

DIGITAL TRANSFORMATION AND CUSTOMER EXPERIENCE WITH AI

09:45

DIGITALISERING, ARTIFICIELL INTELLIGENS OCH DIGITAL TRANSFORMATION

10:15

AI I KONTEXTEN AV DIGITAL TRANSFORMATION OCH CUSTOMER EXPERIENCE

10:45

AI-PROJEKT

BEST PRACTICE OCH HUR MAN GÖR

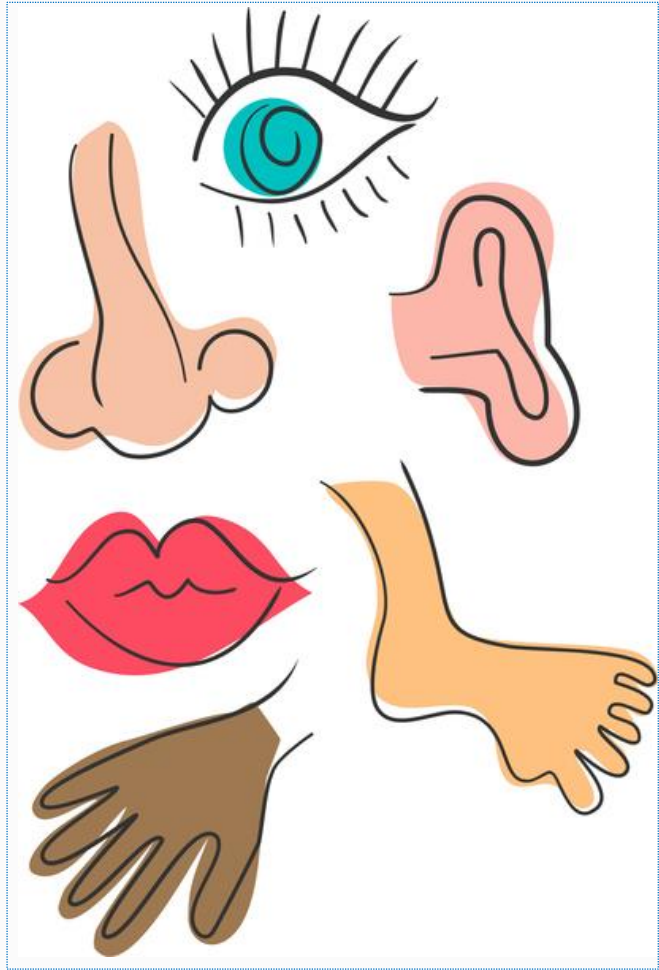


DIGITALISERING



ARTIFICIELL INTELLIGENS

DIGITAL TRANSFORMATION



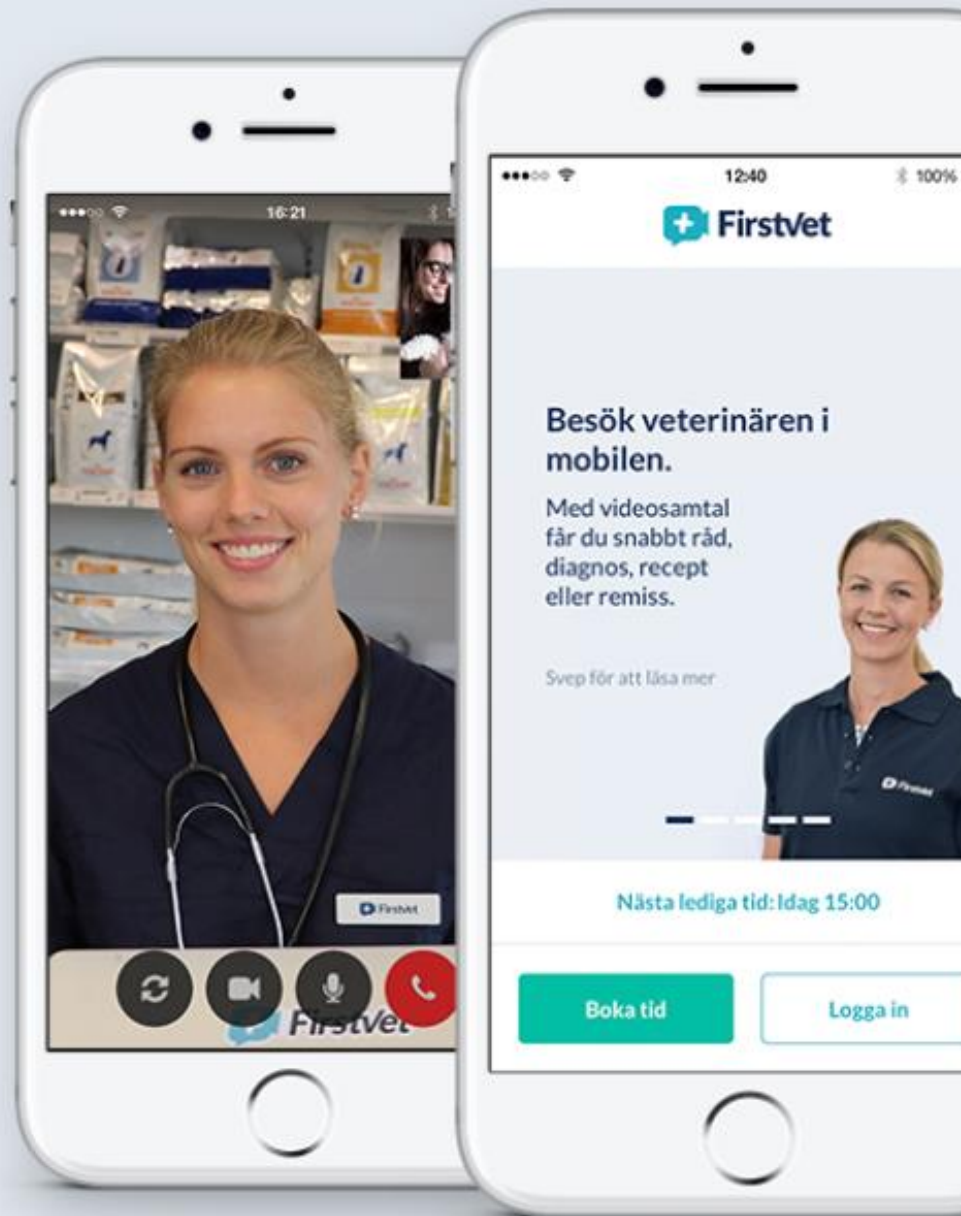


Besök veterinären i mobilen.

Besök våra veterinärer och specialister direkt i din mobil, surfplatta eller dator. Genom videosamtal får du snabbt råd, diagnos, recept eller remiss.

