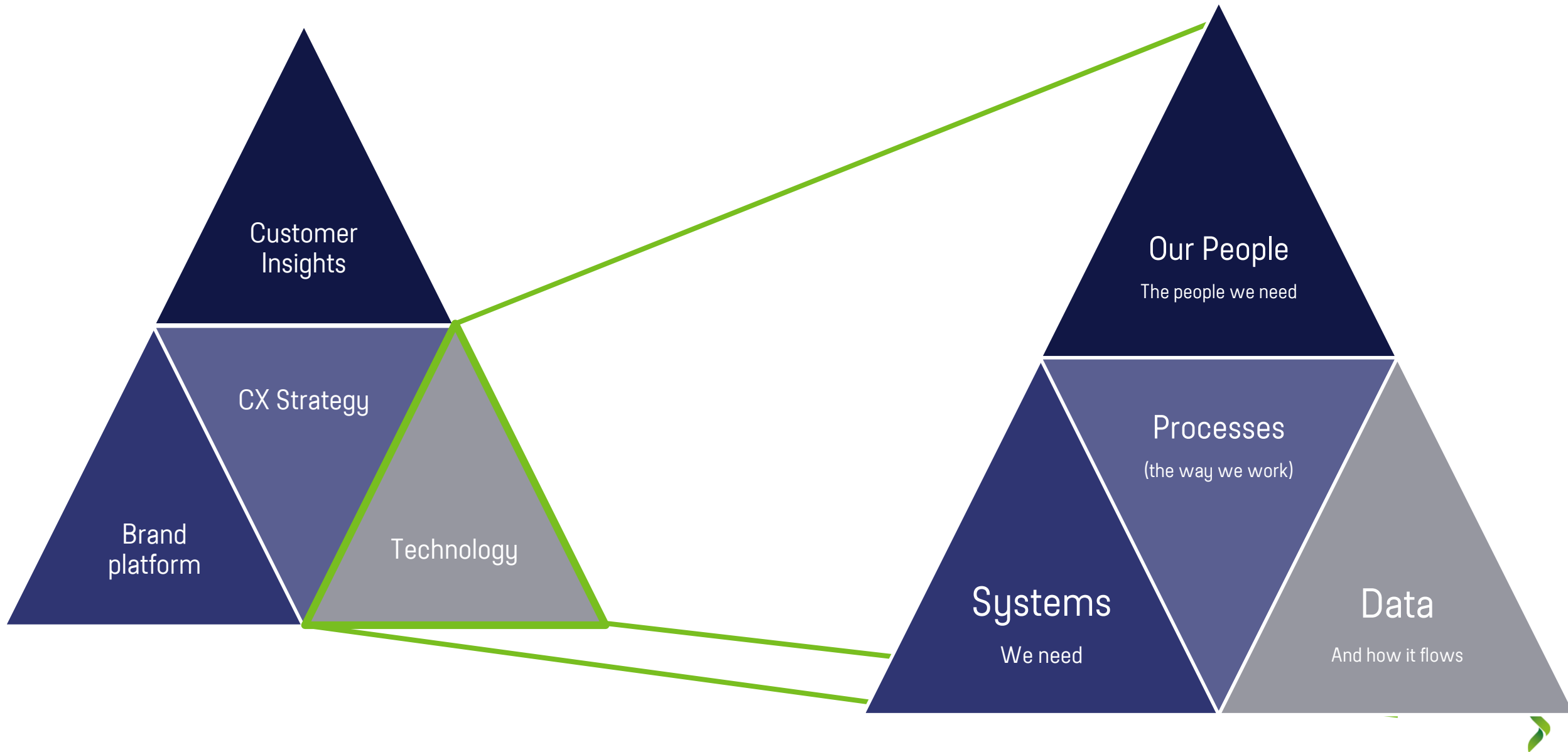
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