Loyalty by Samsøe Samsøe - a journey of a 1000 miles

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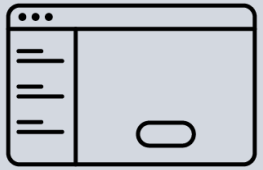
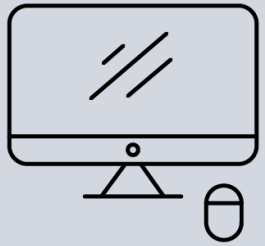
Product recommendations



Email



Search & onsite navigation

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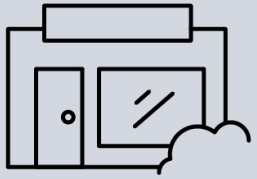
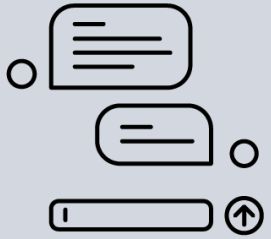
The heart of all CX & loyalty work. Where customer data is collected and stored to be actionable.

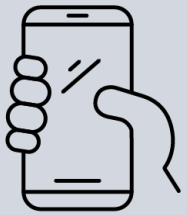
Loyalty



Physical store



SMS



Social

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1993 FOUNDED	**35 +** COUNTRIES	**1605 +** POINTS OF SALE
48 OWN STORES	**552 +** EMPLOYEES	**1** UNIFIED ONLINE STORE (*transactional in 25 markets*)

STRONG ASSETS

LARGE ASSORTMENT

MOTIVATED & SKILLED TEAM

STRONG BRAND

PREMIUM POSITIONING

LASTING PRODUCTS

SCANDINAVIAN ROOTS

INSPIRING DESIGNS

THRIVING CSR STRATEGY

WHAT WAS THE INTIAL STATUS?

1.

WHERE DOES OUR CUSTOMER SHOP AT?

75-80% of our B2C revenue is done physically in store, unfortunately we only had information from the online customer.

2.

ARE WE ABLE TO GET THE MOST OUT OF OUR STORES

Our Omnichannel set up was regional (DK) and technologically unstable.

3.

CAN WE USE THE TECHNOLOGY WE HAVE?

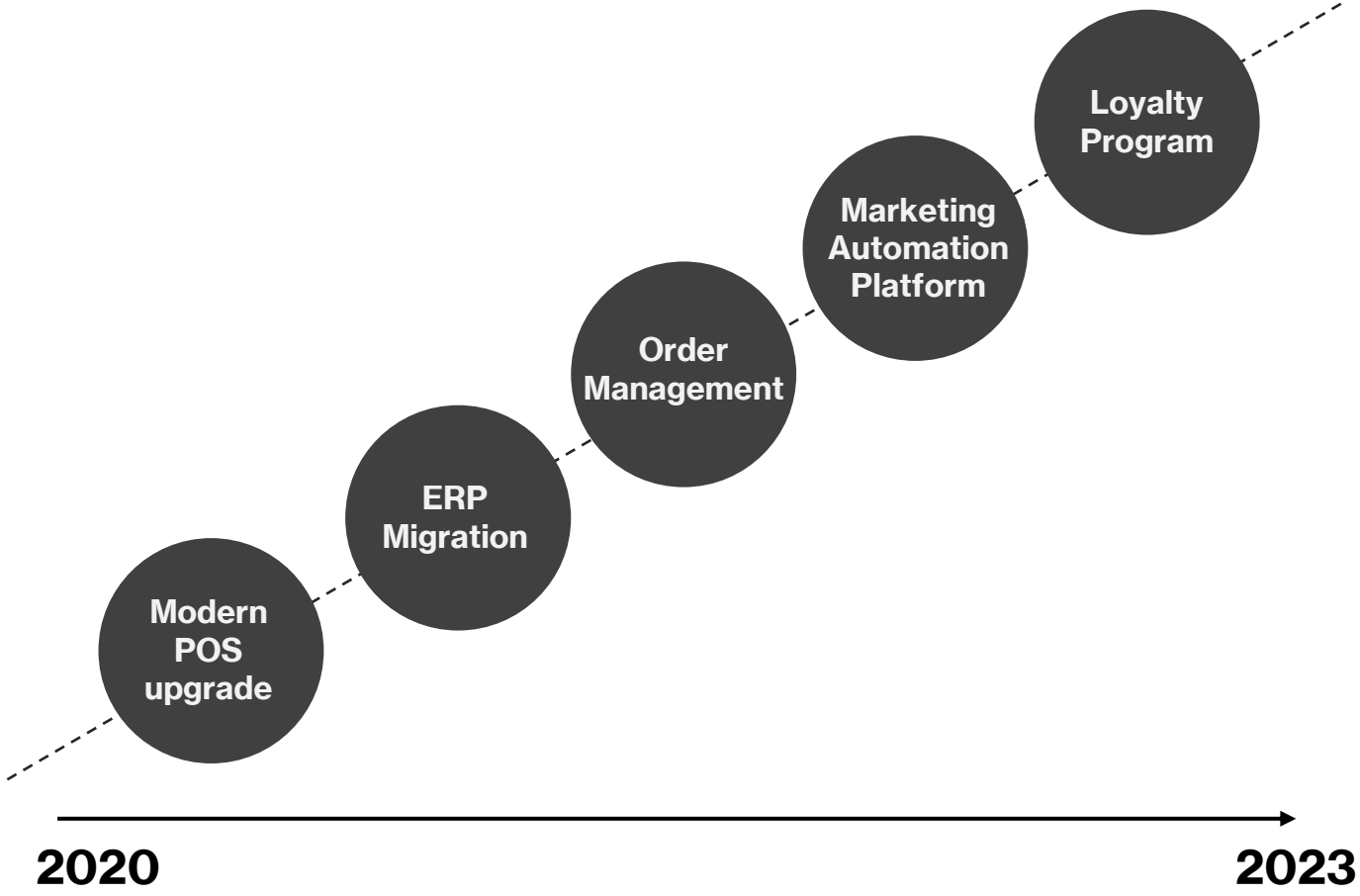
Despite having “state of the art” technology, it was like owning a Ferrari without a driving license.

4.

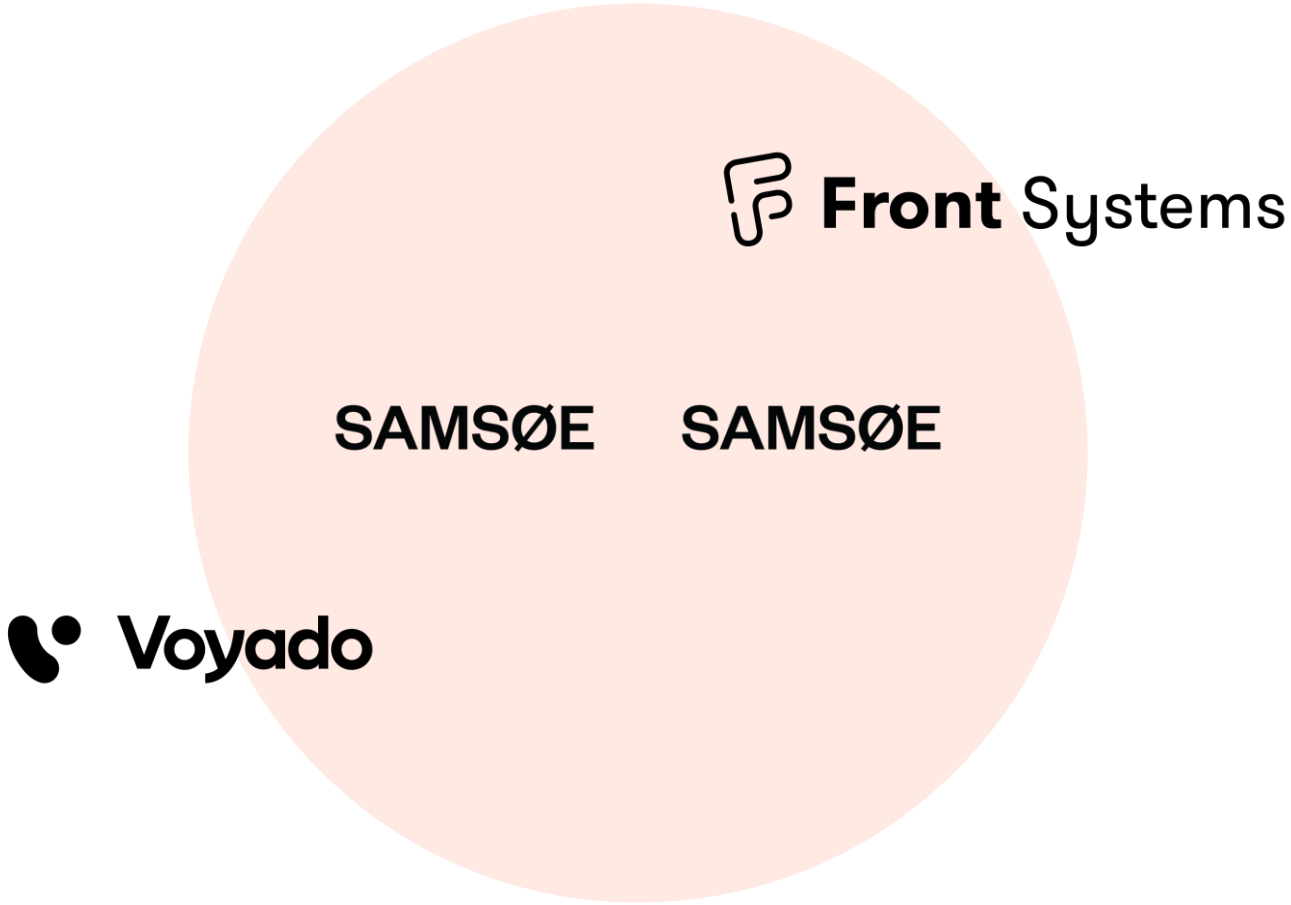
IS OUR MASTERDATA CORRECT?