- **Kostnadsfritt** med djurförsäkring
- Öppet 09:00 - 24:00 alla dagar

KOM IGÅNG >





6.0793

6.1179

6.0986

6.1052

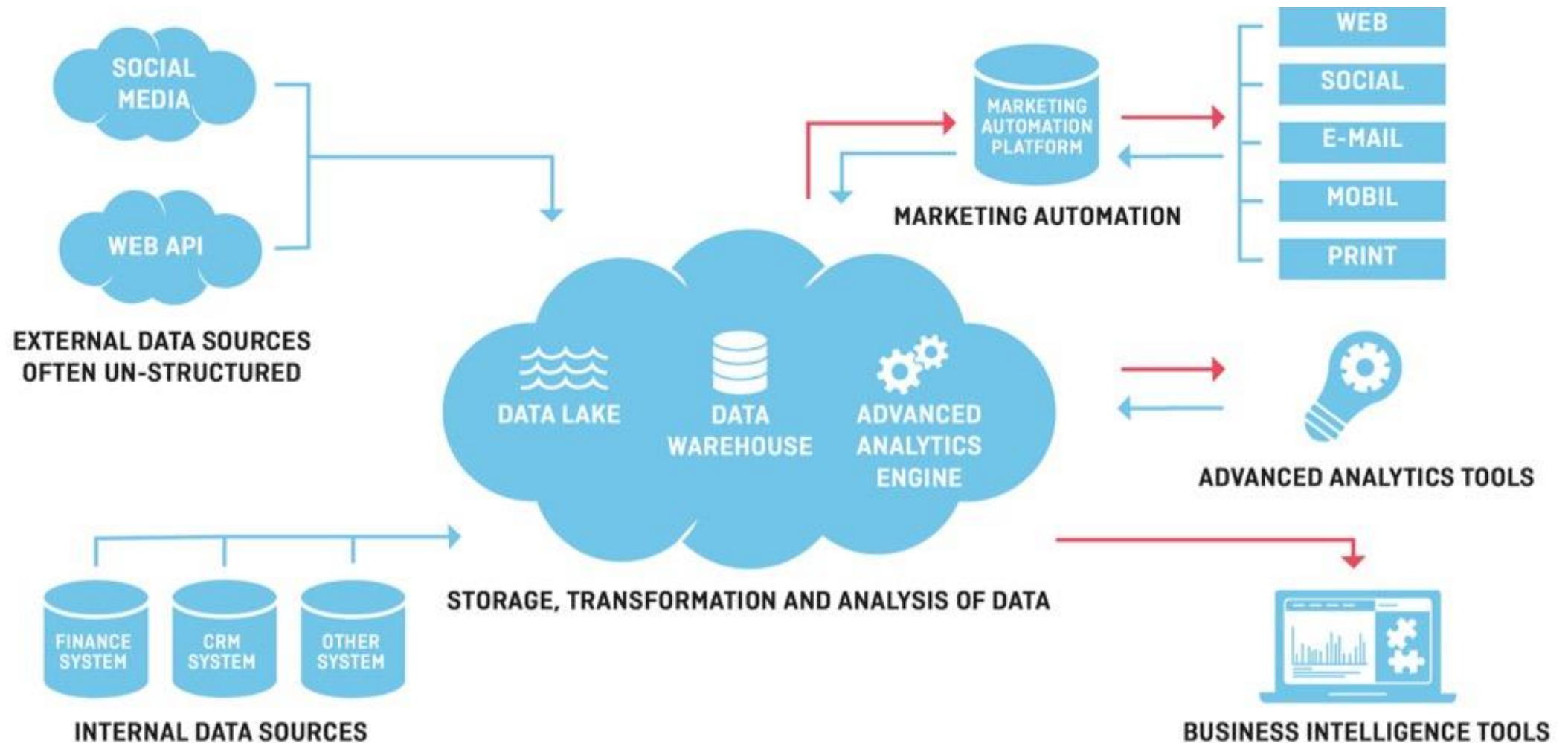
6.0911

0.00030.00%

4.7152
0.9773
2.0292
82.877
1.5097
0.3793
1531.00
1.2401
7.1678
2.0479
1.0057
7.9582
1.9995
472.90
6.2679
1799.00

DATA ÄR GULD

ÄGARSKAP AV STRATEGISKA TILLGÅNGAR



Sedan 2006 specialister på IT-stöd för beslutsfattare

+160 medarbetare

+400 kunder

+€20 miljoner i omsättning

Kontor i Stockholm, Göteborg, Malmö, Köpenhamn och Oslo

PARTNERS

IBM

SAP

Microsoft

Qlik

Tableau

Alteryx

Thoughtspot

Exasol

Profisee

BUSINESS
INTELLIGENCE

DATA SCIENCE

BUDGET &
PLANERING

SUPPORT
DRIFT FÖRVALTNING

DATA
MANAGEMENT

MANAGEMENT
CONSULTING

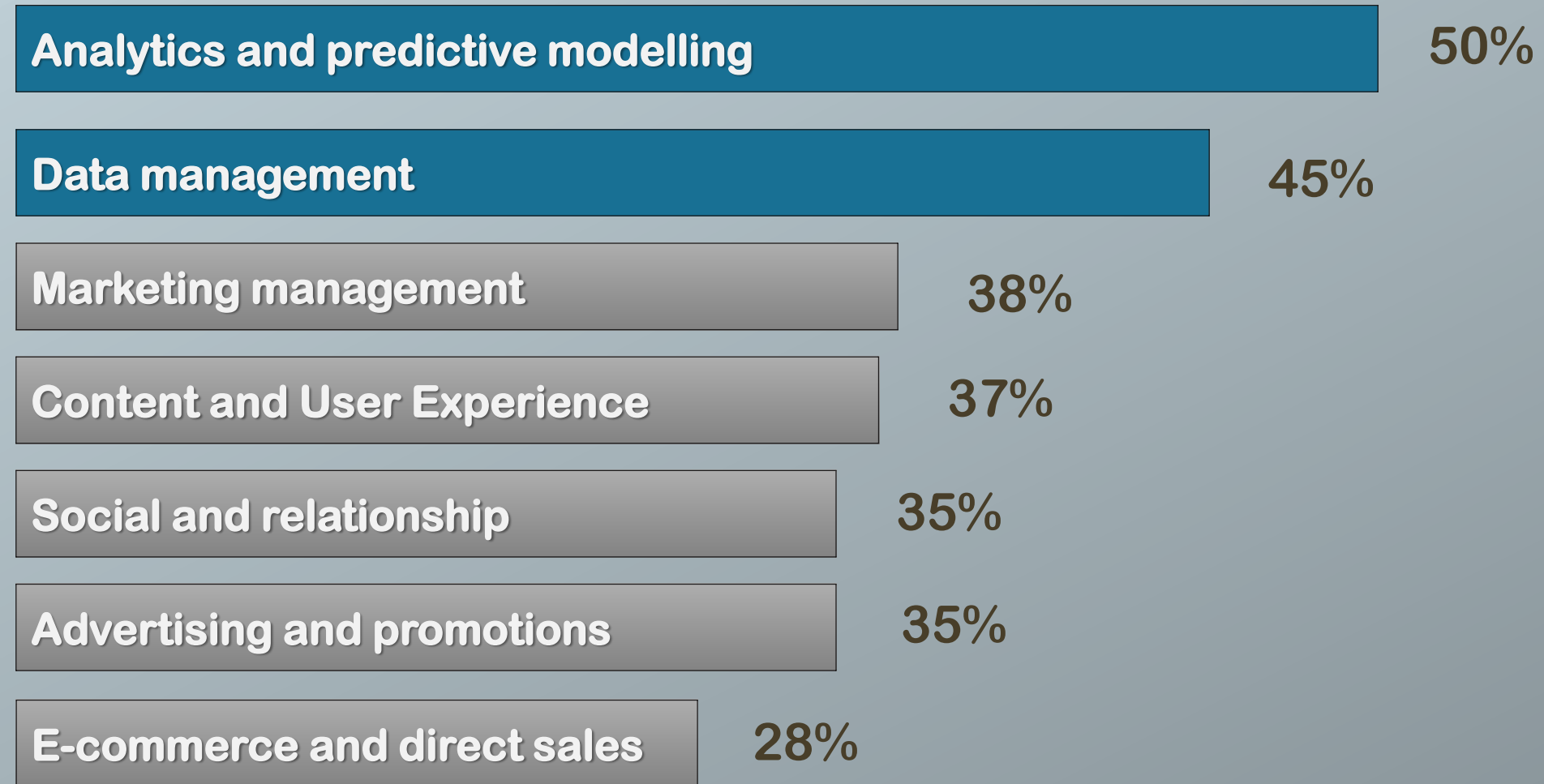
BI FÖR
AFFÄRSSYSTEM

DIGITALA LEDARE

- Ser DATA som en tillgång
- Faktabaserade beslut
- Företagskultur
- Organisation
- Kompetens
- Innovation