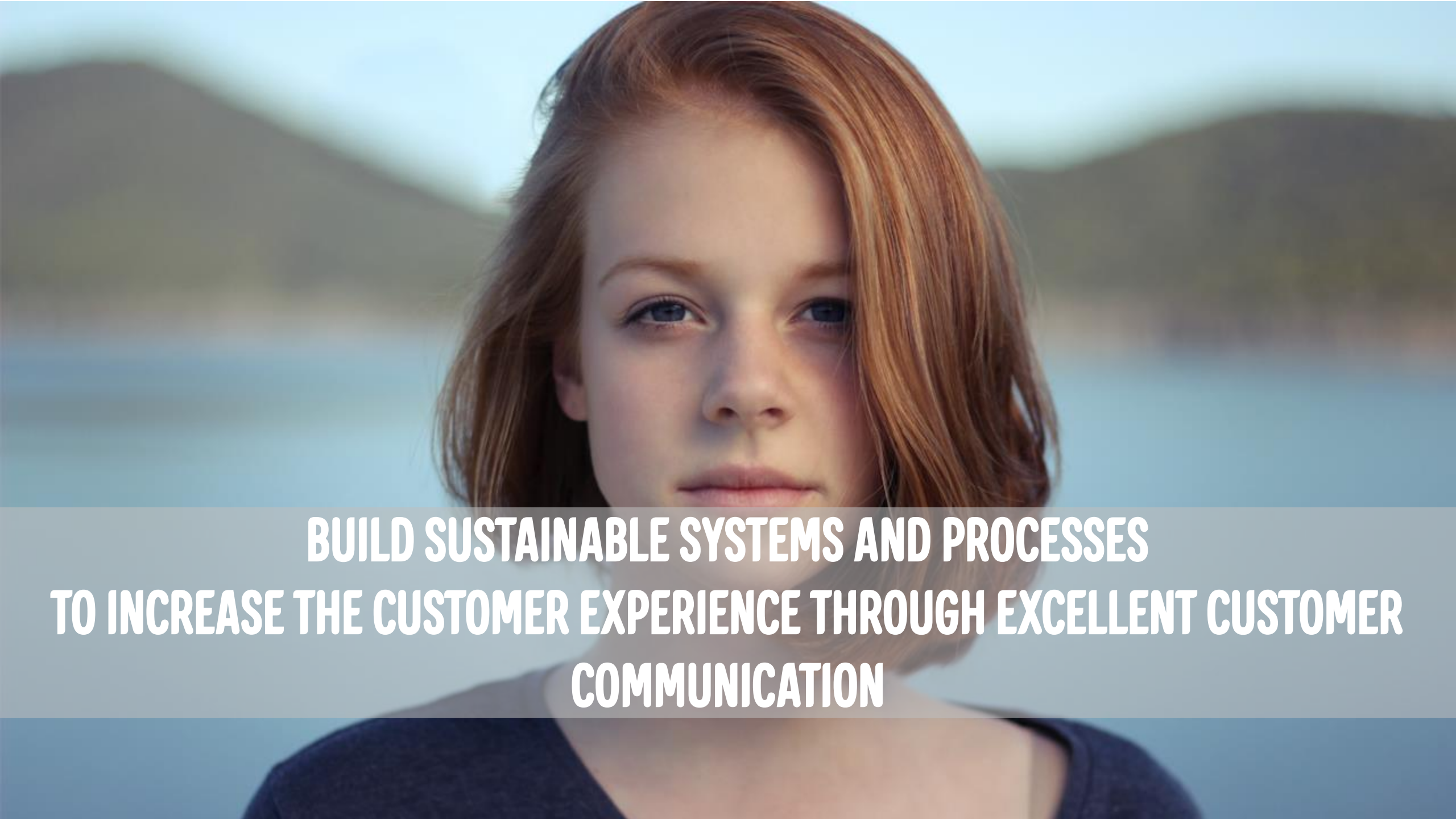