In general, our data quality was not strong enough and processes to train staff were lacking

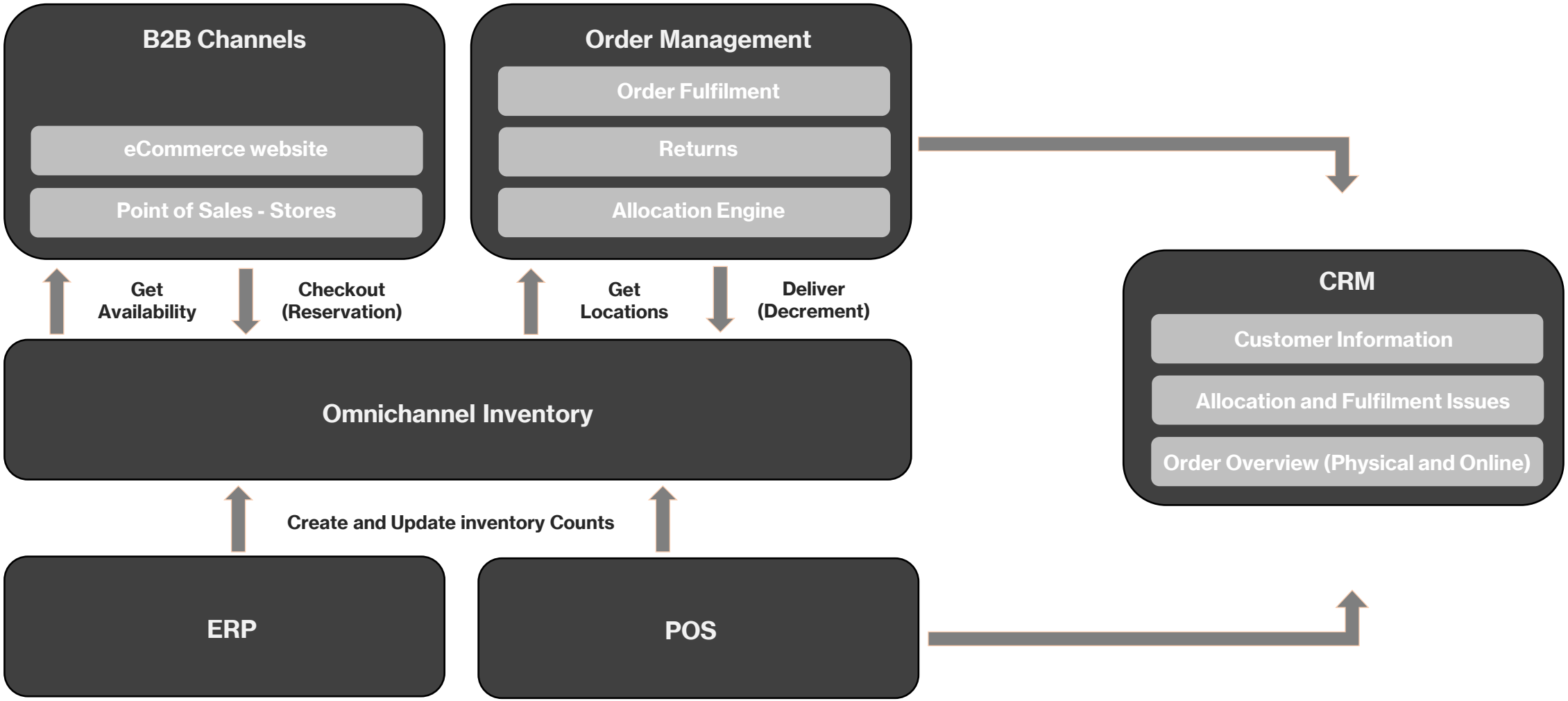
A LONG JOURNEY – DIGITAL TRANSFORMATION



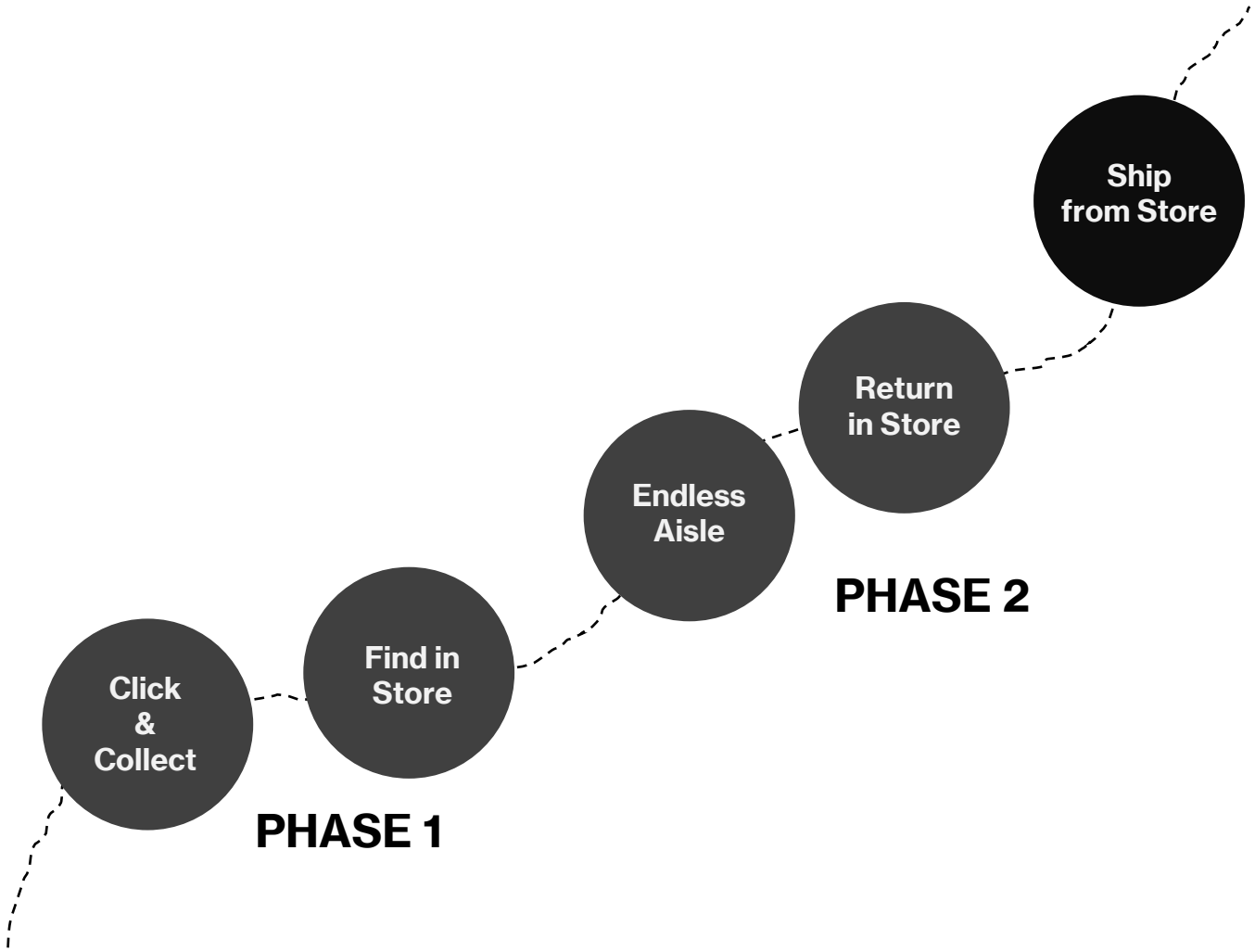
FROM WORKING WITH VENDORS TO WORKING WITH PARTNERS