INVESTERINGAR SOM GER HÖGST ROI





Data



Kompetens



Engagemang

DIGITAL TRANSFORMATION AND CUSTOMER EXPERIENCE WITH AI

09:45

DIGITALISERING, ARTIFICIELL INTELLIGENS OCH DIGITAL TRANSFORMATION

10:15

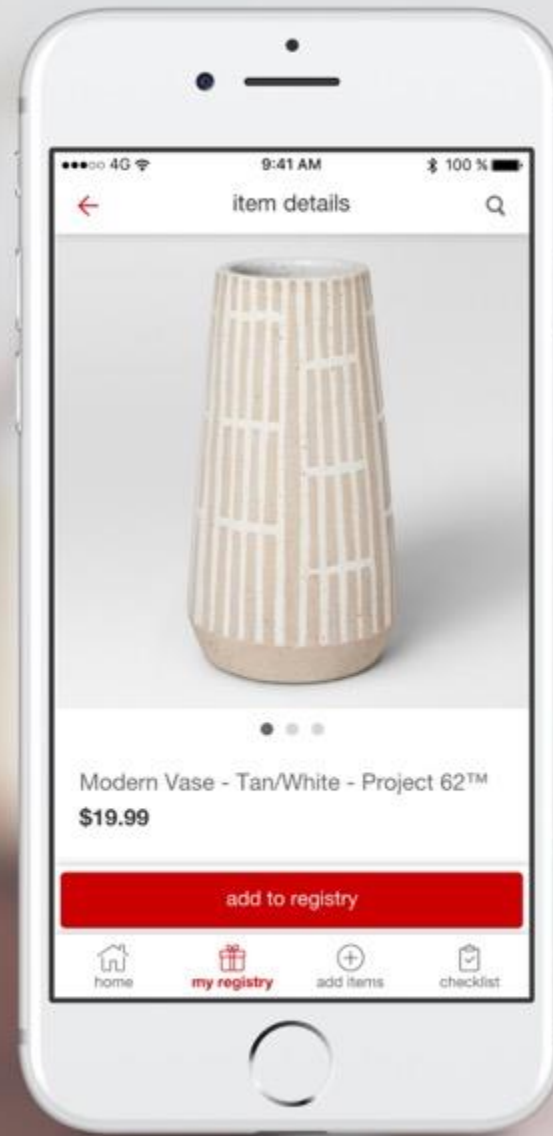
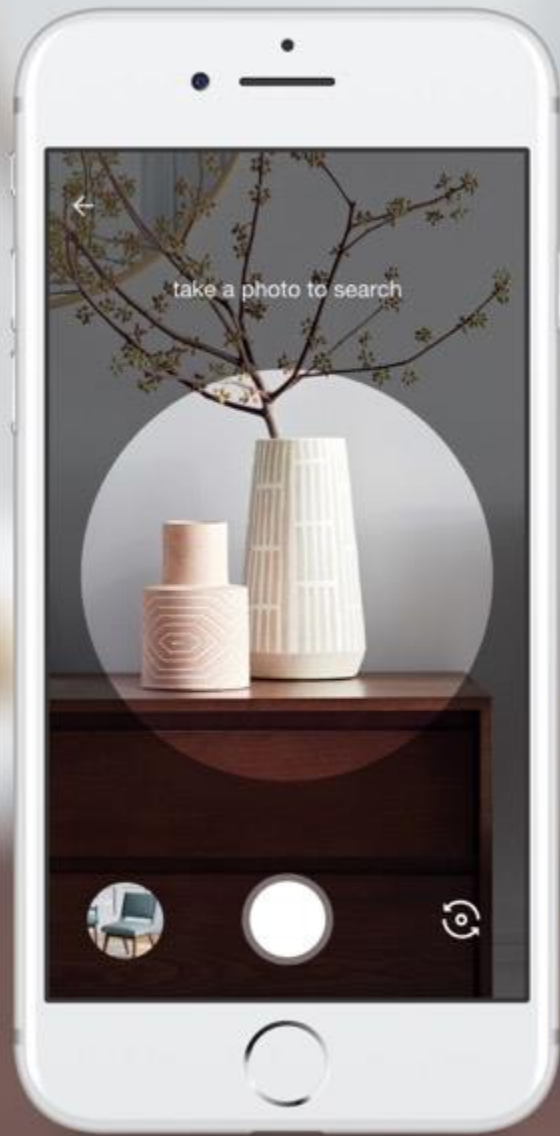
AI I KONTEXTEN AV DIGITAL TRANSFORMATION OCH CUSTOMER EXPERIENCE

10:45

AI-PROJEKT

BEST PRACTICE OCH HUR MAN GÖR







THE CUSTOMER ANALYTICS LIFECYCLE

Reach

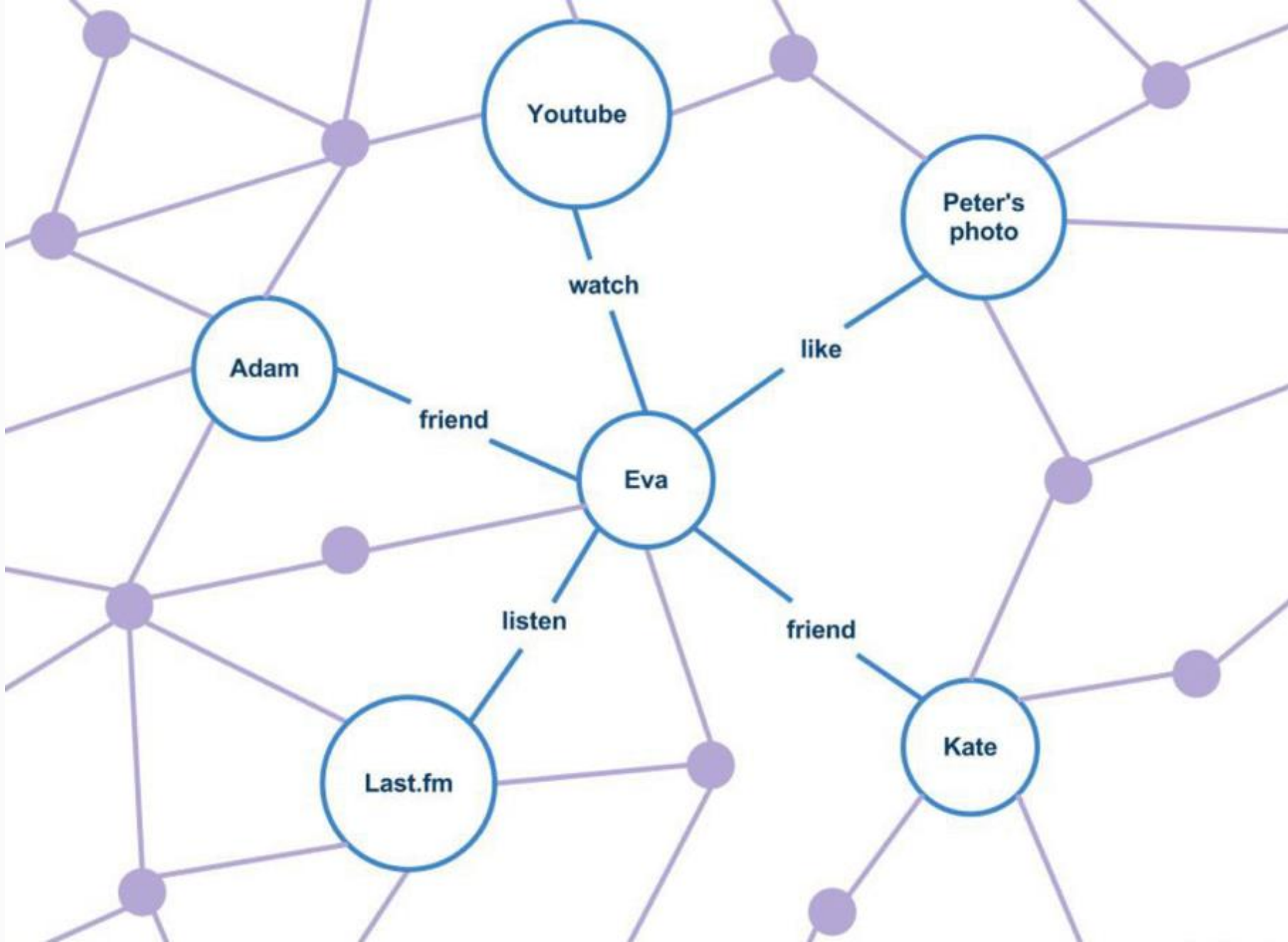
Acquisition &
Conversion

Retention

Loyalty

REACH





TWEET USING #VOLVOCONTEST

Female Male

4 722 4 083



18 420

Tweets

8 407 + Tweets 1 308 - Tweets



10 577

Accounts



6 676 118

Eyes

Personal Insight

You are analytical.

You are appreciative of art: you enjoy beauty and seek out creative experiences. You are driven: you have high goals for yourself and work hard to achieve them. And you are persistent: you can tackle and stick with tough tasks.

You are relatively unconcerned with independence: you welcome when others direct your activities for you. You consider tradition to guide a large part of what you do: you highly respect the groups you belong to and follow their guidance.

Emotionality
52 %



Account age in days



Imagination
63 %



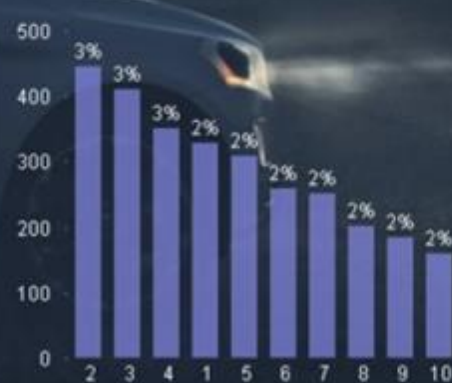
Friends per account



Openness
75 %



Status per account



Adventurousness
78 %



Artistic interests
97 %






* percentage in screens above are percentage of total



ACQUISITION & CONVERSION

MARKETING OPTIMIZATION

-  **Variation A**
Low Performance
-  **Variation B**
Medium Performance
-  **Variation C**
High Performance

A/B Testing



Manual Intervention

Multi-armed Bandit Testing



CONVERSION



Solgaranti på akterdäck och
10% av på allt i bordershop

**BOKA
NU!**

5% Conversion



10%
ORKA HANDLA MER
Summer Sale i vår bordershop ökar semesterglädjen

**BOKA
NU!**

6% Conversion






Spara 186:-
59:-
BORDERSHOP 1 ÅR
GÖTEBORG - FREDRIKSHAMN 59:-
Systembolaget 245 - Max delperson. 24x33 cl, 5,2% vol.
Gäller t o m 12 maj eller så långt lagret räcker.