DEFINING A NEW STRATEGY - AND ACTING - YOU NEED TO CONSIDER A LOT





**BUILD SUSTAINABLE AND EFFICIENT TOOLS FOR
OUR EMPLOYEES TO COMMUNICATE WITH RELEVANCY TO OUR CUSTOMERS**



**BUILD SUSTAINABLE SYSTEMS AND PROCESSES
TO INCREASE THE CUSTOMER EXPERIENCE THROUGH EXCELLENT CUSTOMER
COMMUNICATION**

SELECTING THE RIGHT SOFTWARE AND PARTNER

SOME KEY ACCEPTANCE CRITERIAS FROM OUR ORGANIZATION

1. Where we are able to start off by limiting our scope to a number of usecases that builds the foundation for what we want to achieve in the first phase.
2. Where we can limit and control the number of data source integrations, and continue to build - easily
3. Where we can limit the number of out channels for Activities / Communication - and then extend when we evolve and learn
4. Where we can work with data and create ruleset
5. A product that has a clearly defined strategy and roadmap - that match our expectations
6. + many many more



Learn

• Crawl

Adjust

• Walk

Evolve

• Run



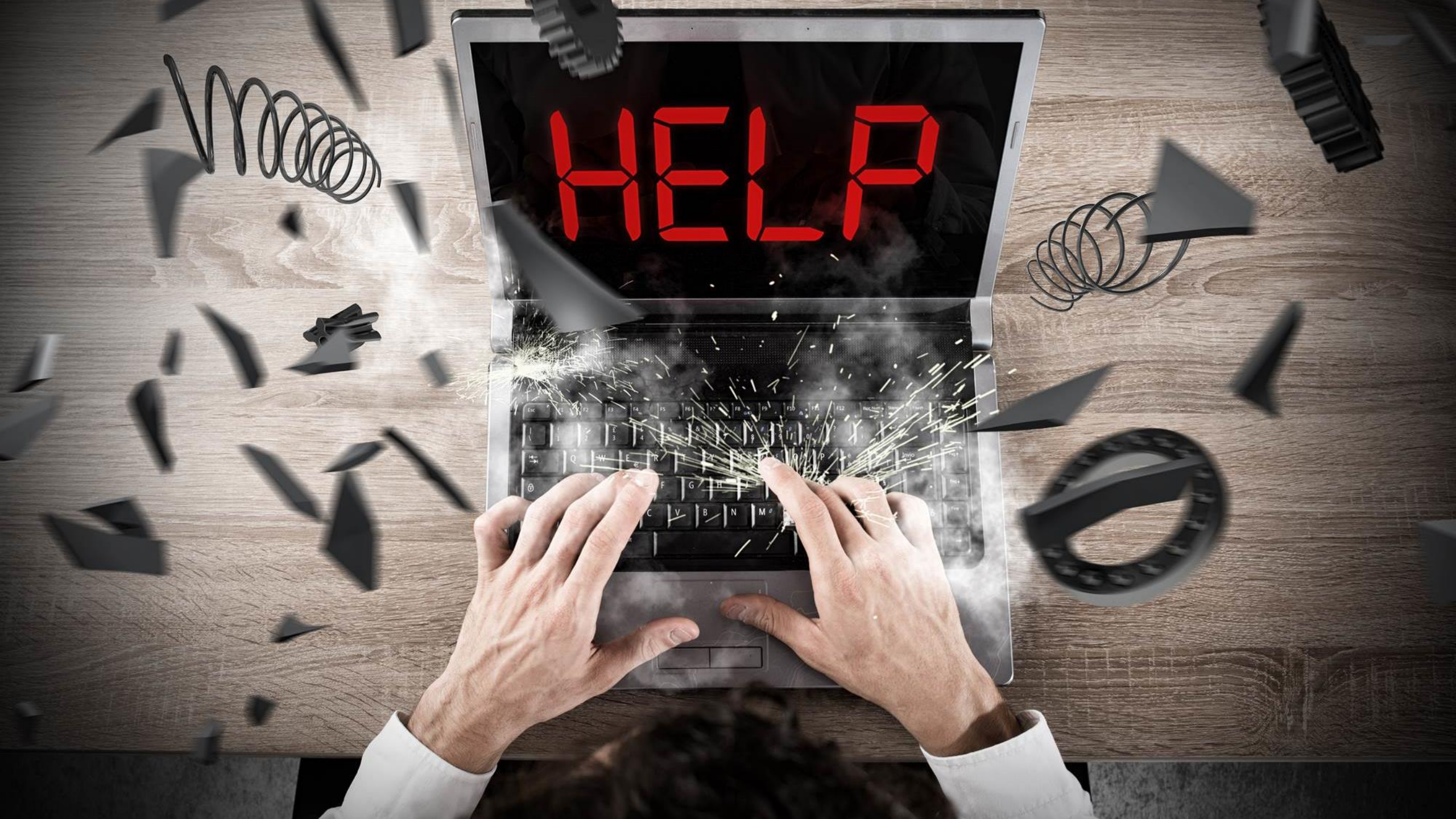
SAP AND SAP MARKETING CLOUD MET OUR CRITERIAS

