



A man in a dark suit and green tie is looking down at a laptop. The laptop is on fire, with sparks and smoke rising from it. There are other devices on the desk, including a tablet and a smartphone, also appearing to be affected by the fire. The background shows a city skyline at night. The text is overlaid on a semi-transparent dark band across the middle of the image.

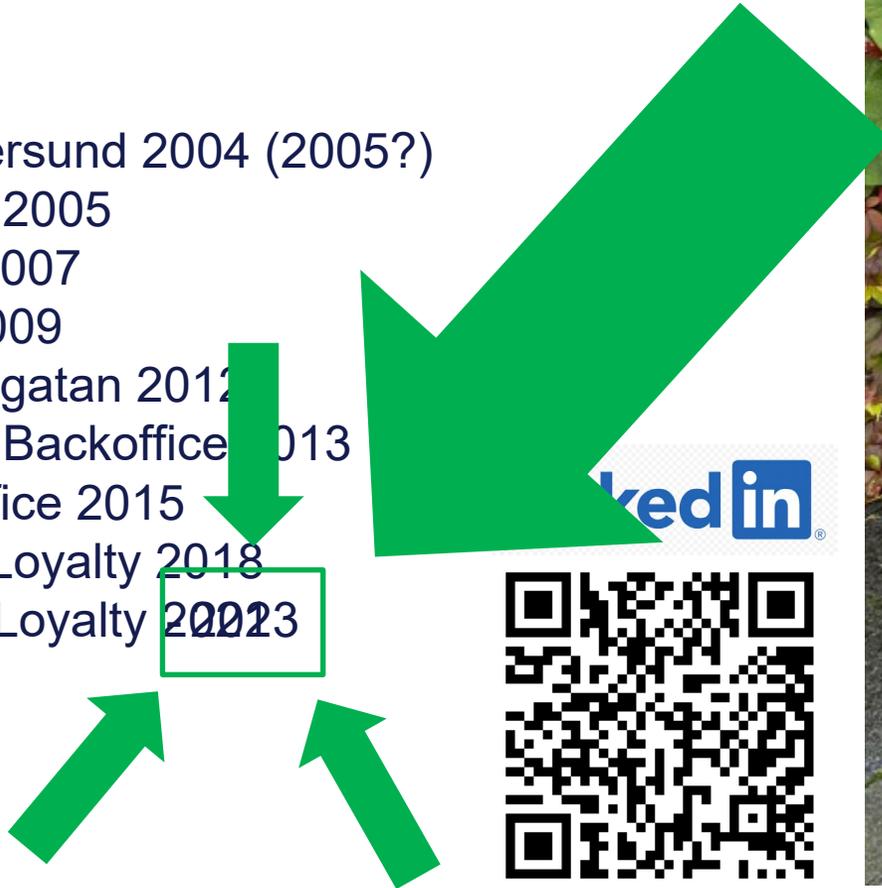
.....OR MY BIGGEST PITFALL AND SOME TIPS



ANDREAS EINESSON

- Andreas Einesson 44år
 - Anna, Jack och Bill
- Bromma/Stockholm Född Östersund.

- Department manager Östersund 2004 (2005?)
- Store manager Östersund 2005
- Store manager Barkarby 2007
- Store manager Häggvik 2009
- Operation manager Kungsgatan 2012
- Marketing Coordinator SE Backoffice 2013
- CRM manager SE Backoffice 2015
- Nordic Head of CRM and Loyalty 2018
- Nordic Head of Customer Loyalty 2023