**BOKA
NU!**

4% Conversion

WE INCREASE CONVERSIONS BY ADDING CUSTOMER DIMENSIONS

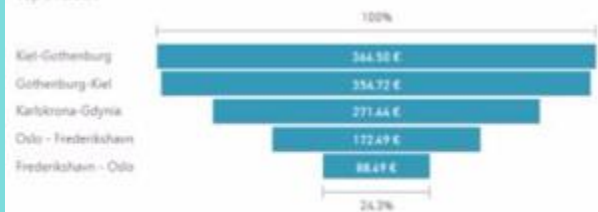
Message	Young single woman	Family	Seniors
	2%	5%	1%
	7%	2,5%	5%
	3%	4%	9%

... And so on

MARKET

Stena Line A/S Denmark Stena Line A/S Norway Stena Line AB Sweden Stena Line B.V. Stena Line France Stena Line Germany Stena Line Ireland Stena Line Poland Stena Line Russia Stena Line UK Ltd

Top 3 Routes



976.41 €

Average of Value

324.71 €

Average of Booking Price

651.70 €

Onboard Revenue

Top 3 Products Categories



Booking Sales by Customer Homeland



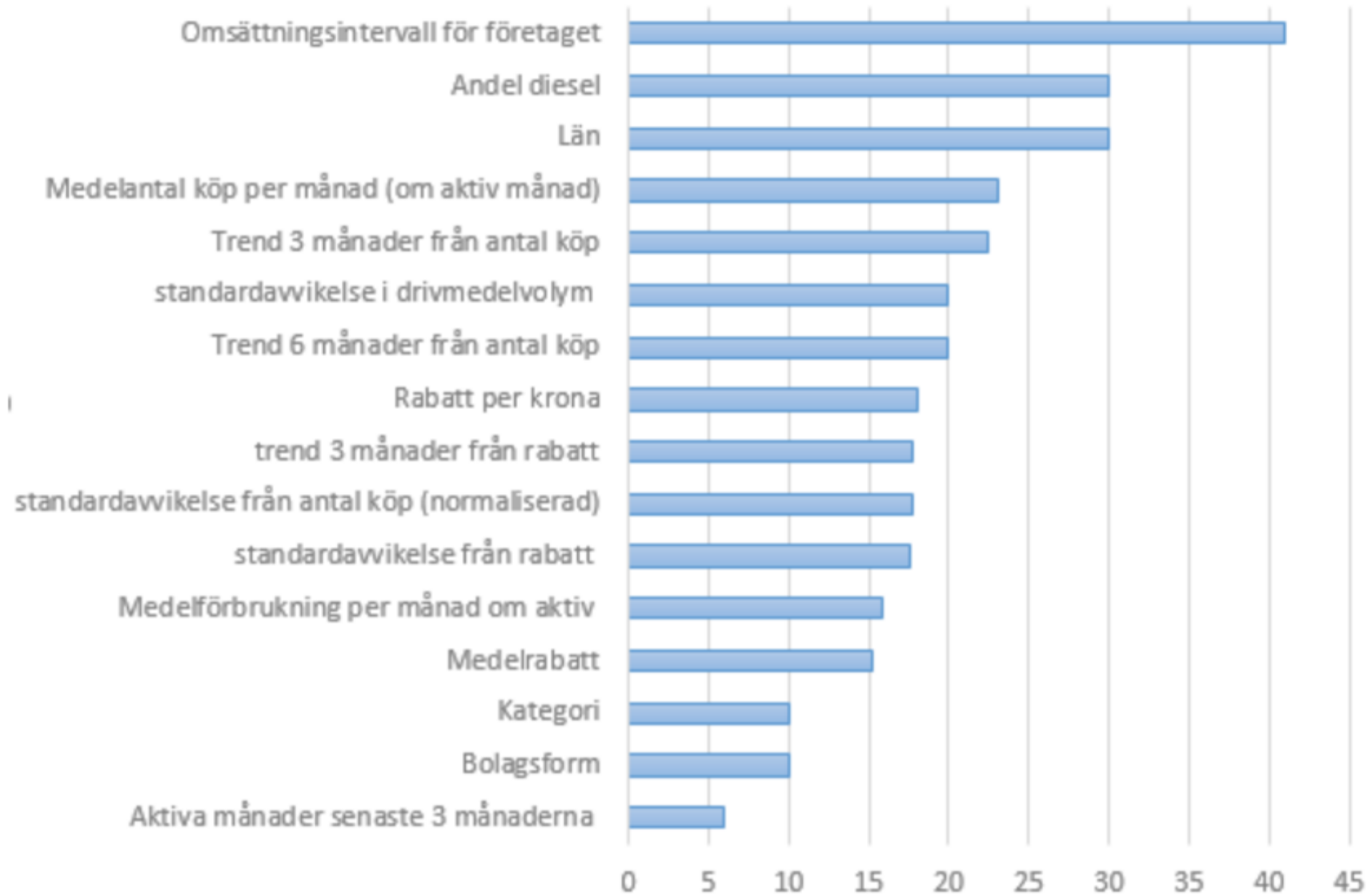
Onboard Sales by Customer Homeland



RETENTION



Prediktiv styrka





Group A

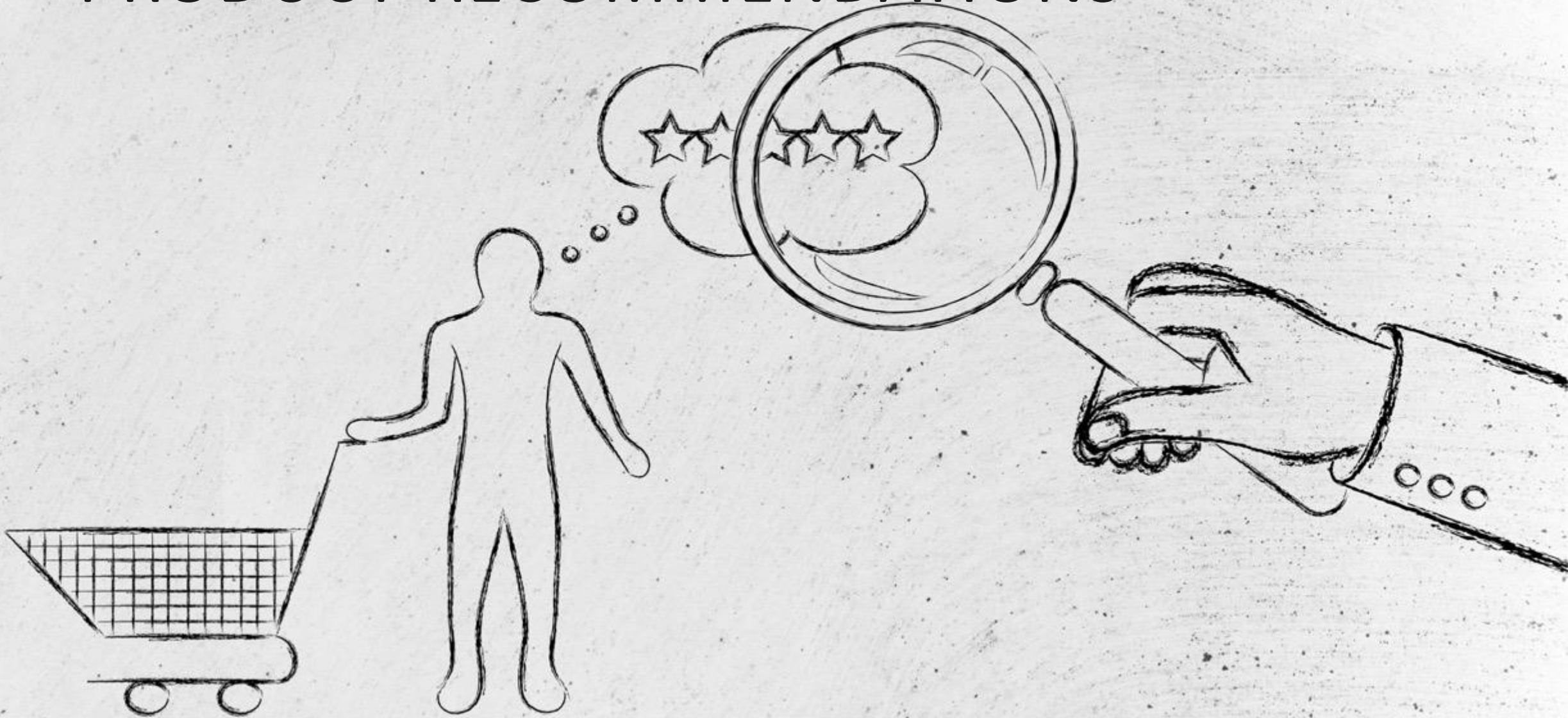


Group B

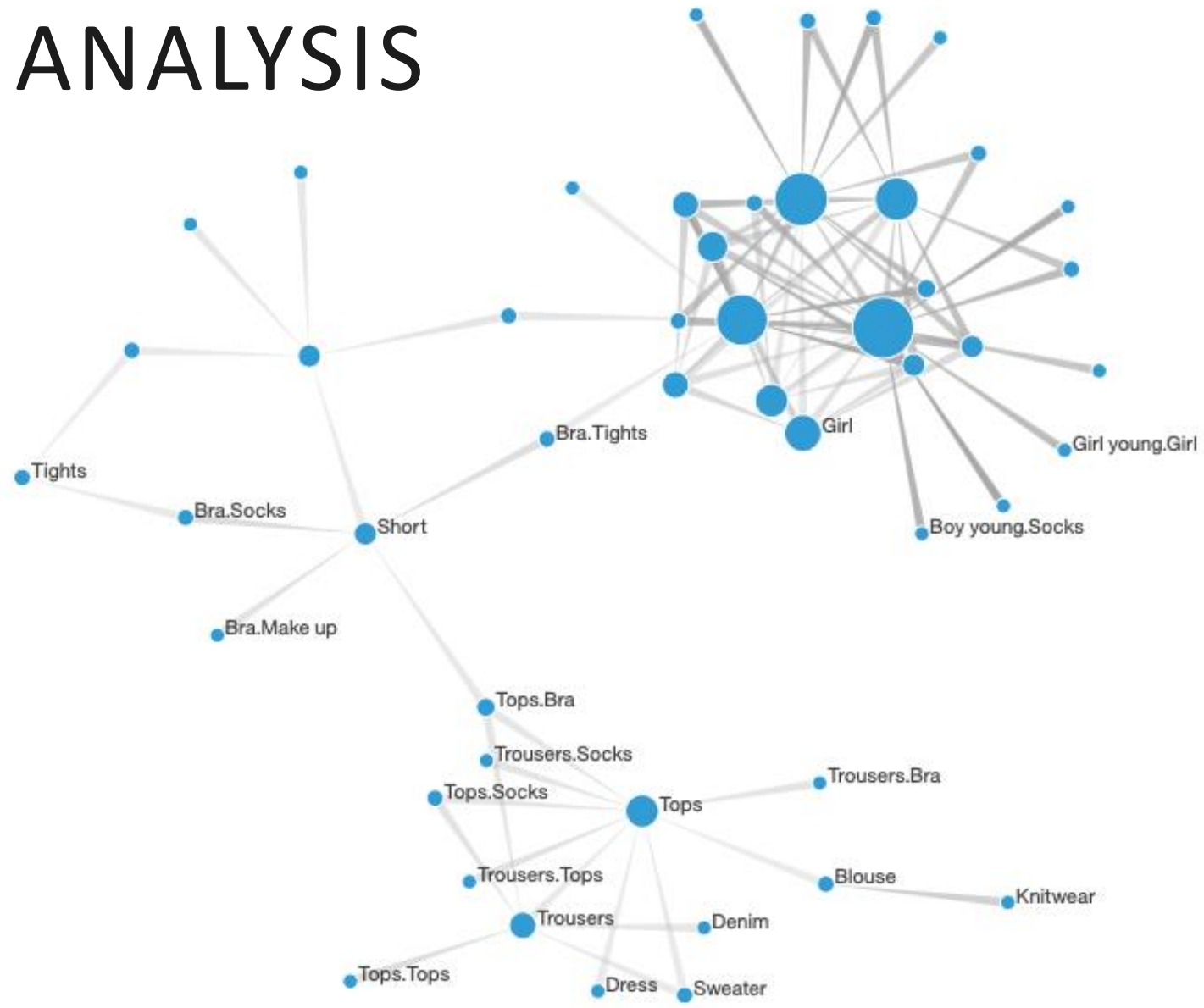
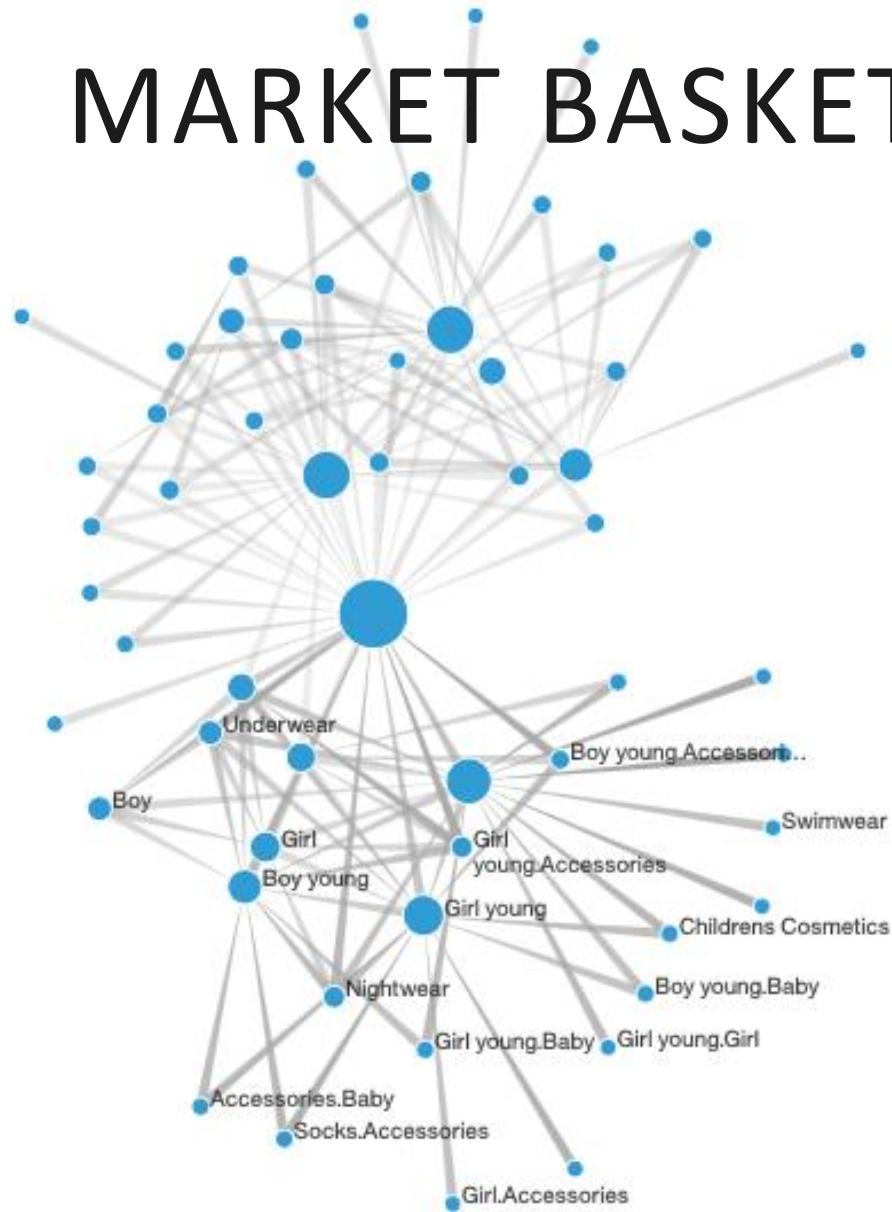