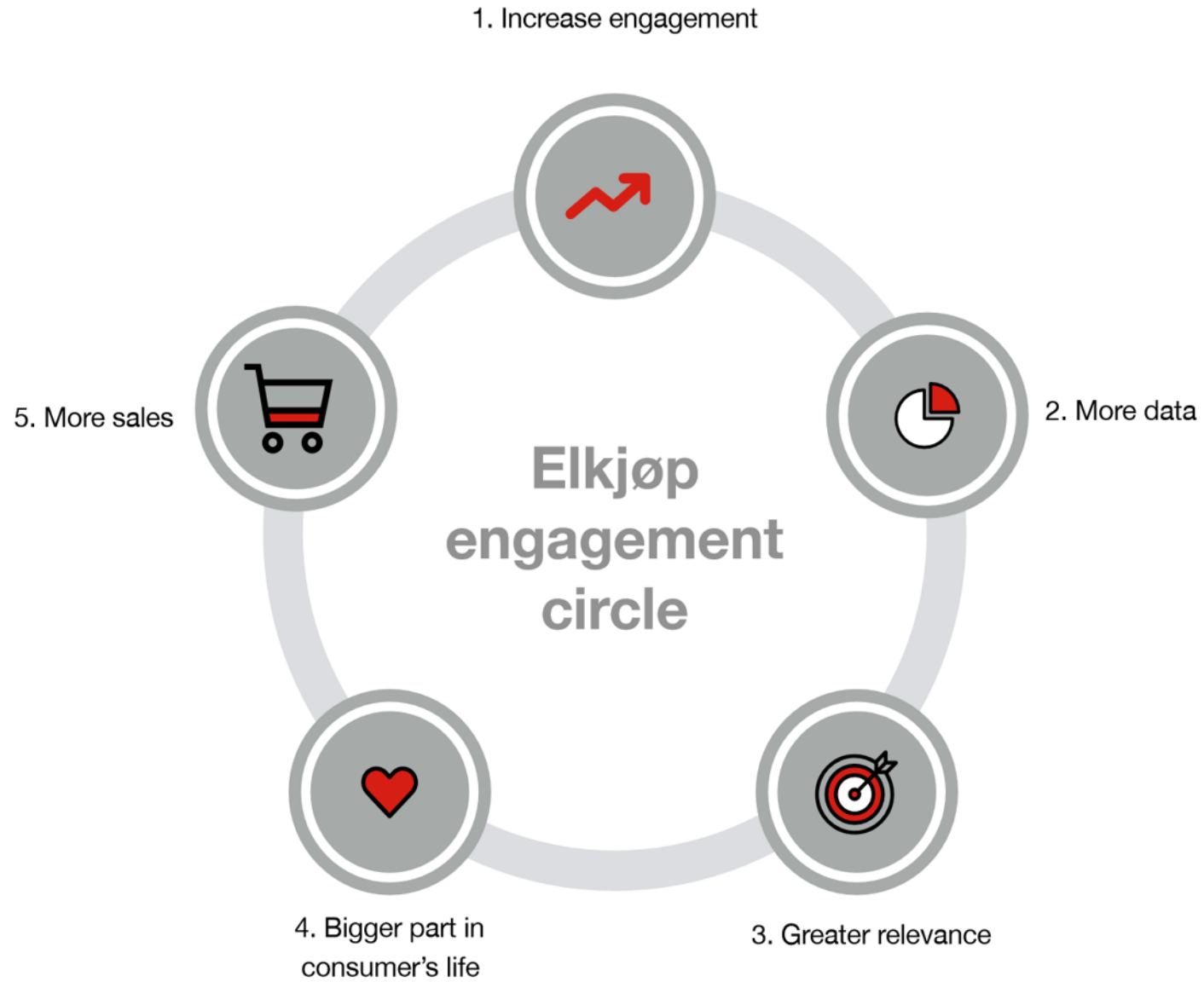


THERESE WILL NOW TALK ABOUT SAP MARKETING CLOUD

- CHALLENGES
