

BUILDING

Unbreakable

CUSTOMER LOYALTY

USING DATA & AI



COLOURS_OF_DATA

What Makes Companies Master The Customer Loyalty in CRM

1. **Evolution Journey** of the CRM
2. **5 Key Pillars** to unlock progress
3. **Bloomreach Loomi**
4. **Case Studies** of companies Doing It Right
5. **Q&A**





**How do you make
purchase decisions?**

The Age of AI Panic

And the Fear of
Missing Out.

AI Trained on Decades of Food
Research - Making Brand-New
Foods

*An AI System Spontaneously
Develops Baby-Like Ability to*

AI can learn real-
world skills from

AI is now better at predicting mortality than
human doctors

A new AI acquired
humanlike 'number
sense' on its own

**Here Comes the World's First AI-
Generated Whisky**

We Make Data Work For Marketing



Petr Václavek
Head of Customer Engagement

RETAIL

M&S



T·M·LEWIN
EST. 1890

HORNBY



JustPark

TELCO

TELE2



Yettel.

OTHER

ŠKODA



dayinsure

e-on



FT SPECIALIST

From Good to Great.

2015 World

Demographic data



Basic rule segmentation



Scheduled weekly sendouts



Conventional campaigns



Manual campaign optimization



Manual exclusions and rules



Inconsistent communication



Annoying one size fits all



2023 World

Relationship-Persona-Intent

Data-driven segmentation

Optimized send times, calendar

Recurring lifecycle & intent campaigns

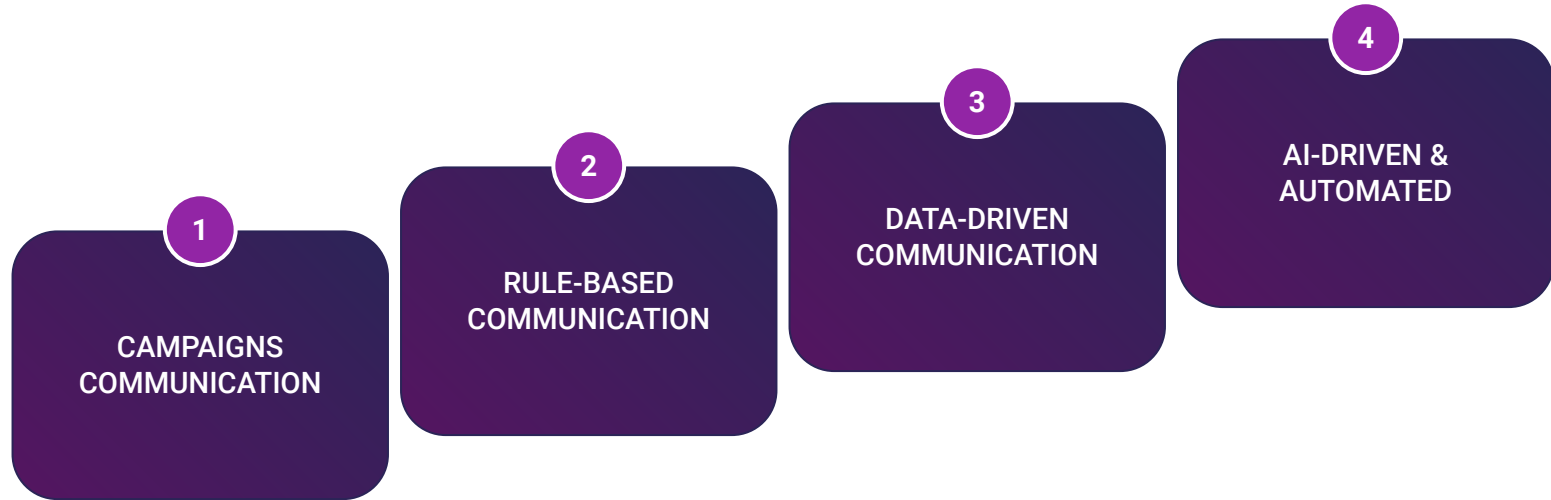
Automated decision making

Dynamic frameworks optimizing for results

Orchestrated communication

Tailored user experience

Evolution journey of the CRM toward AI-driven & automated



Growth of the company capabilities. One step at a time.