LOYALTY

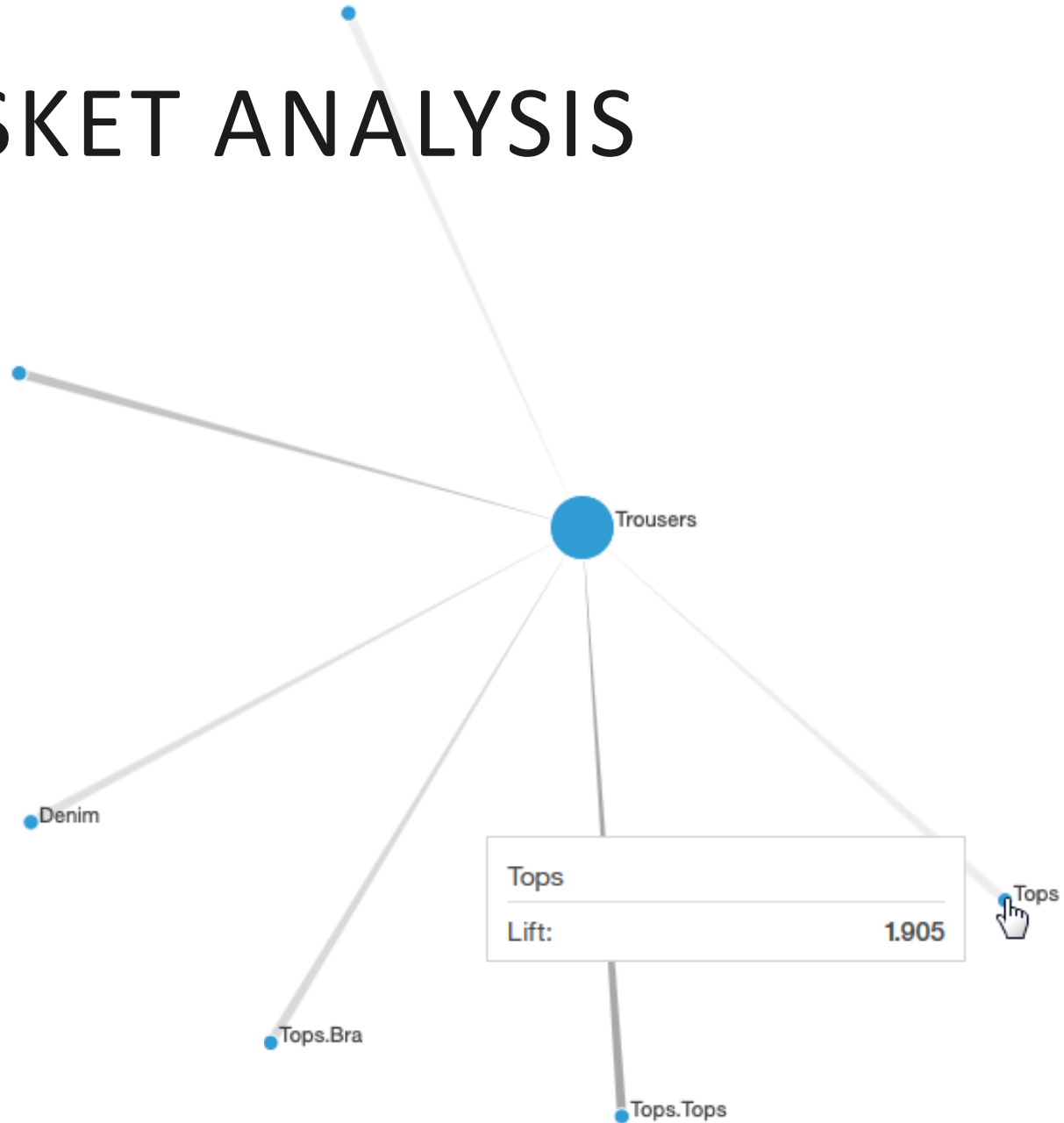
PRODUCT RECOMMENDATIONS



MARKET BASKET ANALYSIS



MARKET BASKET ANALYSIS



PRODUCT RECOMMENDATIONS

User 654825 **Man**

Read Magazines



Recommended Magazines



User 849574

Read Magazines



Recommended Magazines



PRODUCT RECOMMENDATIONS

User 811691

Read Magazines

Recommended Magazines



PRODUCT RECOMMENDATIONS

User 689677 **Man**

Read Magazines

Recommended Magazines



User 823947 **1961** **Man**

Read Magazines

Recommended Magazines



PRODUCT RECOMMENDATIONS

User 734566 **Kvinna**

Read Magazines

Recommended Magazines



User 854572 **1978 Kvinna**

Read Magazines

Recommended Magazines



DIGITAL TRANSFORMATION AND CUSTOMER EXPERIENCE WITH AI

09:45

DIGITALISERING, ARTIFICIELL INTELLIGENS OCH
DIGITALTRANSFORMATION

10:15

AI I KONTEXTEN AV DIGITAL TRANSFORMATION
OCH CUSTOMER EXPERIENCE

10:45

AI-PROJEKT

BEST PRACTICE OCH HUR MAN GÖR



WHAT YOU NEED TO GET STARTED



COMMITMENT



DATA



COMPETENCE

DATA FOR AI-DRIVEN CUSTOMER ANALYTICS

For a 360° view of the customer



Descriptive:

Attributes
Characteristics
Demographics

Often found in CRM systems or sourced



Interaction:

E-mail, chat transcripts
Personal dialogues
Web clicks

Often found in Customer Service systems



Behavioral:

Orders
Transactions
Payments history
Usage history

Often found in ERP-systems



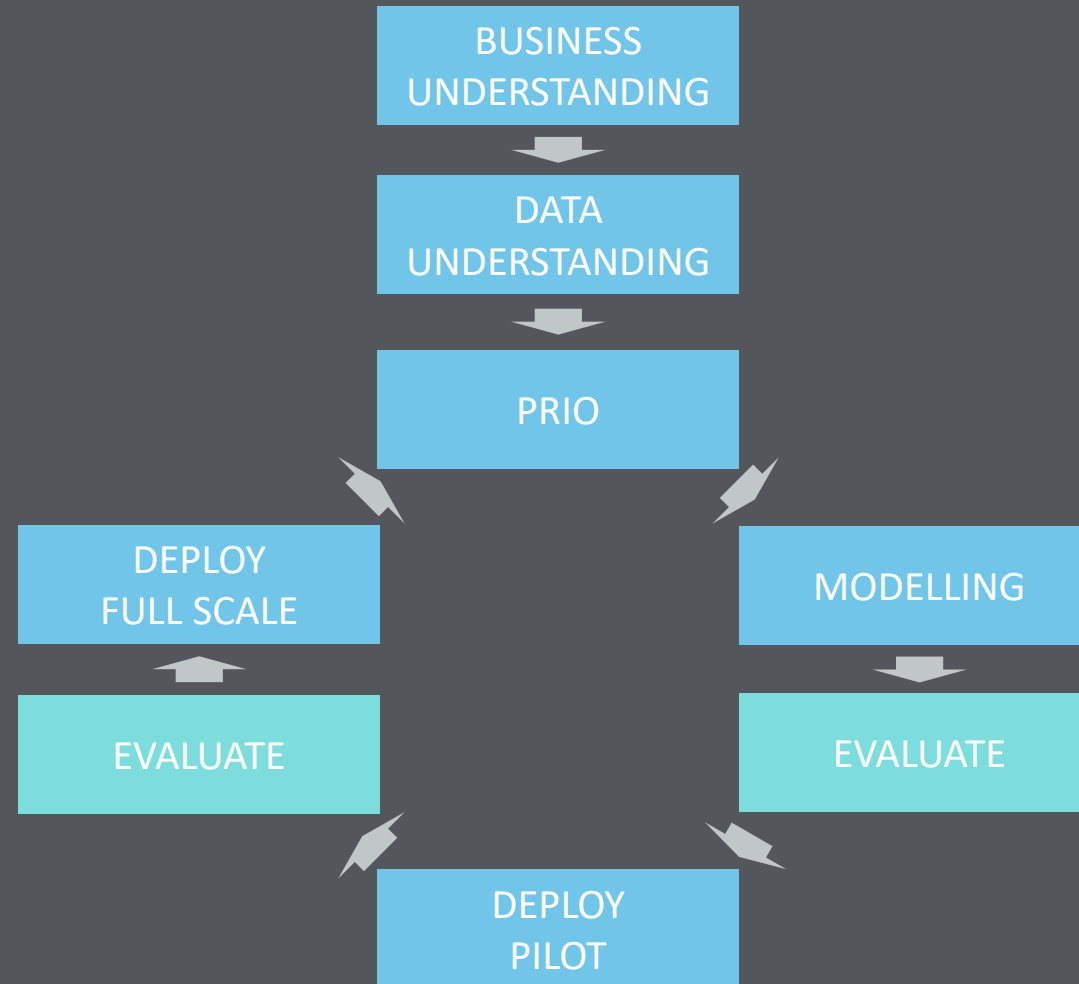
Attitudinal :