- IMPLEMENTATION
- RESULTS







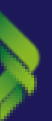
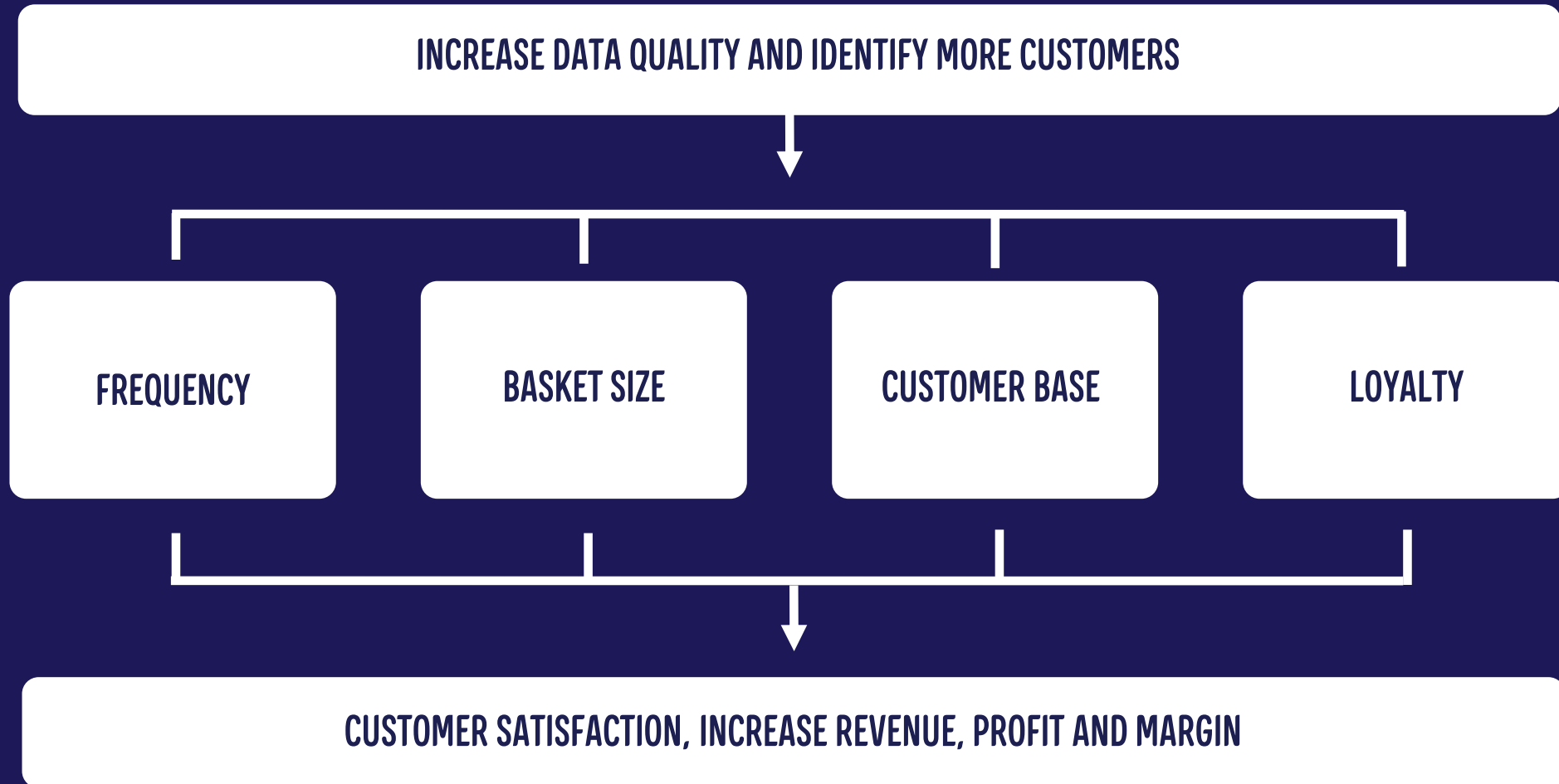