HOW TO BECOME A COMPANY
Ready For AI

5 KEY PILLARS

to unlock data-driven CRM
for now and the future of AI

1

VISION



CURRENT:



2

TEAM



CURRENT:



3

DATA



CURRENT:



4

TOOLS



CURRENT:



5

OPERATIONS



CURRENT:



Getting Started Now For The Success with AI

1. **Everybody is at the starting line.**
2. **Get your house in the order.**
3. **AI isn't going to replace any of the 5 Key Pillars.**
4. **Every Pillar can leverage AI today.**
5. **You need to walk before you run. Data-driven is a prerequisite of successful transition to AI.**



BECOMING DATA-DRIVEN:
Case Studies



CASE STUDY

Predicting Communication Preferences





Predicting Communication Preferences

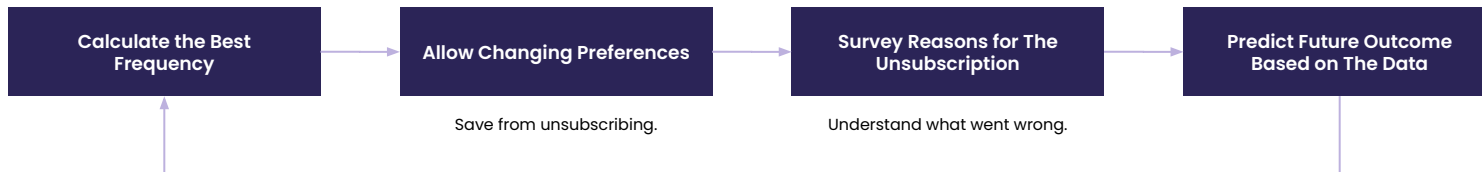
How to use data to anticipate customer preferences to treat them well.

→ **Understand customers in a way that really sets us apart from the competition.**

- ◆ Treat customers respectfully - anticipating their needs and desires.
- ◆ Is this customer eligible for the next communication?

→ **Expected outcome:**

- ◆ Sending less emails
- ◆ Less unsubscription
- ◆ Low impact on revenue in short-term
- ◆ Growing subscriber base long-term value
- ◆ Ever-improving engine with more data



Calculate The Frequency

- Robust analytics and real-time process to calculate the best frequency of emails for a customer.
- “Out of all monthly emails, what is a healthy frequency of emails sent for each customer individually?”

The screenshot displays a data analytics interface with three main sections: Identifiers, Properties, and Events.

Identifiers: This section lists various identifiers for a customer, categorized into HARD IDS and SOFT IDS.

Category	Identifier Name	Value
HARD IDS	email_id	[Redacted]
	cookie	942f5a5c-27a6-4b0e-956f-5ac8196cd... f087dff6-0bbe-48b5-b3da-c2187854a... a9bcd02d-c30f-4d4c-a715-12d8ec5c3... ddf0bd24-e77b-40c5-abf0-ac69eb8a6...
SOFT IDS	google_analytics	1438526312.1683929148 2050178300.1666861091 1100071465.1697402080 1225878927.1700150110 1298042447.1705221694 778179671.1683649520 1479047723.1667328076

Properties: This section shows a list of properties with a search filter set to 'final_frequency'. The value for 'final_frequency' is 8.

Property	Value
final_frequency	8

Events: This section displays a list of events with timestamps. The events include 'campaign', 'email_frequency', 'helper', 'session_end', 'view_item', 'merge', 'page_visit', and 'session_start'.