WE HELP EVERYONE ENJOY AMAZING TECHNOLOGY

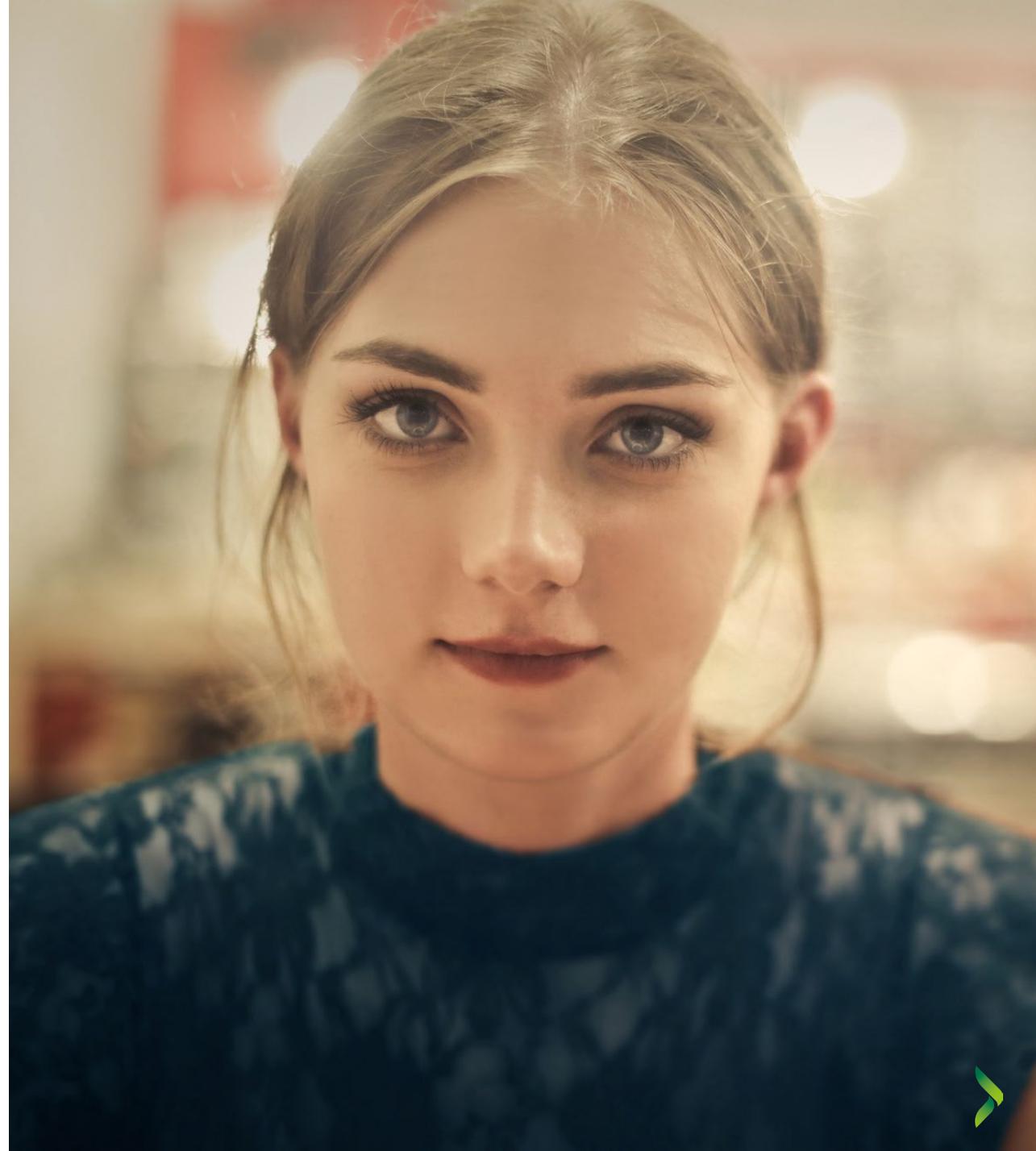
OUR PURPOSE is to help everyone enjoy amazing technology in an affordable and sustainable way.

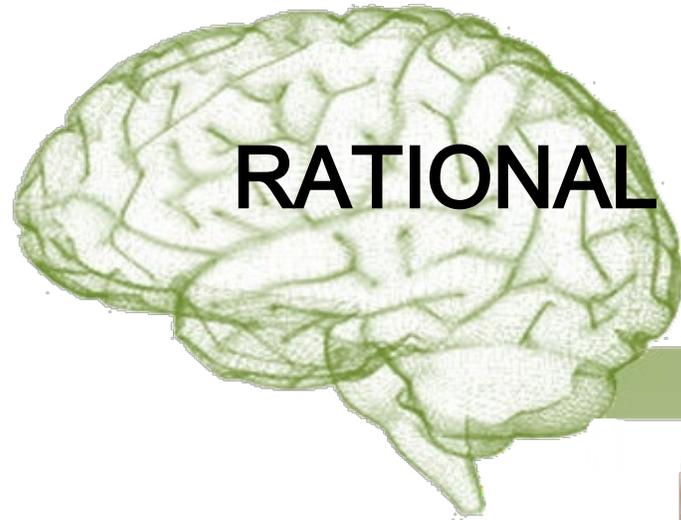
We want happy customers and are not satisfied with that one sale. If our customers see us as a trusted advisor who always have their best interest in mind, they will come back again and again.