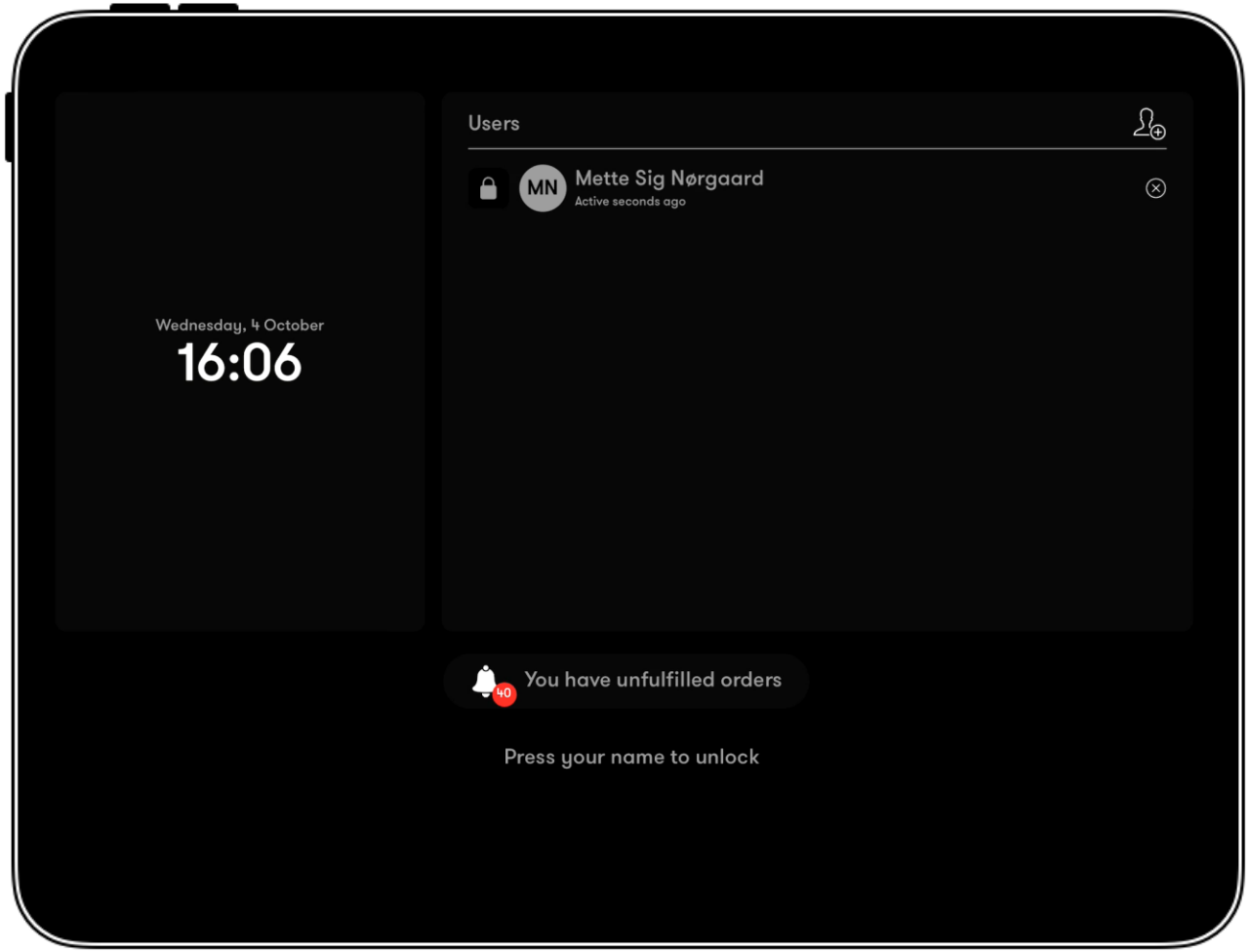
A LONG JOURNEY - ARCHITECTURE



A LONG JOURNEY – THE ORDER PATH



STORES AS FULFILMENT CENTERS - BOPIS



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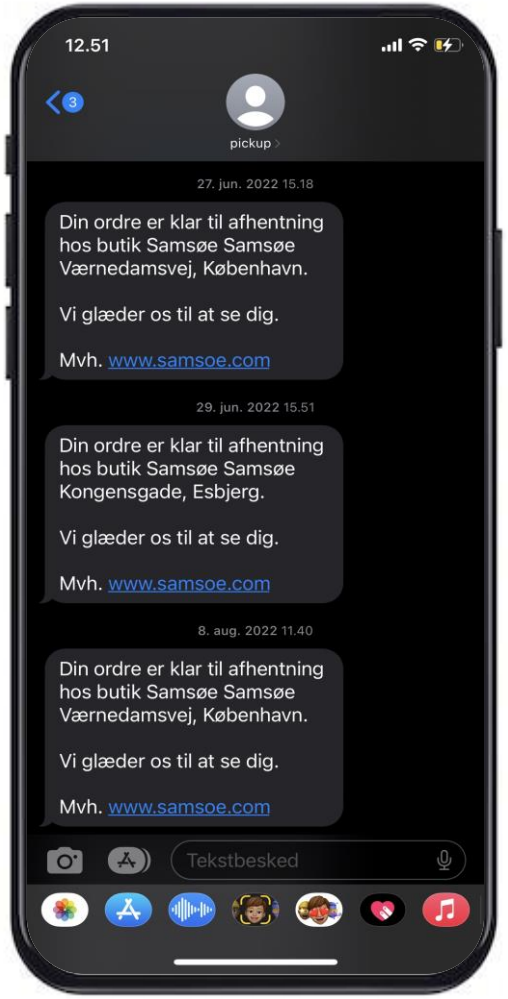