Event	Timestamp
campaign	22. 1. 2024 20:58:24,2
campaign	22. 1. 2024 19:06:09,4
campaign	22. 1. 2024 19:06:05,9
campaign	22. 1. 2024 9:11:16,835
campaign	22. 1. 2024 9:11:13,931
email_frequency	22. 1. 2024 8:05:47,05
campaign	21. 1. 2024 20:16:15,31
campaign	21. 1. 2024 9:11:35,785
campaign	21. 1. 2024 9:11:34,419
helper	21. 1. 2024 9:11:01,793
campaign	21. 1. 2024 0:14:07,396
campaign	20. 1. 2024 9:51:59,13C
campaign	20. 1. 2024 9:51:53,90
session_end	18. 1. 2024 13:20:32,4E
view_item	18. 1. 2024 13:20:03,15
merge	18. 1. 2024 13:20:02,8E
page_visit	18. 1. 2024 13:20:02,4E
session_start	18. 1. 2024 13:20:02,4E
campaign	18. 1. 2024 13:19:52,82
campaign	18. 1. 2024 13:19:23,88

Collecting Data To Improve For The Future

How to use data to anticipate customer preferences to treat them well.

1. Allow customers to tell us their email frequency preference.



We hear you. You need something else.

We will craft the best message at the frequency you prefer.

Sales and new arrivals only

Maximum 1 email per week

Maximum 1 email per month

Send me all emails

Want to stop all our emails?

If you don't want to continue receiving any of our emails, click the button below.

(Of course, we'd be really sorry to see you go.)

UNSUBSCRIBE FROM ALL

2. Find out what went wrong



Thank you for telling us.

You are now unsubscribed from Fitflop emails.
We're sorry to see you go!

Please let us know your reason for unsubscribing.

No longer interested

I don't remember subscribing

Content not relevant

Too many emails from Fitflop

Other reasons

3. Predict Future Behavior of New Customers with an AI model

Properties

final_frequency

ANALYTICS (0/5)

COMMUNICATION (0/2)

OTHER ATTRIBUTES (1/63)

