

Welcome

Customer moments

Summit #02

Today's program

09.00 - 09.15

Welcome

Henrik Carentius, Commercial Director, Nordliö

09.15 - 09.50

"Are you ready for big changes - again?"

Jan Køhler, Director of CX Strategy, Creativity & Innovation, Nordliö

09.50 - 10.00

Break and networking



10.00 - 10.45

Mylans CX-resa.

Eva Enander talar om arbetet med digital transformation i ett globalt Medico-företag.
Eva Enander, Head of Global Marketing Digital, Mylan

KI. 10.50 - 11.50

Panel discussion

11.50 - 12.00

Where do you begin?

Henrik Carentius, Commercial Director, Nordliö

Customer Moments



The good Customer Experience.

A true story.



matas

matas

matas

Who am I?

Meet Pernille – one of Nordlið's skilled copy writers. This her story:

- I have been a member of Club Matas for +10 years
- I am a VERY loyal customer!
- I have no idea where my plastic membership card is
- I no longer use the email address attached to my profile
- **But** I faithfully say my phonenumber to the Matas Shop Assistant everytime I shop, to get my discount.



"I've no idea where my plastic membership card is"

matas

The image shows the exterior of a Matas store. The store's name 'matas' is written in a large, dark blue, serif font above the entrance. To the left of the entrance, there is a white promotional sign with red polka dots. The sign features the text 'NETOP NUI Clubmatas' and a green circular badge that says 'SPAR 25%'. Below this, there is a small image of a product. To the right of the entrance, there is a display for Clinique products, including a large box and a stack of black boxes. A person is walking past the store, blurred. The interior of the store is visible through the glass entrance, showing shelves stocked with various products.

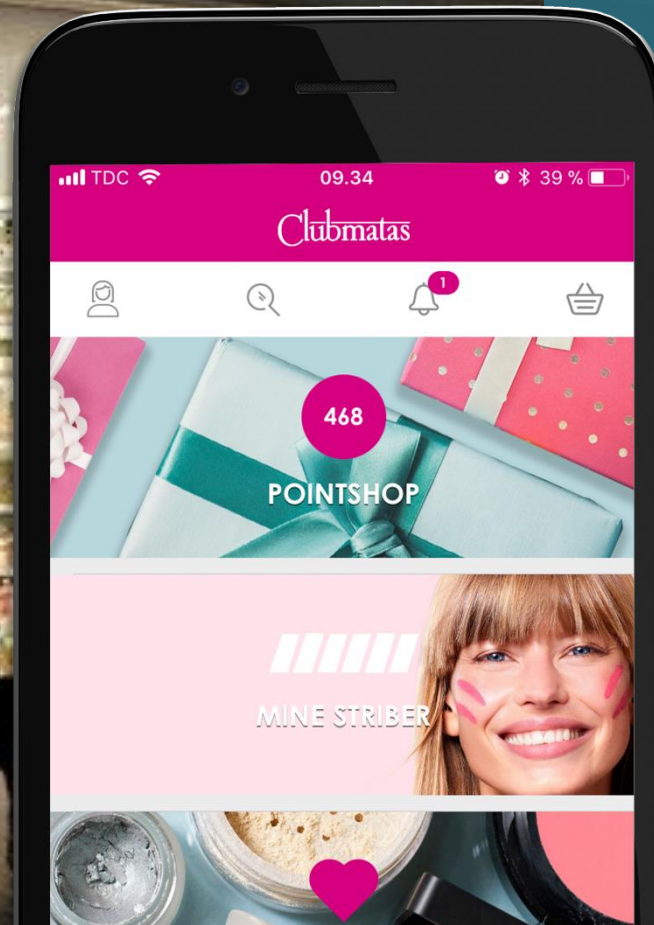
I experience something special ...

- I visit a Matas, I do not usually visit
- I have a good shop experience
- When I go to pay, I say: 'I do not have my card, but I think, you can pick up my information via my phone number?'
- I pay, get my membership discount and everybody is happy, but

Here comes the golden moment ...

matas

I experience something special ...