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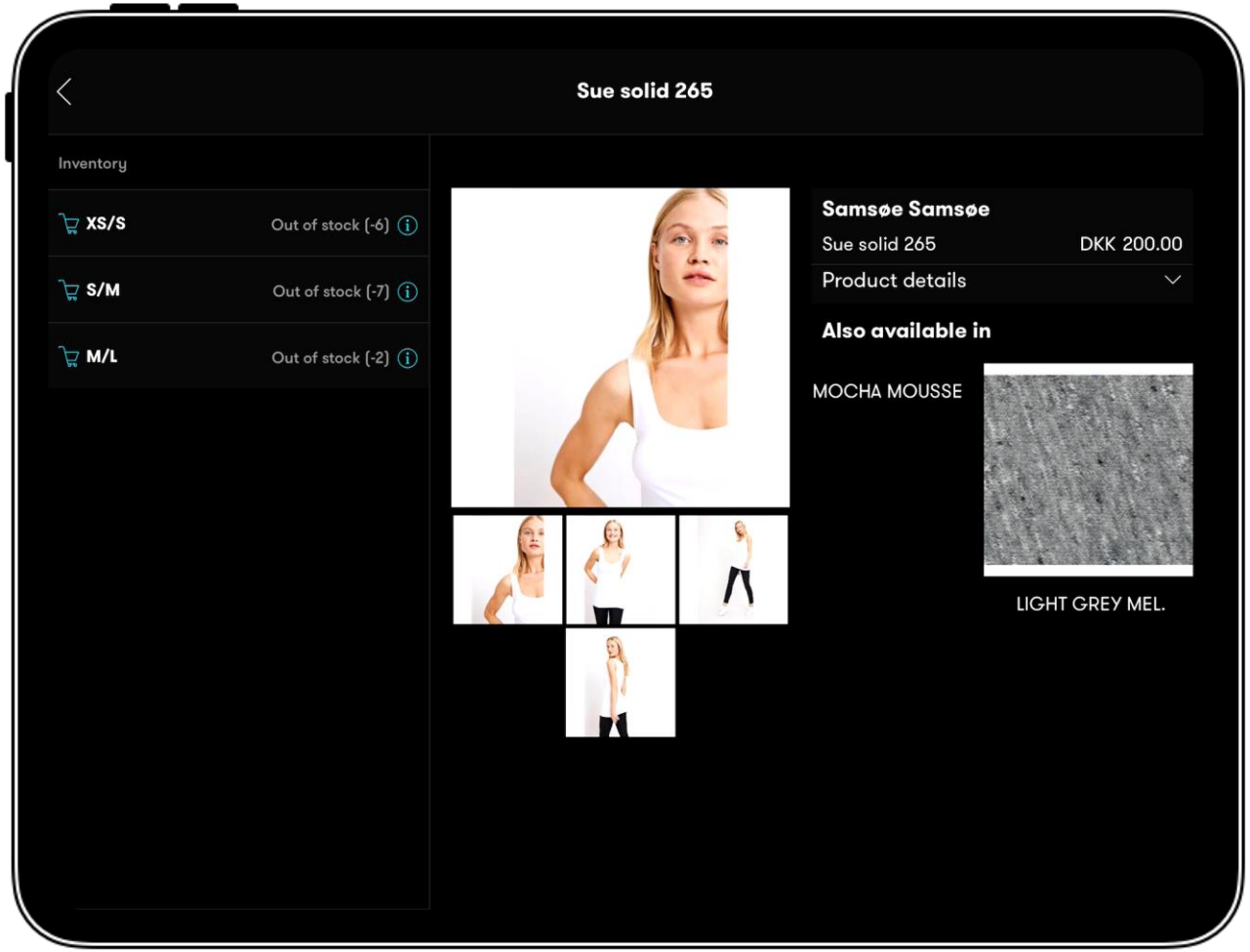
STORES AS FULFILMENT CENTERS – ENDLESS AISLE



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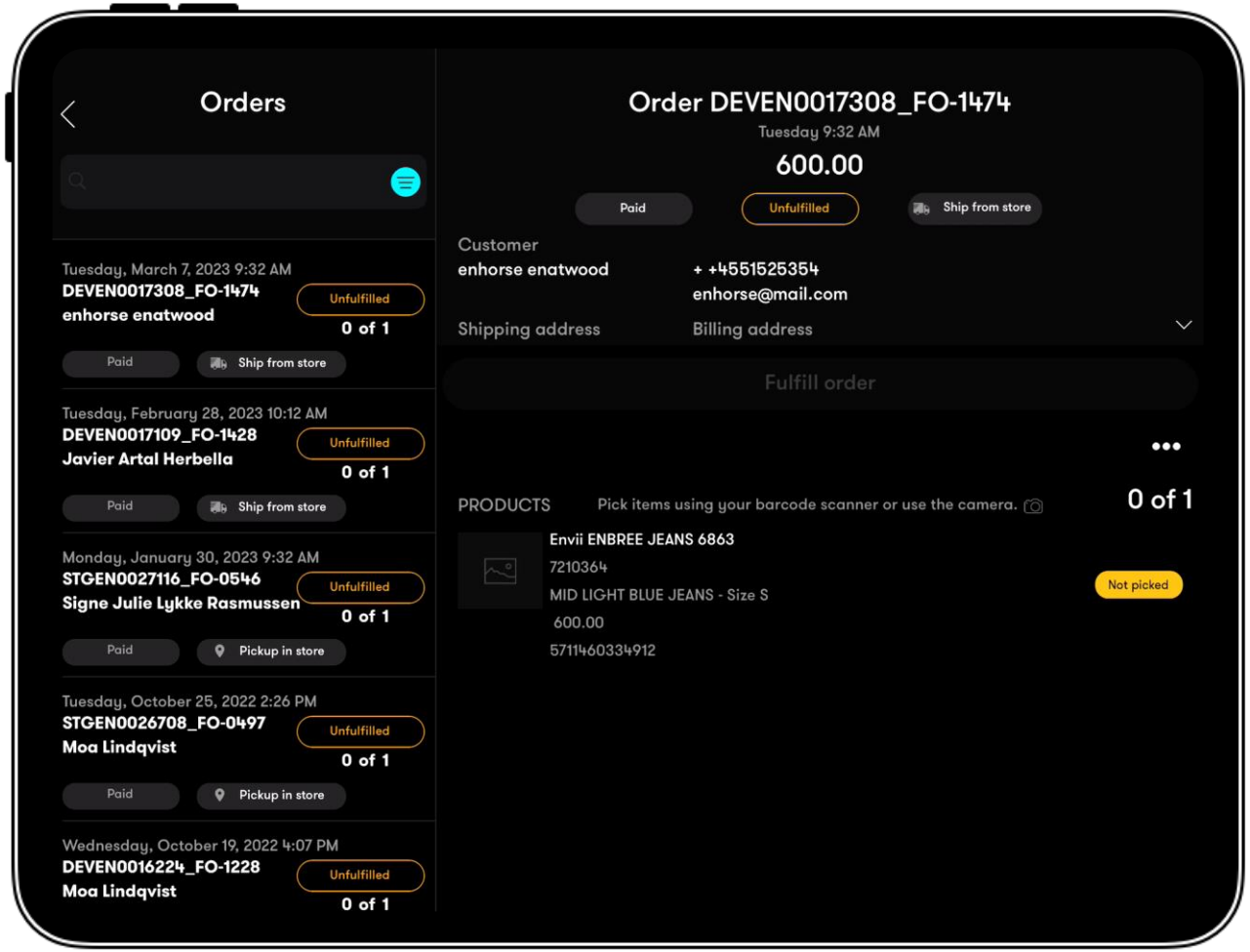
STORES AS FULFILMENT CENTERS - BORIS