final_frequency 8

Show blank fields

AGGREGATES

SEGMENTATIONS

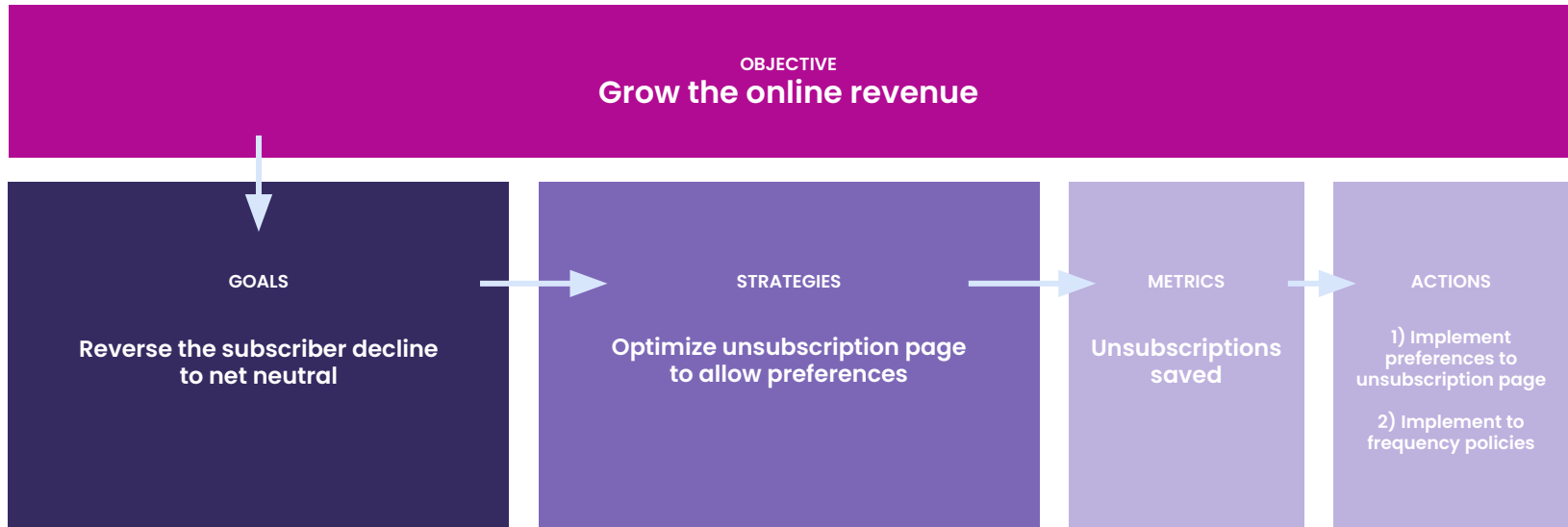
EXPRESSIONS

PREDICTIONS

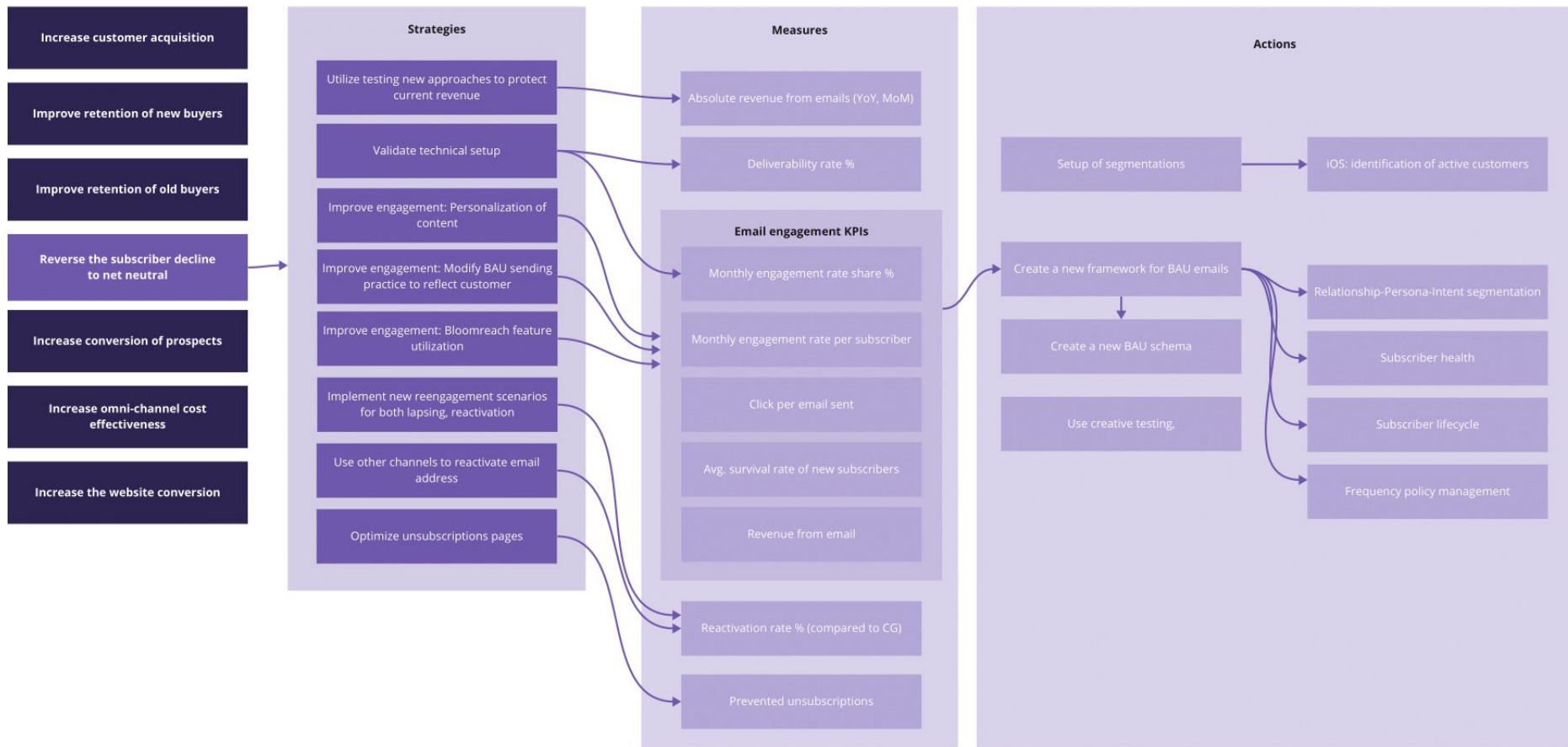
OPTIMAL SEND TIME

Predicting Communication Preferences

VISION AND OPERATIONS FRAMEWORK - OGSM



Grow the online revenue



Predicting Communication Preferences

BEHIND THE SCENES – 5 KEY PILLARS



VISION



Create a clear and shared vision for the future of data-driven CRM.