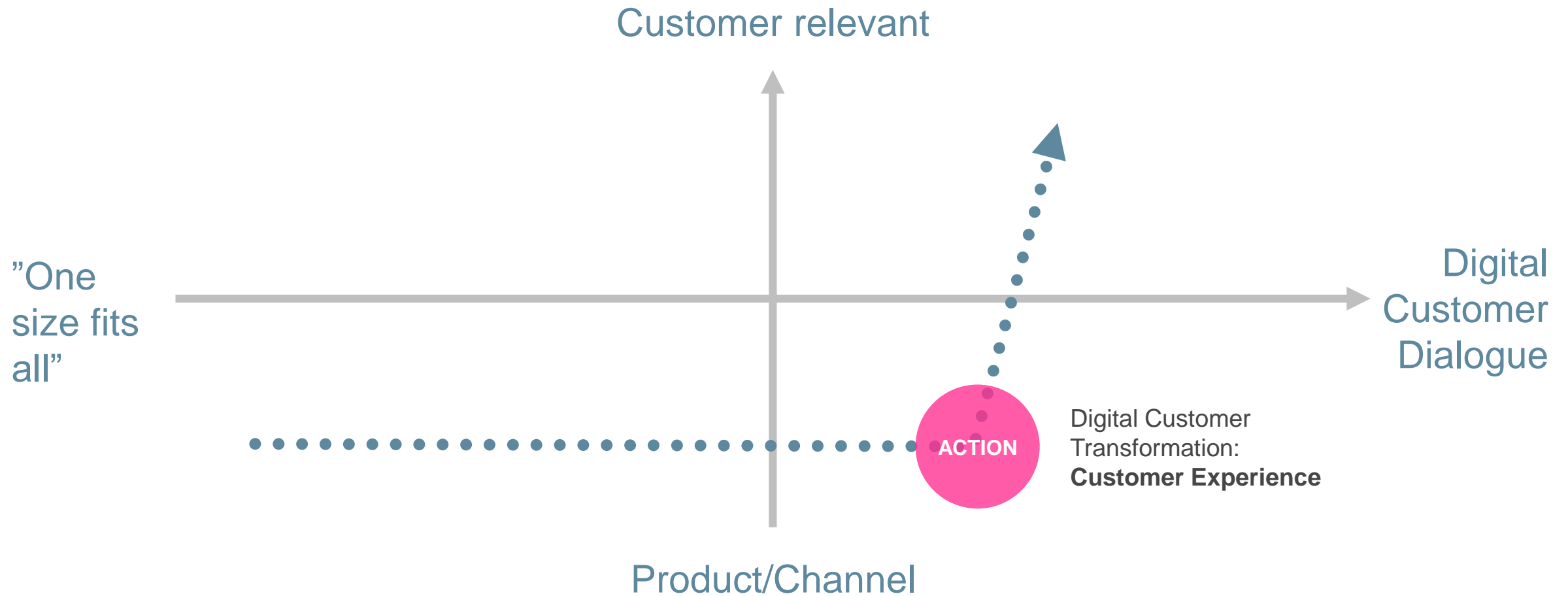
- The shop assistant ask me if she can send me a text message with a link to the Club Matas App. This way I always have my membership card on me and can see my membership deals
- I'm quite surprised - my deals? Thank you very much to the very nice Shop Assistant
- 1 minute later I receive a text message with a link to download the app. The app is already set up for me with my info, my points, deals and discounts.

I am suddenly a very happy customer with a lot of points on my account and a really cool app.

What a great experience!

Digital Customer Transformation

Digital Customer Transformation



+ 55 SPECIALISTS & SENIOR ADVISORS

We provide consultancy and management across the digital disciplines. We have strategic advisors, concept and content creators, UX, frontend and backend developers, MA campaign specialists and project managers.