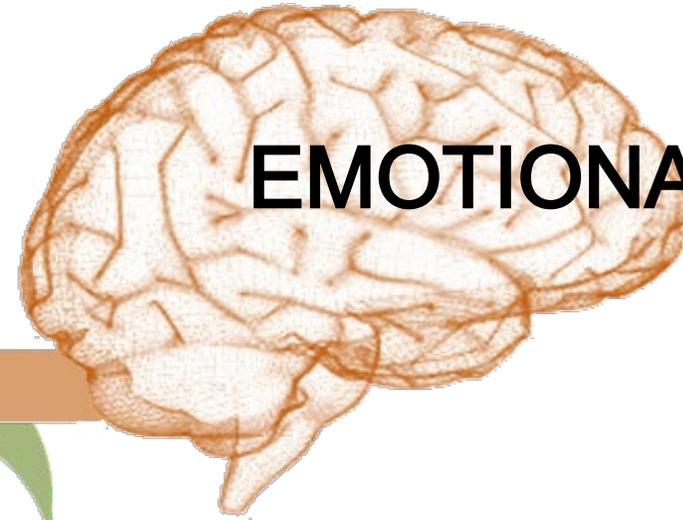
CUSTOMER EXPECTATIONS:

“I EXPECT THEM TO ANTICIPATE AND SOLVE MY PROBLEMS. AND I AS A LOYAL CUSTOMER SHOULD GET THE GREAT CUSTOMER EXPERIENCE AND THE BEST DEALS”





RATIONAL



EMOTIONAL

REWARDS

“I get my money’s worth”

- Offer
- Transaction
- Points
- Dollars
- Calculations
- Mercenary

RECOGNITION

“I am a valuable customer”

- Community
- Special access
- Special privilege
- Exclusive benefits
- Preferred pricing
- Experiences