- Strategic approach to a company goal “Reverse the subscriber decline to net neutral”
- Roadmap for a list of use cases

TEAM



Build a cross-functional team with new world expertise to meet emerging needs.

- Martech experts
- CRM strategy
- Data analyst
- Campaign managers

DATA



Establish a robust and high-quality data foundation, ensuring data accuracy.

- Single Customer View with all campaign data
- Collect outcomes and new data inputs for the AI

TOOLS



A robust technical toolkit to enable effective vision execution and operations.

- Bloomreach Engagement
- AI prediction models capability connected to Bloomreach

OPERATIONS



Day-to-day operations, ensuring effective processes across the organization.

- Authority to change way of doing things
- Data analysts part of the CRM initiative.
- Execution of the roadmap
- Change email campaign scenarios
- Build reporting

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CASE STUDY

Delighting Customers

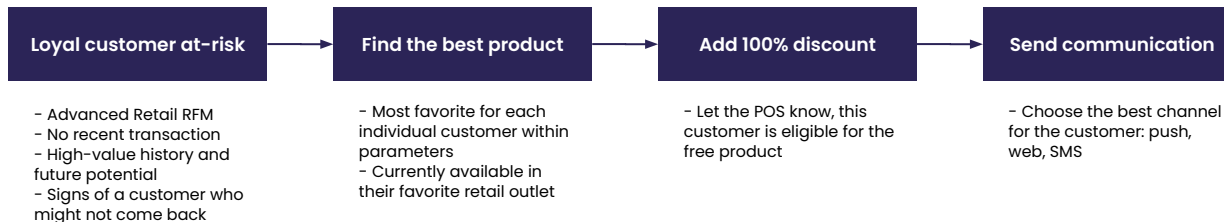


Delighting Customers

How do we build unbreakable relationships with our loyal customers?

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- **Really, really, really fit the communication for each, individual customer.**
- **New campaign concept:** Find the most cost-effective incentive to reignite loyalty with high value customers.
 - ◆ Who is a high-value customer?
 - ◆ Who is at-risk?
 - ◆ What is the best incentive for a reactivation? How do we test it?
 - ◆ How do we align the whole process with other campaigns?



Delighting Customers

BEHIND THE SCENES – 5 KEY PILLARS

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VISION 	TEAM 	DATA 	TOOLS 	OPERATIONS 
<p>Create a clear and shared vision for the future of data-driven CRM.</p> <ul style="list-style-type: none"> • Communication is part of a great customer experience • Focus on loyalty of customers • Systematic approach to Customer Lifecycle Management 	<p>Build a cross-functional team with new world expertise to meet emerging needs.</p> <ul style="list-style-type: none"> • Martech architects • Data strategy • CRM strategy • Data analyst • Campaign managers 	<p>Establish a robust and high-quality data foundation, ensuring data accuracy.</p> <ul style="list-style-type: none"> • Single Customer View with all transactions and behavior data (favorite location, product categories) • Product catalog - prices, in-store availability • Loyalty program 	<p>A robust technical toolkit to enable effective vision execution and operations.</p> <ul style="list-style-type: none"> • Bloomreach Engagement with all communication channels and capability • Point-of-Sale integration • AI prediction models 	<p>Day-to-day operations, ensuring effective processes across the organization.</p> <ul style="list-style-type: none"> • Team capacity to develop long-term solutions • Removal of company process bottlenecks • Authority to launch new initiatives

What does it mean to be ready?
A humming operation. 1 day from idea to launch.

Get Your House In Order First. Achieve Success with Data & AI.



Petr Václavek
Head of Customer Engagement

Are you ready to enter the world of AI?

Let's get in touch to assess your 5 Key Pillars readiness and paint the vision for the future.

[BOOK A MEETING](#)



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