AWARDS & CERTIFICATIONS

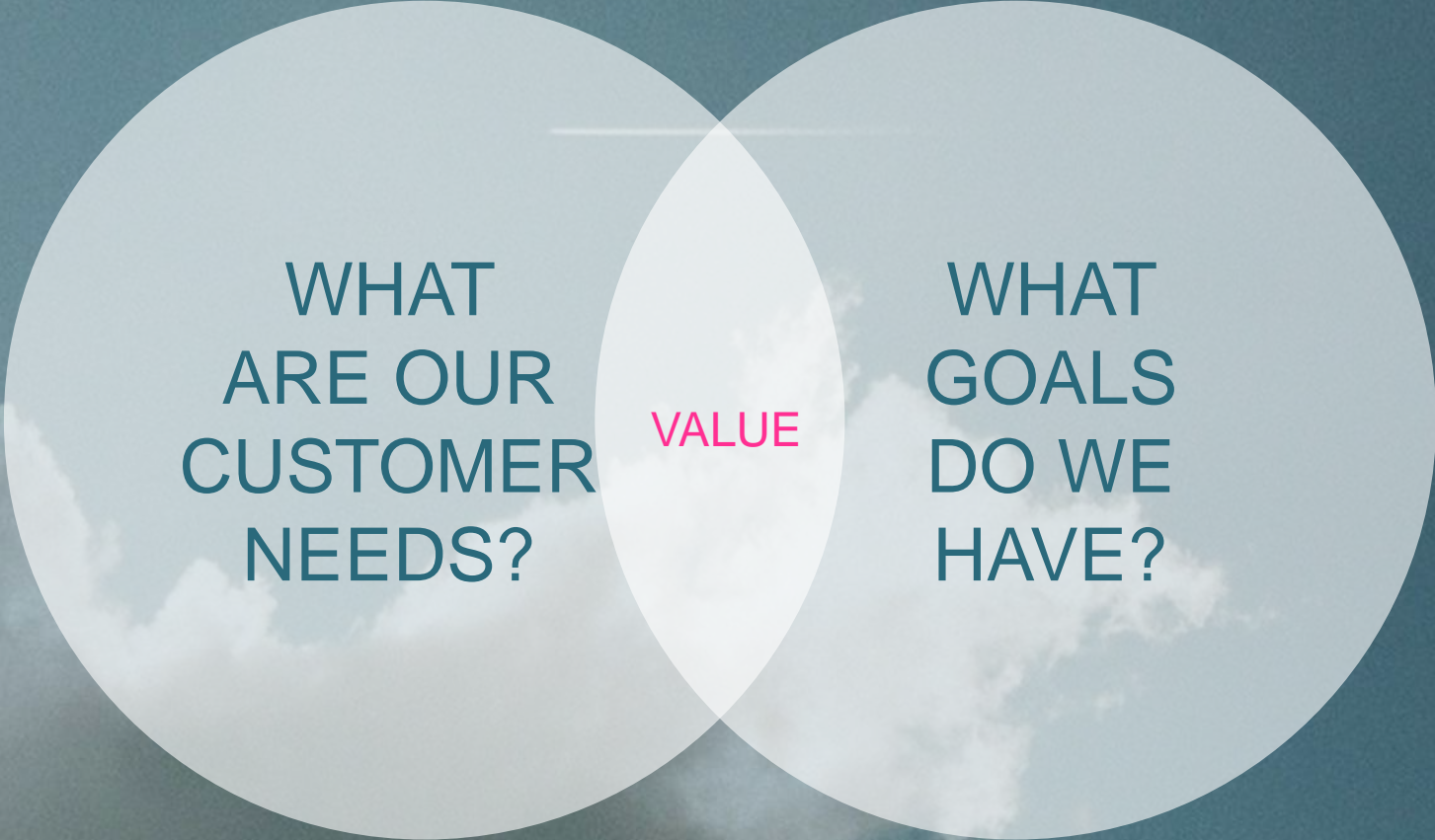
Nordlið has a long and colorful history of winning prizes in Digital Marketing and is one of the leading certified marketing automation companies in the Nordic region.



Are you ready for big changes - again?

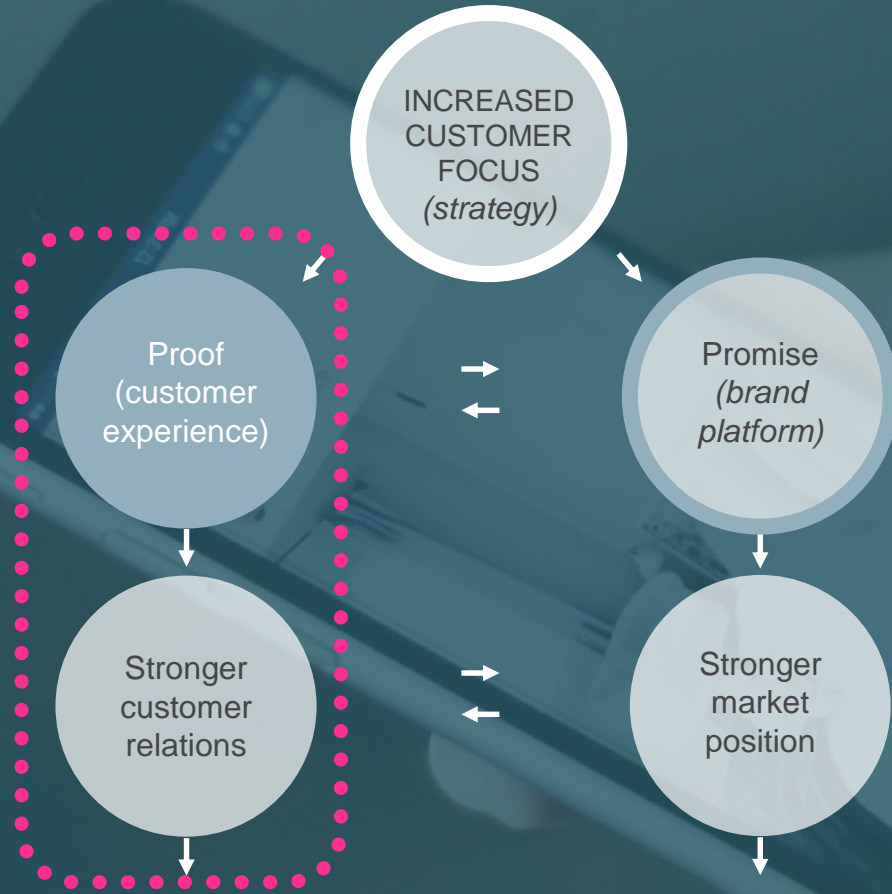
Jan Køhler, Director of CX Strategy, Creativity & Innovation, Nordlið