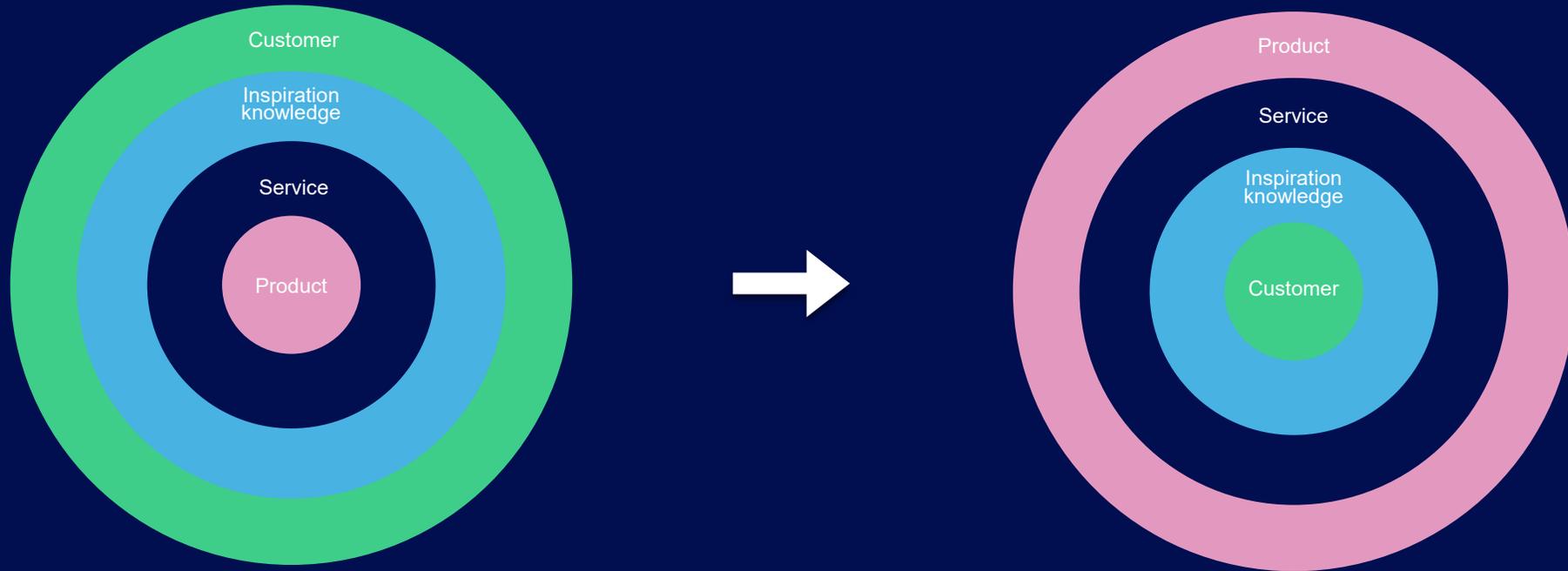
Long term loyalty



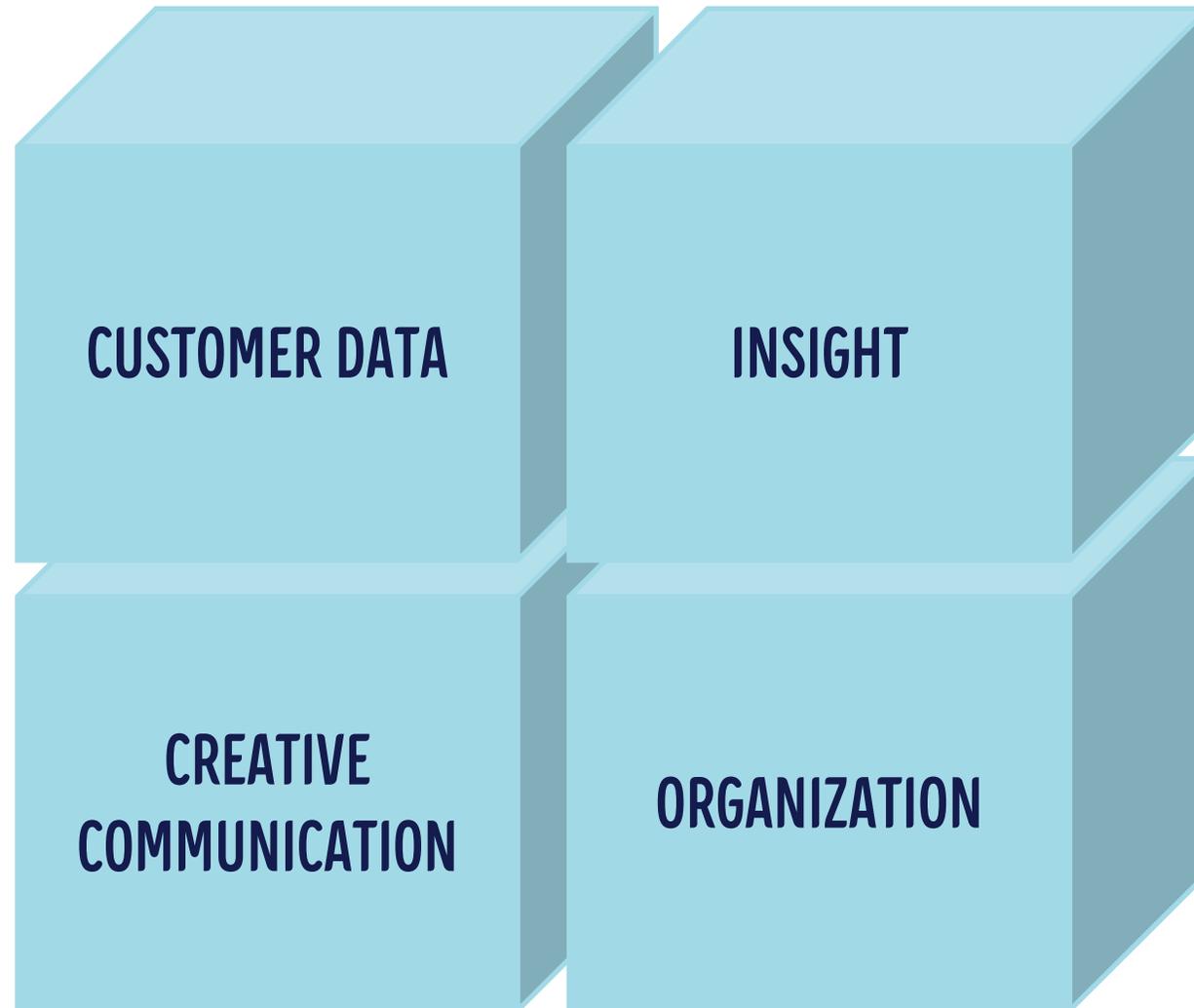
A glowing blue sphere is held by two hands, one on the left and one on the right. The sphere is the central focus, emitting a bright blue light. The hands are positioned as if supporting or presenting the sphere. The background is dark, making the glowing sphere stand out. The word "CUSTOMER" is overlaid in the center of the sphere in a bold, white, sans-serif font.