LOYALTY PROGRAM



OVERALL GOAL FOR LOYALTY CONCEPT



THE PROCESS

THE FOUNDATION FOR GREAT CUSTOMER EXPERIENCES



Employees



Strategic partner



Software provider

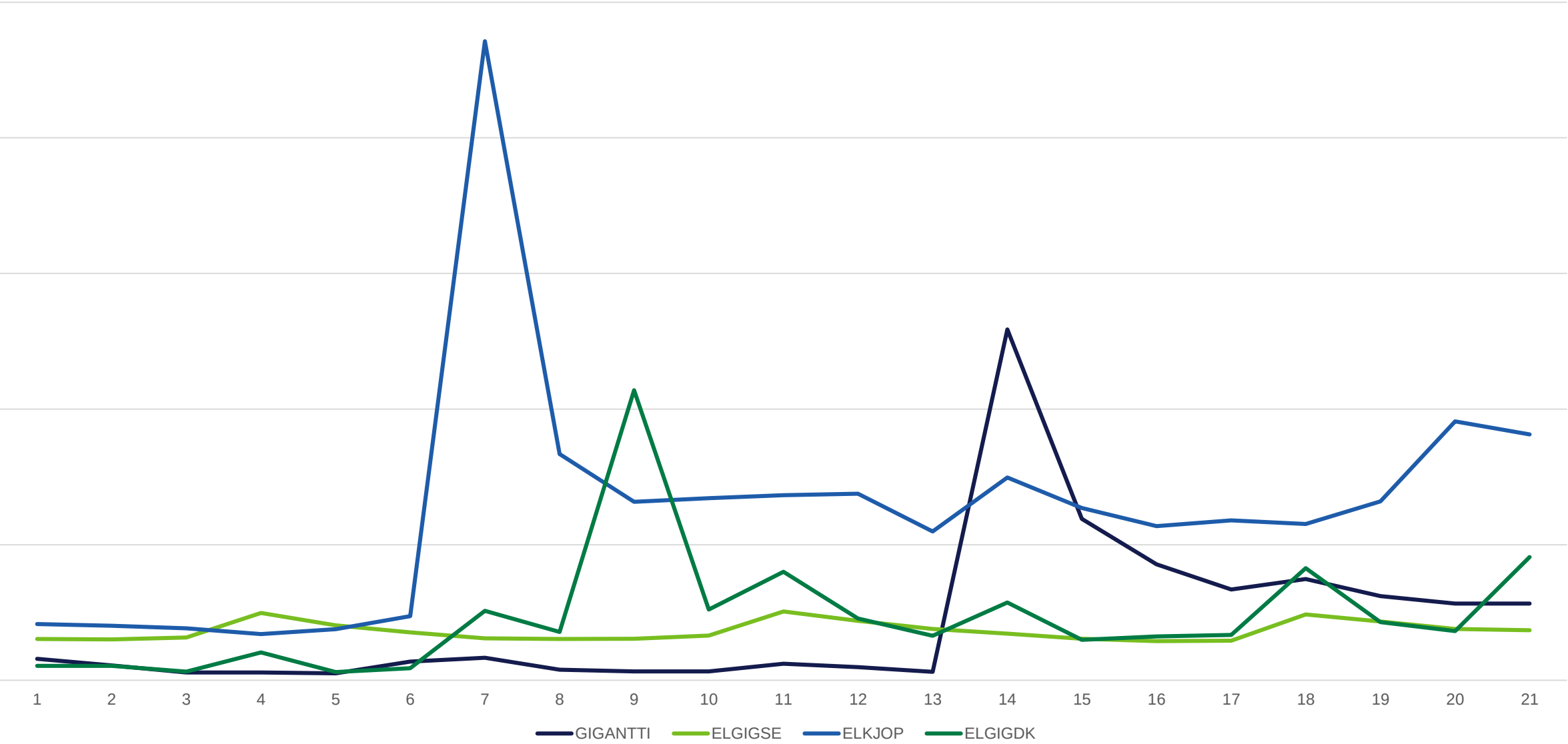




START SOMEWHERE

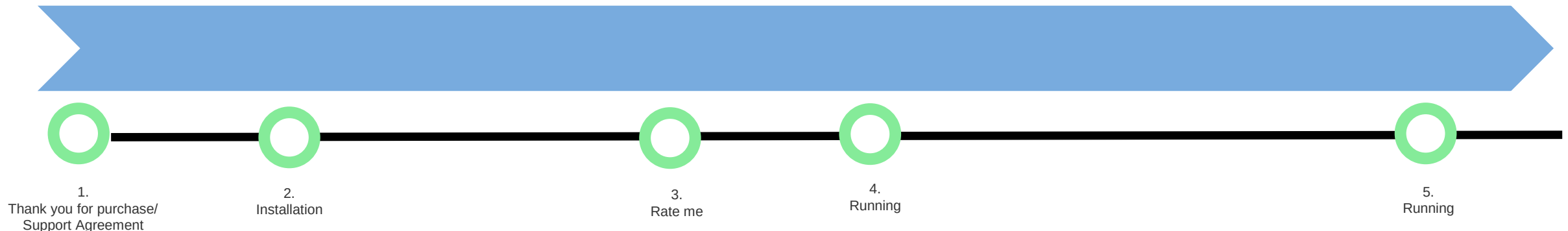
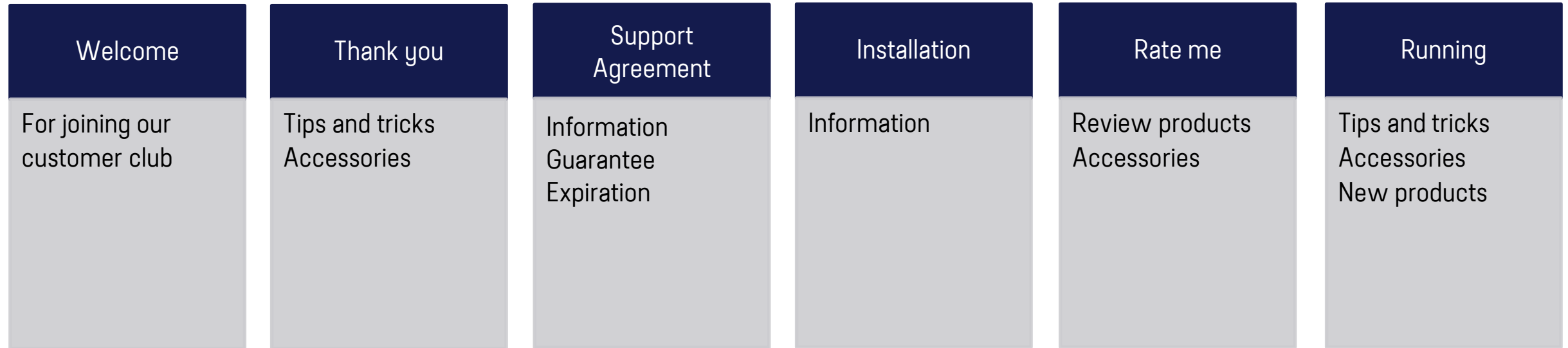