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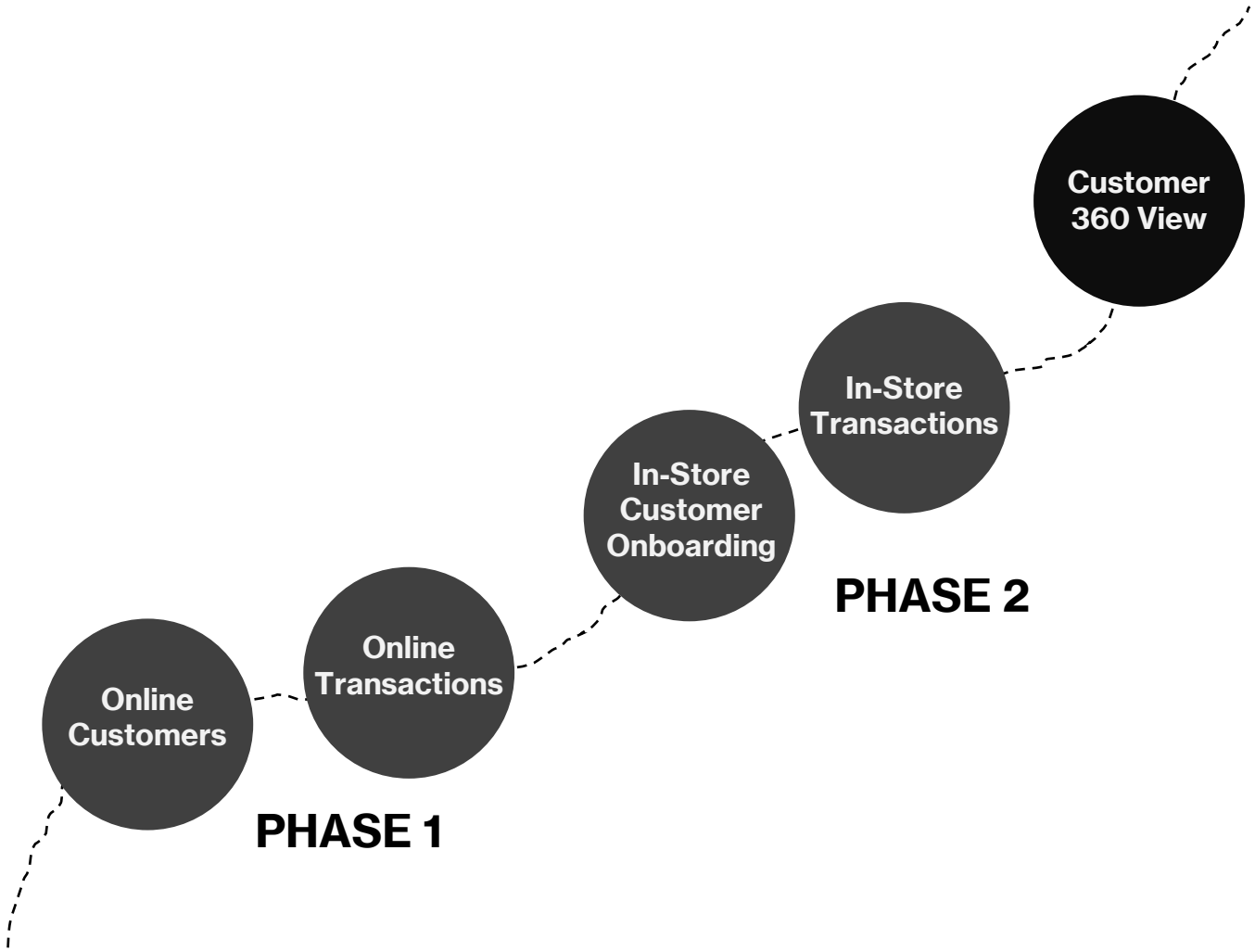
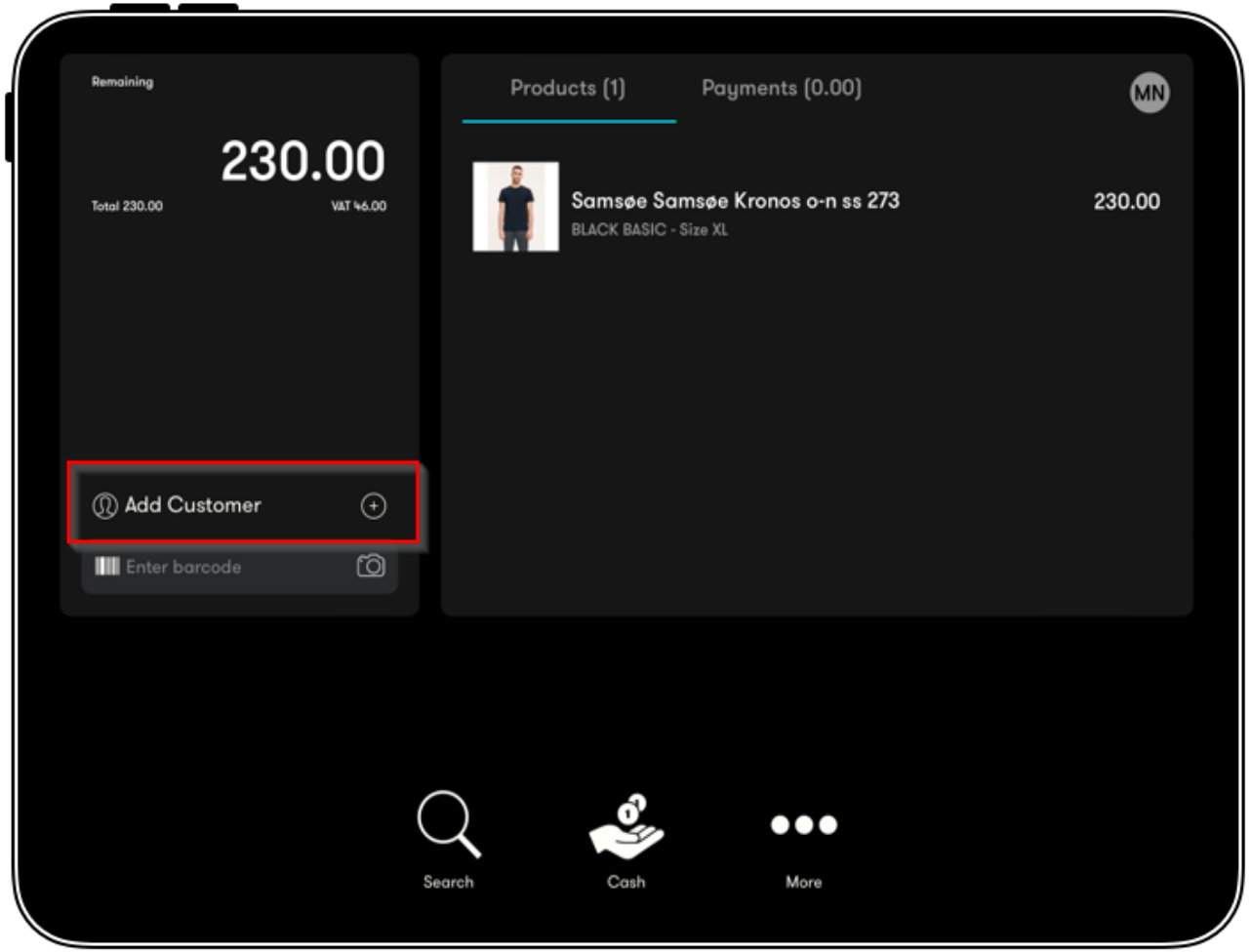
A LONG JOURNEY – THE CUSTOMER PATH



IN-STORE ONBOARDING & E-RECEIPTS



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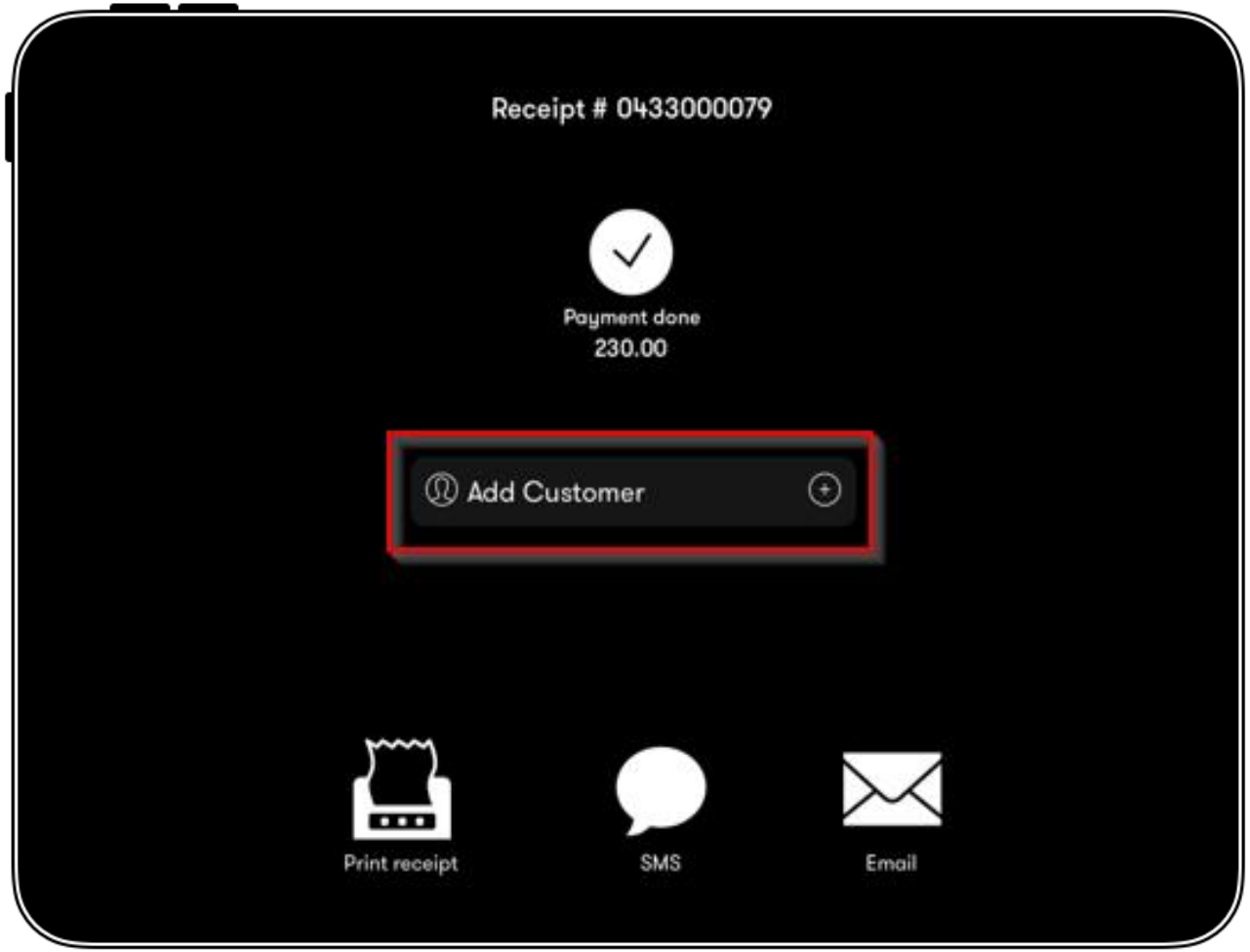