Opinions
Preferences
Needs

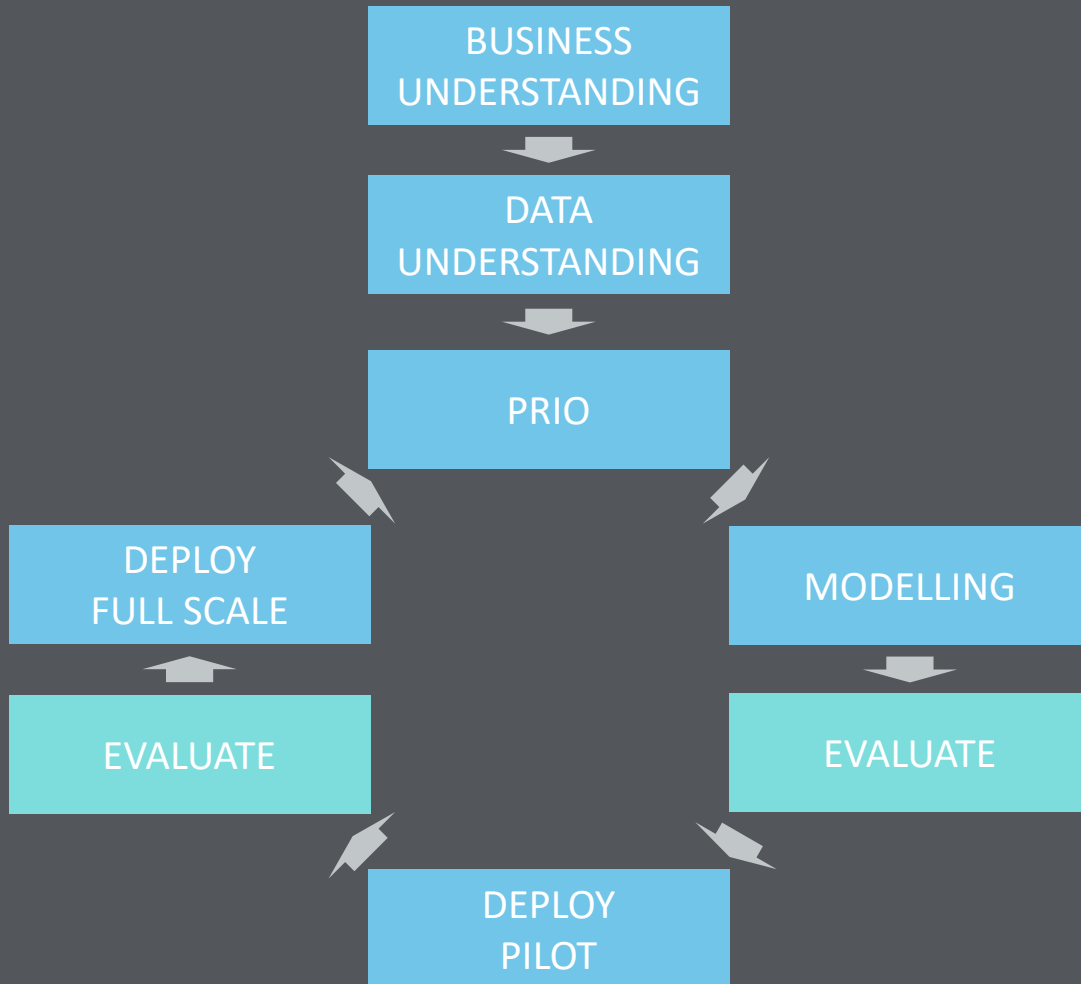
Often found in surveys or social media

THE AI-WORKFLOW

ROLES & TASKS IN THE AI-WORKFLOW



ROLES & TASKS IN THE AI-WORKFLOW



BUSINESS ANALYST

Work with the data and applies findings in the business



DATA ENGINEER

The architect for how data is to be stored, organized and flow through the business.



DATA SCIENTIST

Analysing the data for finding hidden insights and develops models for AI and Machine Learning