From "push" ...
... to "pull"



Tomorrow:
Emotional relation

- Offer experiences
- Giving value
- Based on customer insights
- When it is most relevant



Today:
Transactional relation

- Push product
- Campaign bursts
- Cross channels
- Without customer insights



The rational makes us think.
The emotional to act.

Digitization
Globalization
Complexity
Environmental Challenges



Circular economy
Transformation Economy
Shared Economy



Less rational and materialistic
More emotionally and existentially



Consumption Society ▶ Access Society



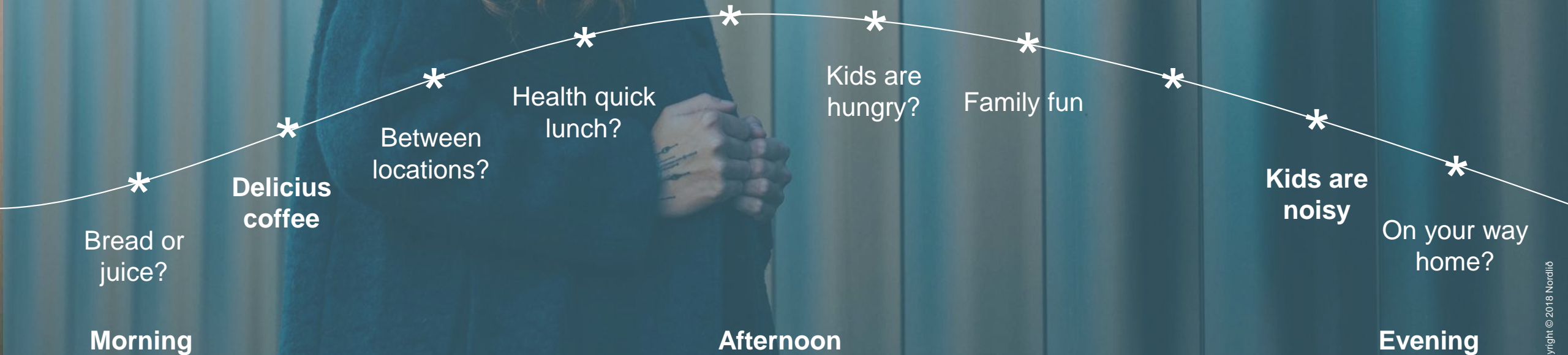
From general to specific

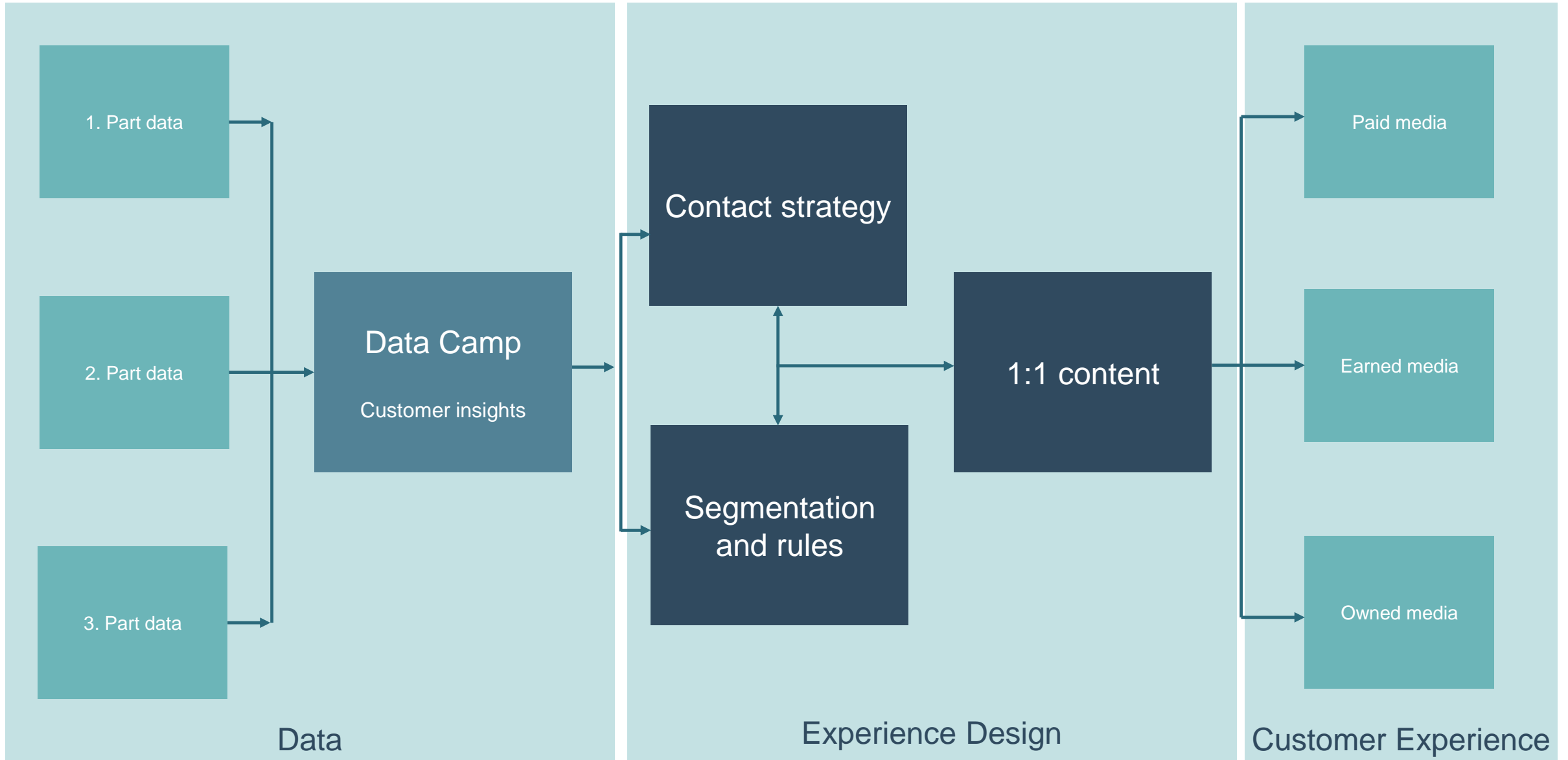
Cases

Alm. Brand Bank

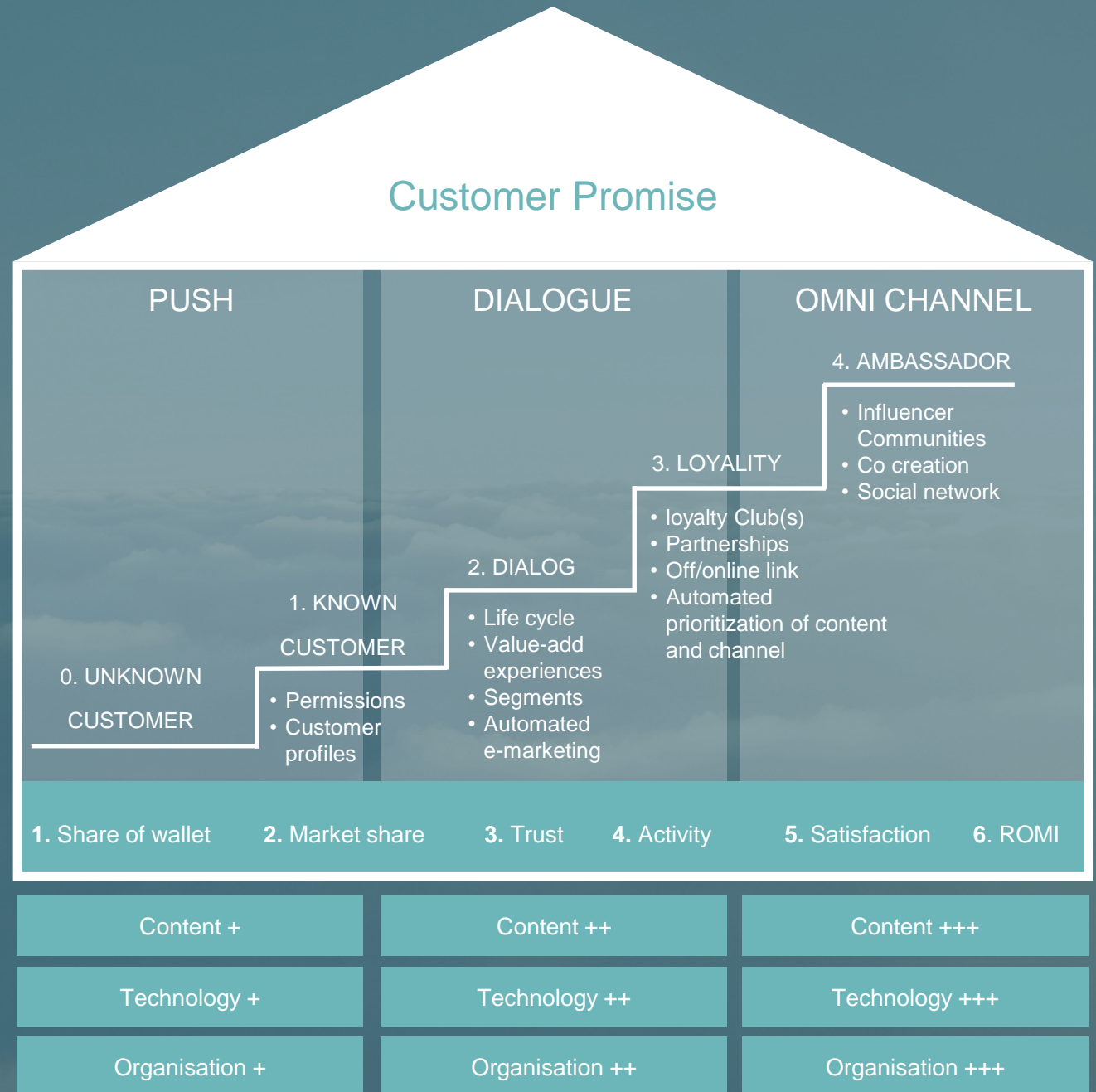
- Pengeliv (Utility)
- First meeting (Marketing automation)

Every day in the life of your customers consists of **moments** you can capture to **make a difference**