RECRUITMENT

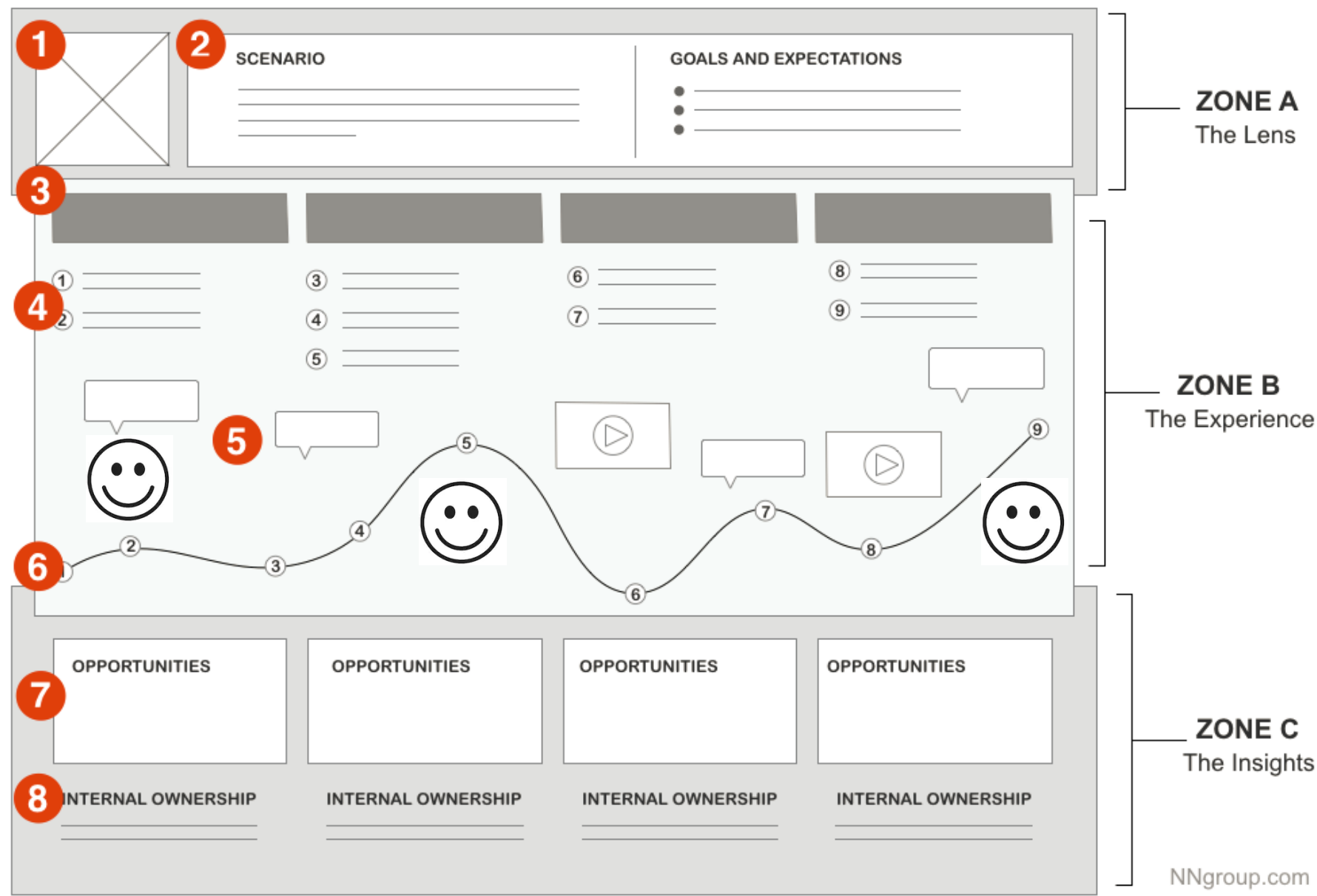


CROSS CATEGORY – PURCHASE FOLLOW UP

Communication program designed to provide the customer with relevant product information and be “more than things”. It is also a goal to measure and increase customer satisfaction and generate cross sale and reviews.



BEING CUSTOMER CENTRIC





**OUR MISSION
TO BE THE ONLY ONE PEOPLE NEED WITHIN ELECTRONICS**





THANK YOU