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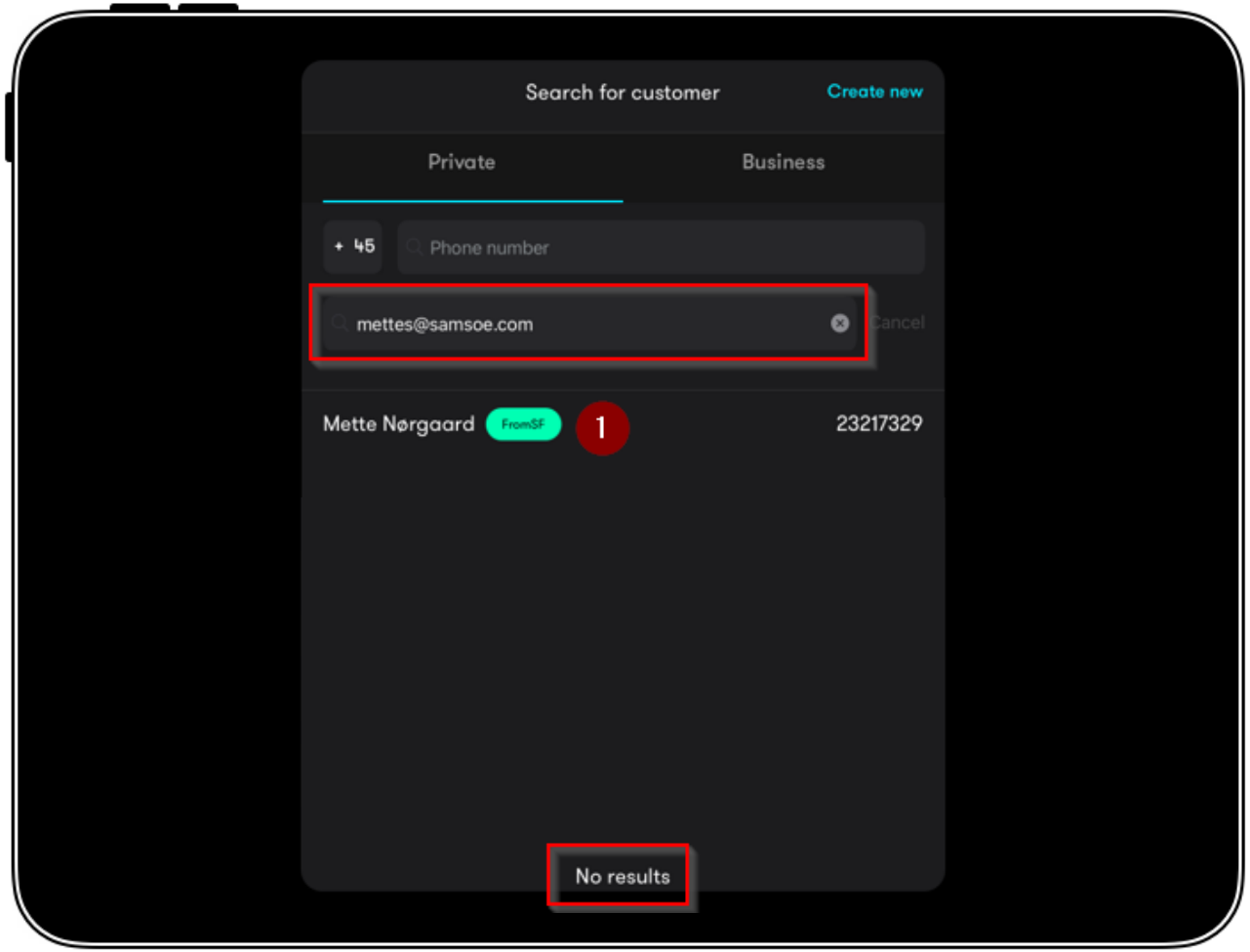

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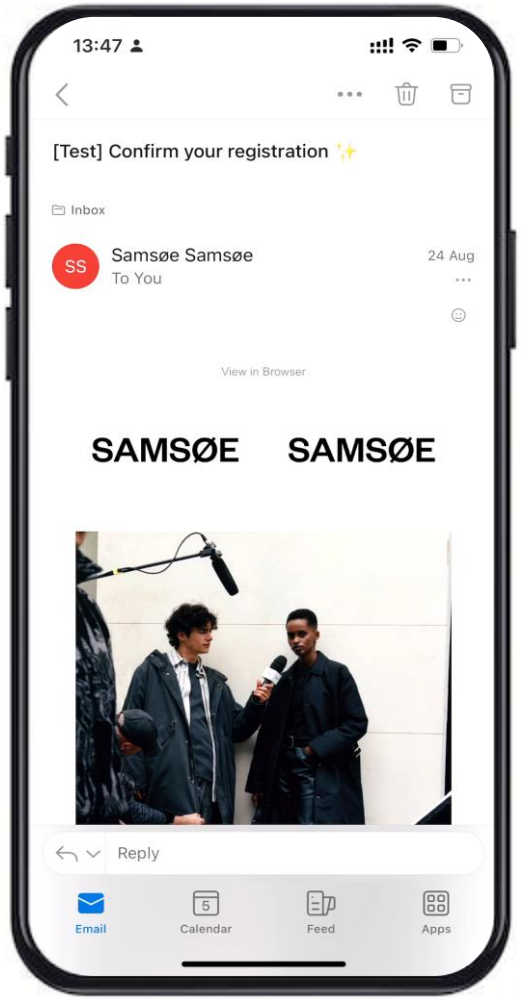