CX Strategic house



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Panel discussion

#1

How do we create the best experiences around our products?

#2

How do we use Customer Experience actively in tomorrow's marketing technologies?

#3

How do we enable our data to create strong customer experiences?

Win a workshop with Nordlið


Sign up with your email - and receive our inspirational newsletter Moments with content on Customer Experience

- Write your email in Sli.Do
- Participate in the drawing of a 3-hour workshop with Nordlið, where we work to describe your key Customer Moments

If you send us your email, you give permission to receive emails, newsletters and invitations to events from Nordlið.

WIN

Nordlið



Hej

Du har nu modtaget tre e-mails fra os, med artikler der alle har forskellige vinkler på Customer Experience. Jeg håber selvfølgelig, at du er blevet inspireret. Hvis du ikke har nået at læse artiklerne, kan du finde links til dem nederst i e-mailen.


Vi vil naturligvis altid gerne dele vores erfaringer og viden, så har du lyst til, at vi skal mødes med dig og dine kollegaer, kan du skrive til mig her:

[Send mig en e-mail](#)

Jeg håber at høre fra dig!

Bedste hilsner
Lasse Nygaard Christensen
 CEO, Nordlið

Nordlið er et dedikeret team af specialister, der leverer rådgivning og ledelse på tværs af alle digitale discipliner. Nordlið har strategiske rådgivere, koncept- og contentskabere, UX'ere, Business Analysts, frontend- og backend-udviklere, Marketing Automation specialister og projektledere. Og vi har alle en stor passion for at give vores kunder og vores kunders kunder de bedste kundeoplevelser.



"Customer Experience har succes - og det er der 4 gode grunde til"

af Lasse Nygaard Christensen, CEO, Nordlið