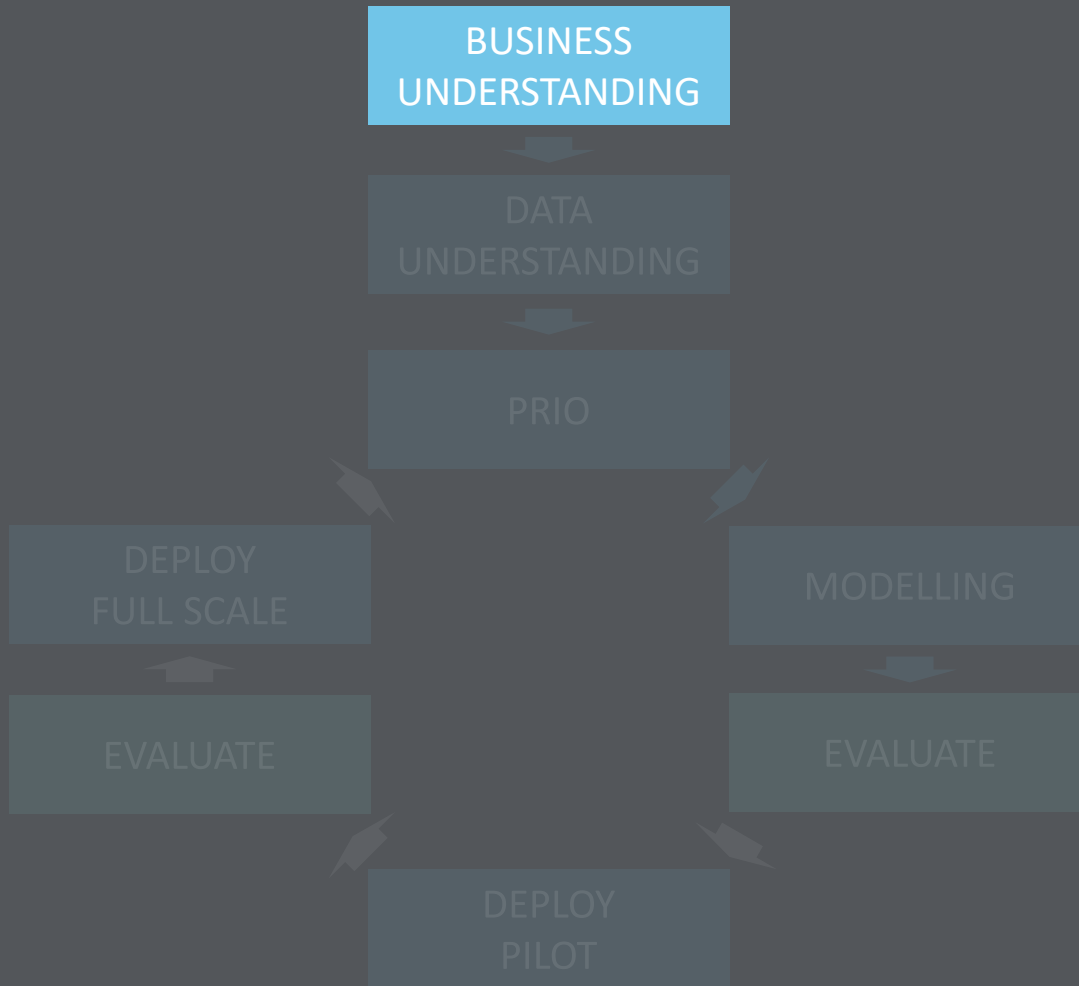


DEVELOPER

Works with integration and development of new apps for putting in production

HOW TO GET STARTED

ADVECTAS ANALYTICS WORKSHOP



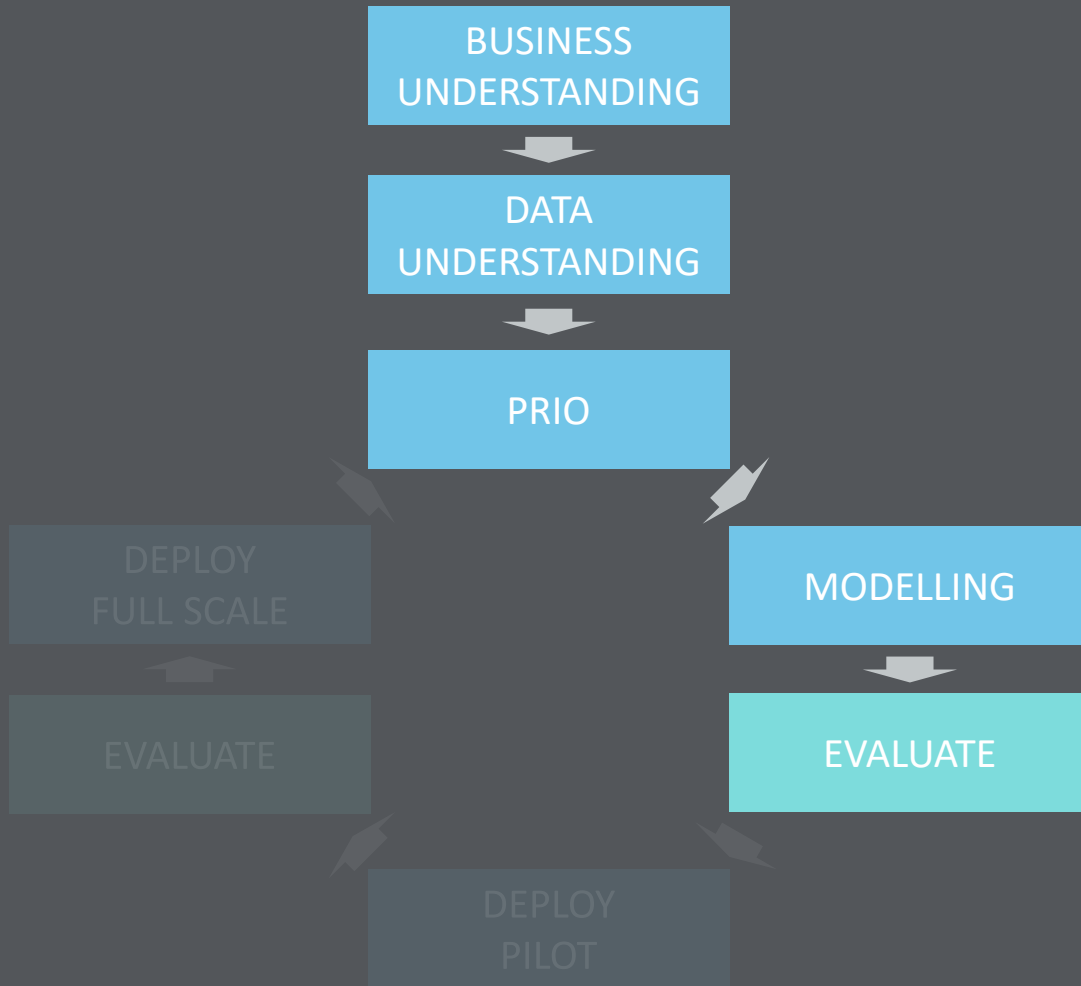
ADVECTAS ANALYTICS WORKSHOP

- You will learn more of what AI really can do
- We discuss more deeply how you can use AI in your Business

DELIVERABLES FROM A WORKSHOP

- Business Cases for your first AI Project
- Time and cost estimate for next step in the process – a JumpStart

ADVECTAS ANALYTICS JUMPSTART



ADVECTAS ANALYTICS JUMPSTART

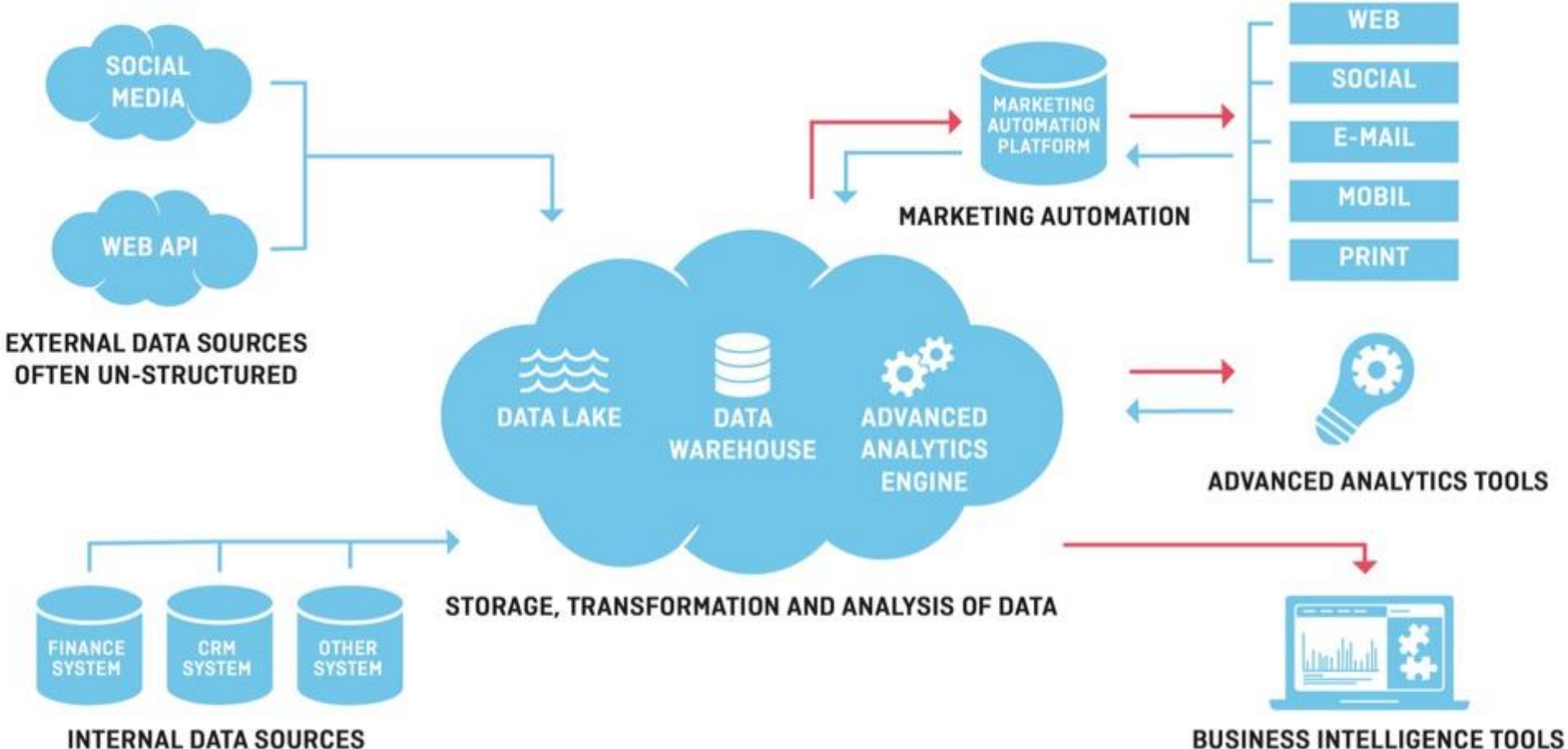
- Advectas Analytics JumpStart is a proven methodology, both academical and in practise
- Solely designed to help companies start their journey to become data driven
- It delivers the business case companies need to proceed with Analytics

DELIVERABLES FROM A JUMPSTART

- Documentation and Presentation
- Visualization of Result vs Expected result
- Time and cost estimate for next step in the process – a live pilot

REFERENCE ARCHITECTURE

PLATFORM FOR AI DRIVEN CUSTOMER ANALYTICS



TIME IS NOW - START TODAY



WORKSHOP

10 000:-



JUMPSTART

~150 000:-

ADVECTAS ANALYTICS WORKSHOP

- You will learn more of what AI really can do
- We discuss more deeply how you can use AI in your Business

DELIVERABLES FROM A WORKSHOP

- Business Cases for your first AI Project
- Time and cost estimate for next step in the process – an Analytics JumpStart

ADVECTAS ANALYTICS JUMPSTART

- Advectas Analytics JumpStart is a proven methodology, academical and in practise
- Solely designed to help companies start their journey to become data driven
- It delivers the business case companies need to proceed with Analytics

DELIVERABLES FROM A JUMPSTART

- Documentation and Presentation
- Visualization of Result vs Expected result
- Time and cost estimate for next step in the process – a live pilot

TACK FÖR ATT NI KOM 😊



Fredrik Prien
070-444 82 71
Fredrik.prien@advectas.se



Mikael Ene
0732-31 63 61
Mikael.ene@advectas.se



John Karlsson
0709-12 06 04
John.karlsson@advectas.se

A D V E C T A S

Excellence in your decisions