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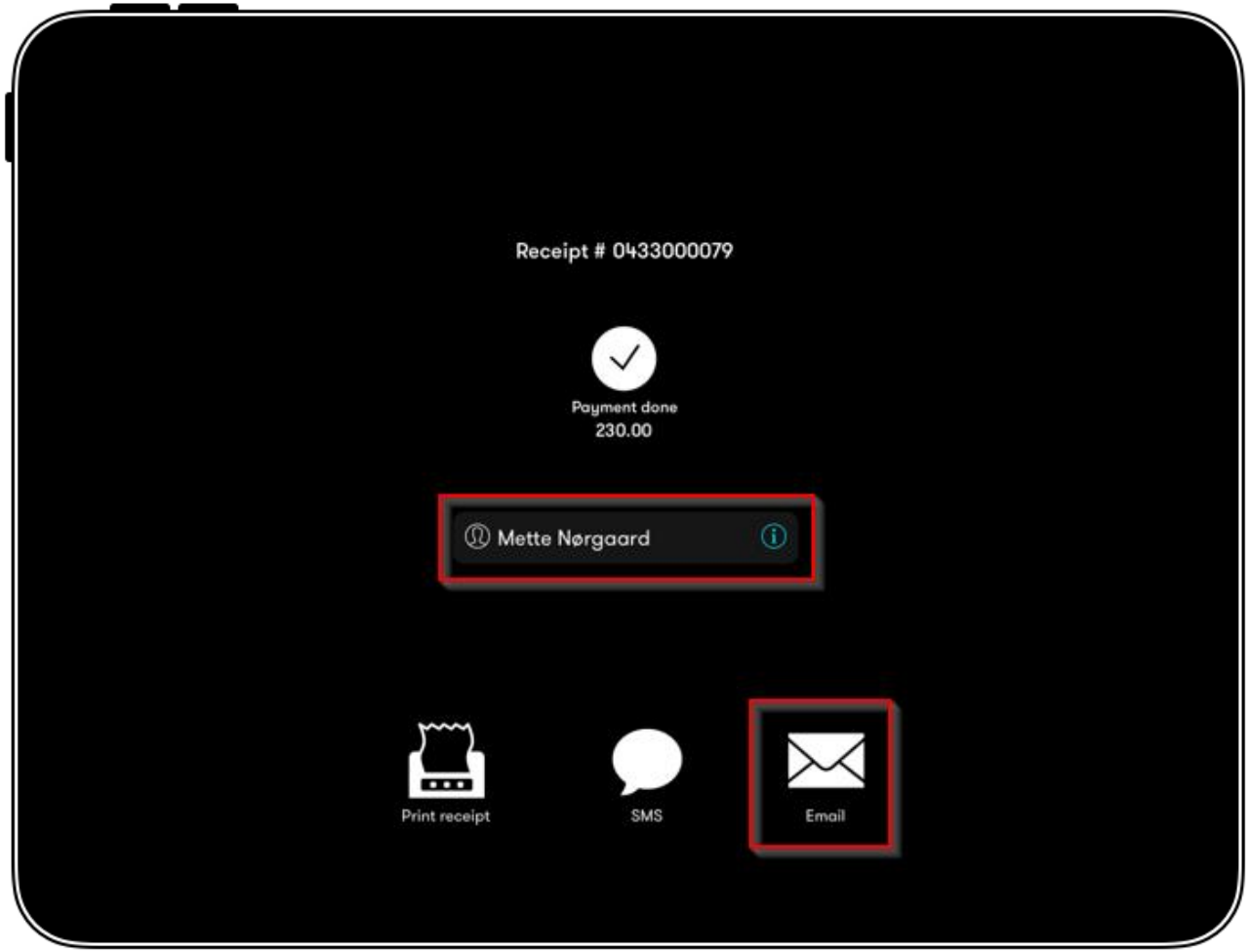

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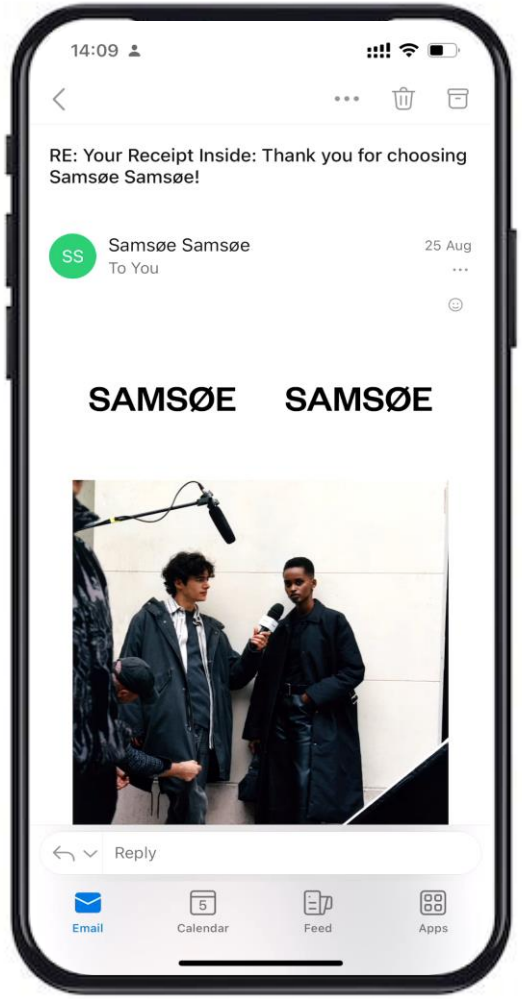

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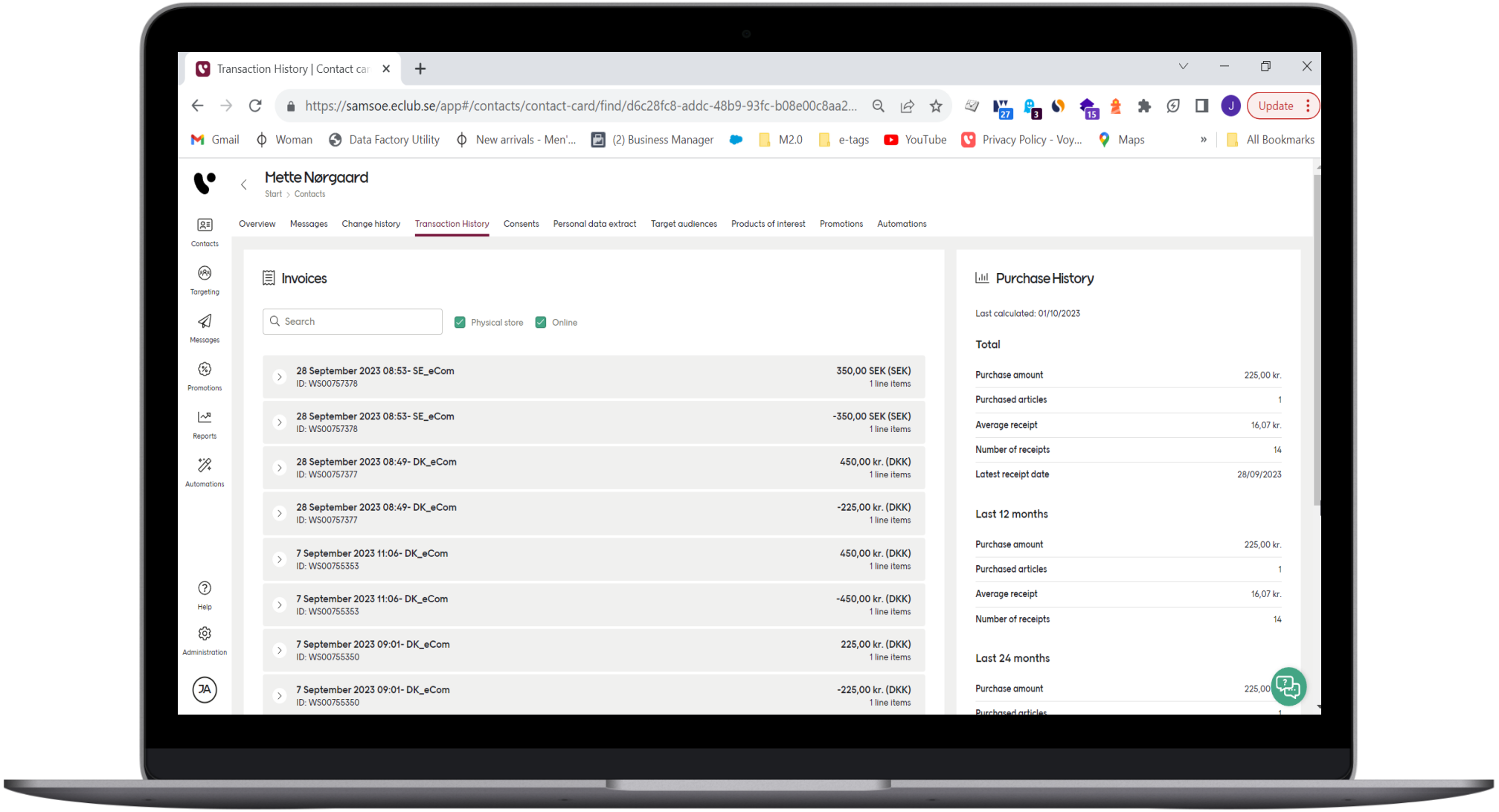
TRANSACTION HISTORY



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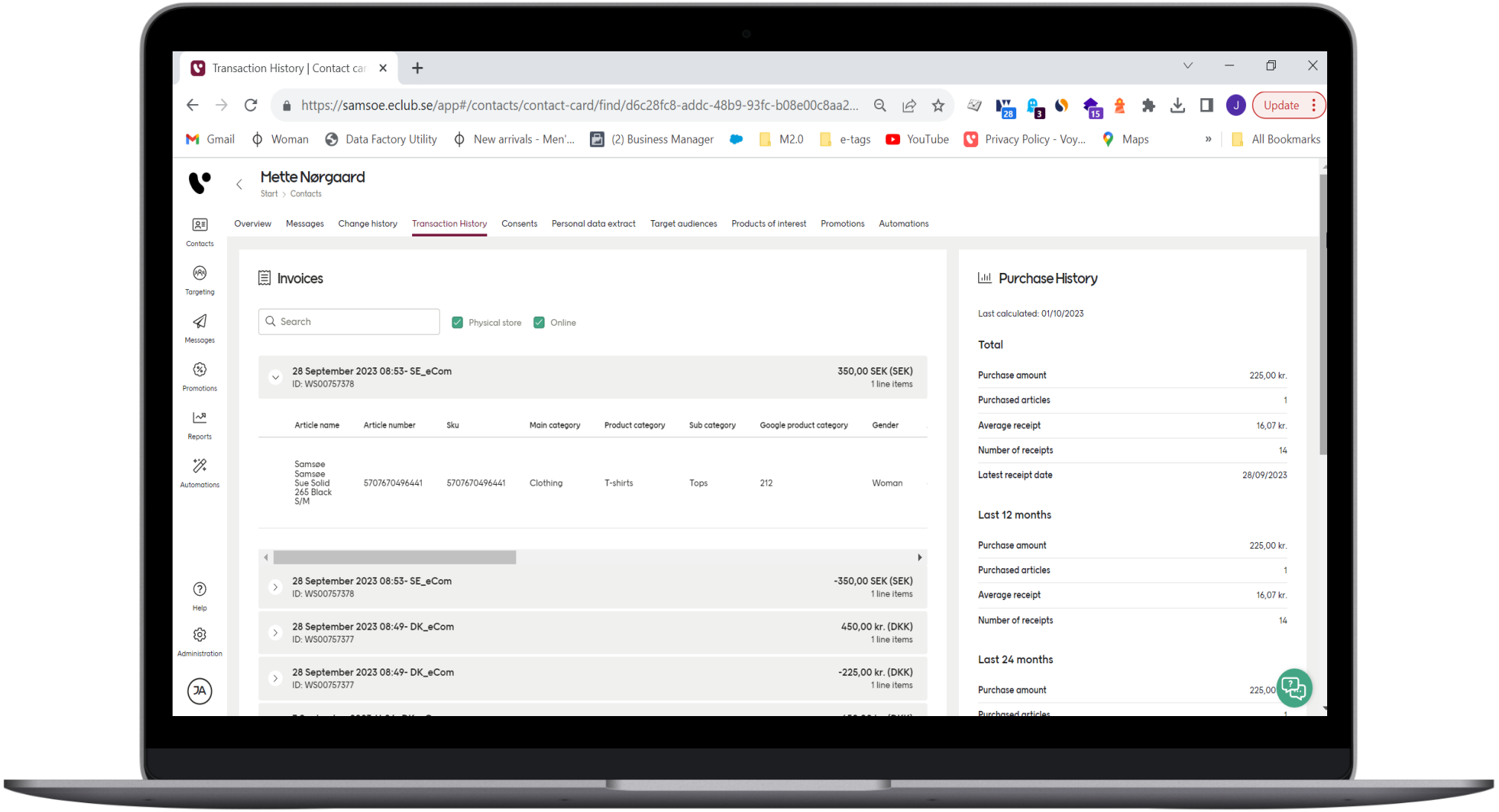

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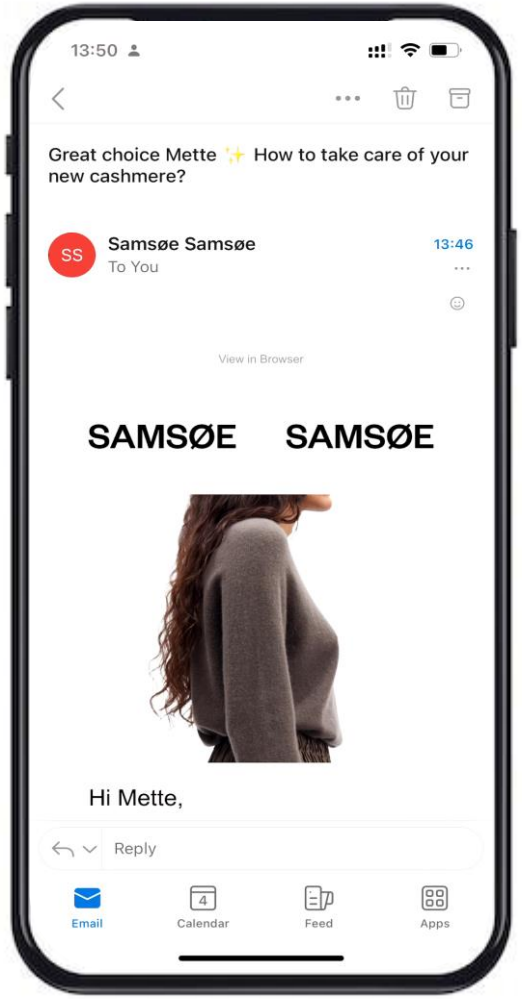
POST-PURCHASE COMMUNICATION



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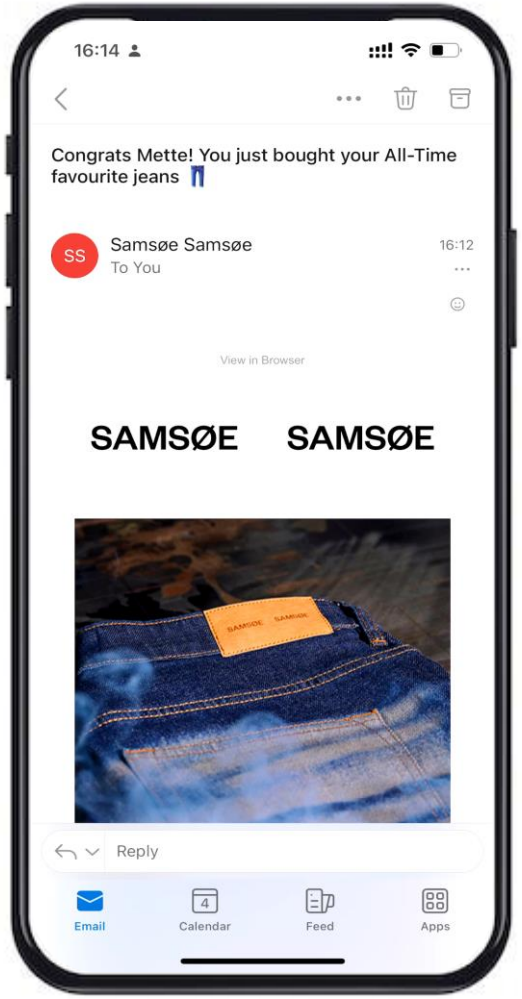

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A FOUNDATION FOR GROWTH

1.

GET OUR BASICS RIGHT

Establish a stable & strong technological landscape - to ensure a solid foundation to drive innovation & targeted global expansion

2.

PROVIDE A SINGLE SOURCE OF TRUTH

Strengthen our master data policies and processes to capture, enrich and extract value from data

3.

EMBED DATA-DRIVEN DECISION MAKING

Enhance the applicability of data & analytics and provide the appropriate tools and methods

4.

RETENTION & PERSONALIZATION

Prioritize increasing customer retention by focusing on automation & personalization

WAS EVERYTHING PRETTY?

1.

PLANNING IS KEY

When you have to jump into a project like this , there is not such a thing as too much planning and you don't need to do everything at once.

2.

CHAIN MANAGEMENT

We tend to create things that someone else is going to use, learn from their processes and train the final user makes the difference.

3.

TEST TEST TEST!

You don't get everything correct at first, there will be flows that won't work the way you want, improvements to be made and things you haven't thought off.

4.

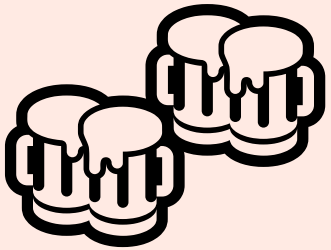
STANDARD OR NOT

Being positive is a great thing in life, unless you work with IT projects. Connectors don't fit all requirements and standardization comes with limitations.

Curious about loyalty and the chance to win a 2500 DKK Samsøe Samsøe gift card?

Visit the Voyado booth (stand G) for a casual chat and join the live raffle – the winner is drawn from the fortune wheel at 16.10 o’clock while serving cold beers.

See you there!



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