CUSTOMER

FROM PRODUCT CENTRIC TO CONSUMER CENTRIC



FOUR PILLARS TO GO FROM PRODUCT CENTRIC TO CUSTOMER CENTRIC





DATA & INSIGHT TO CUSTOMER VALUE

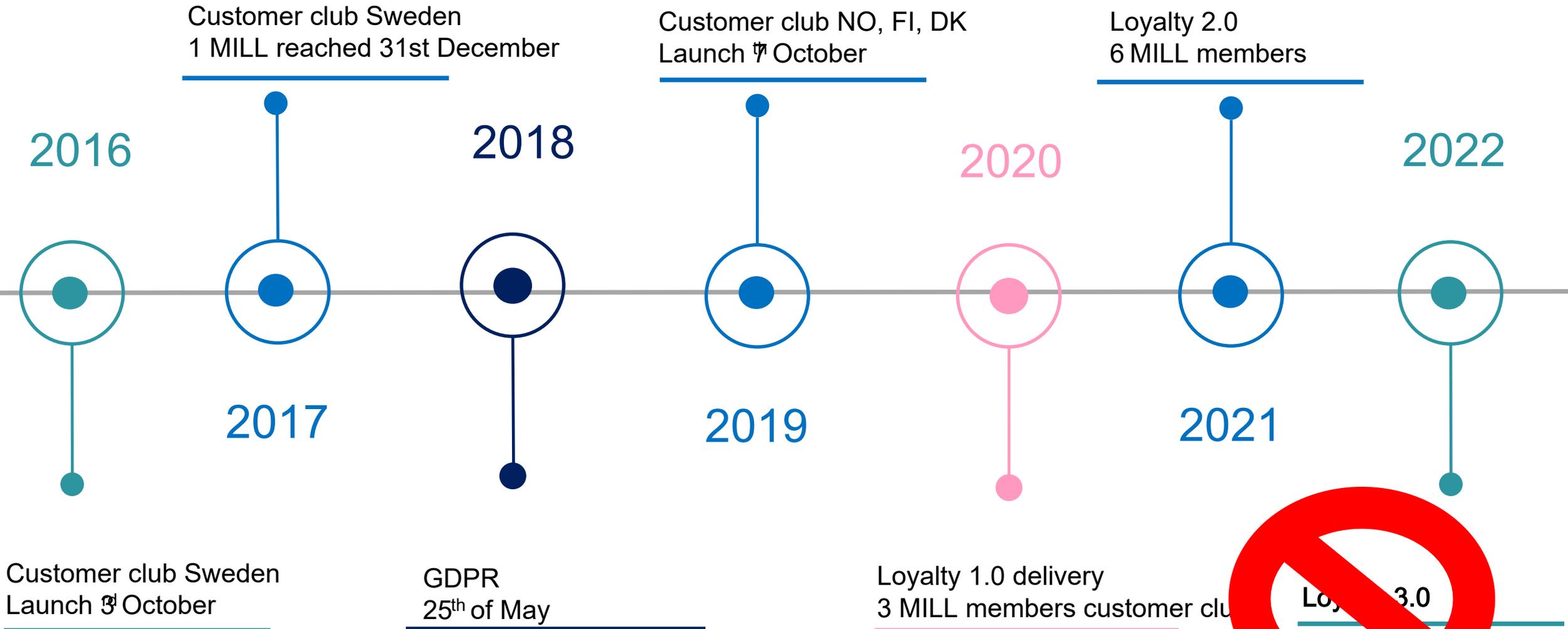




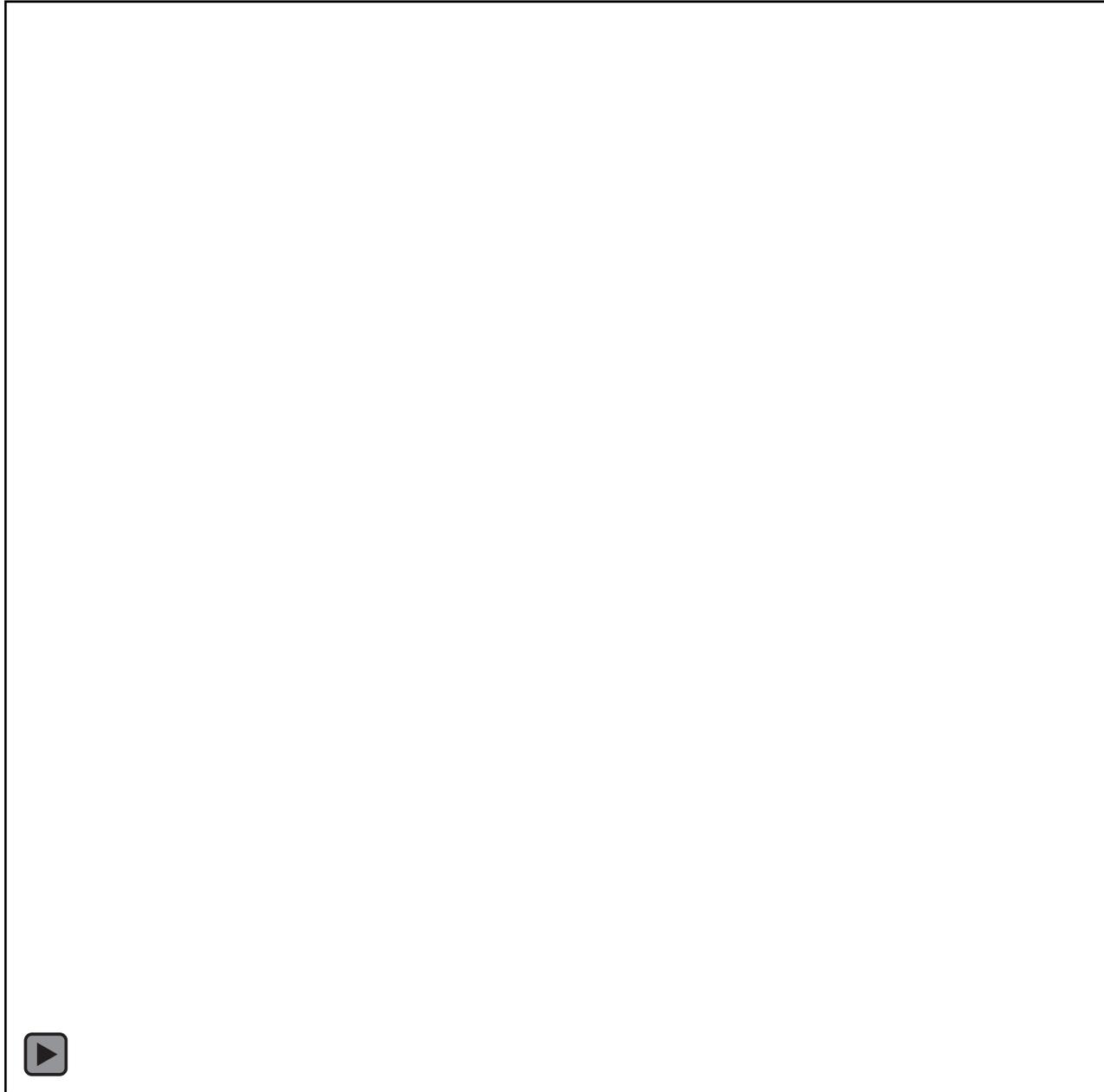
ELKJØP / ELGIGANTEN CUSTOMER CLUB

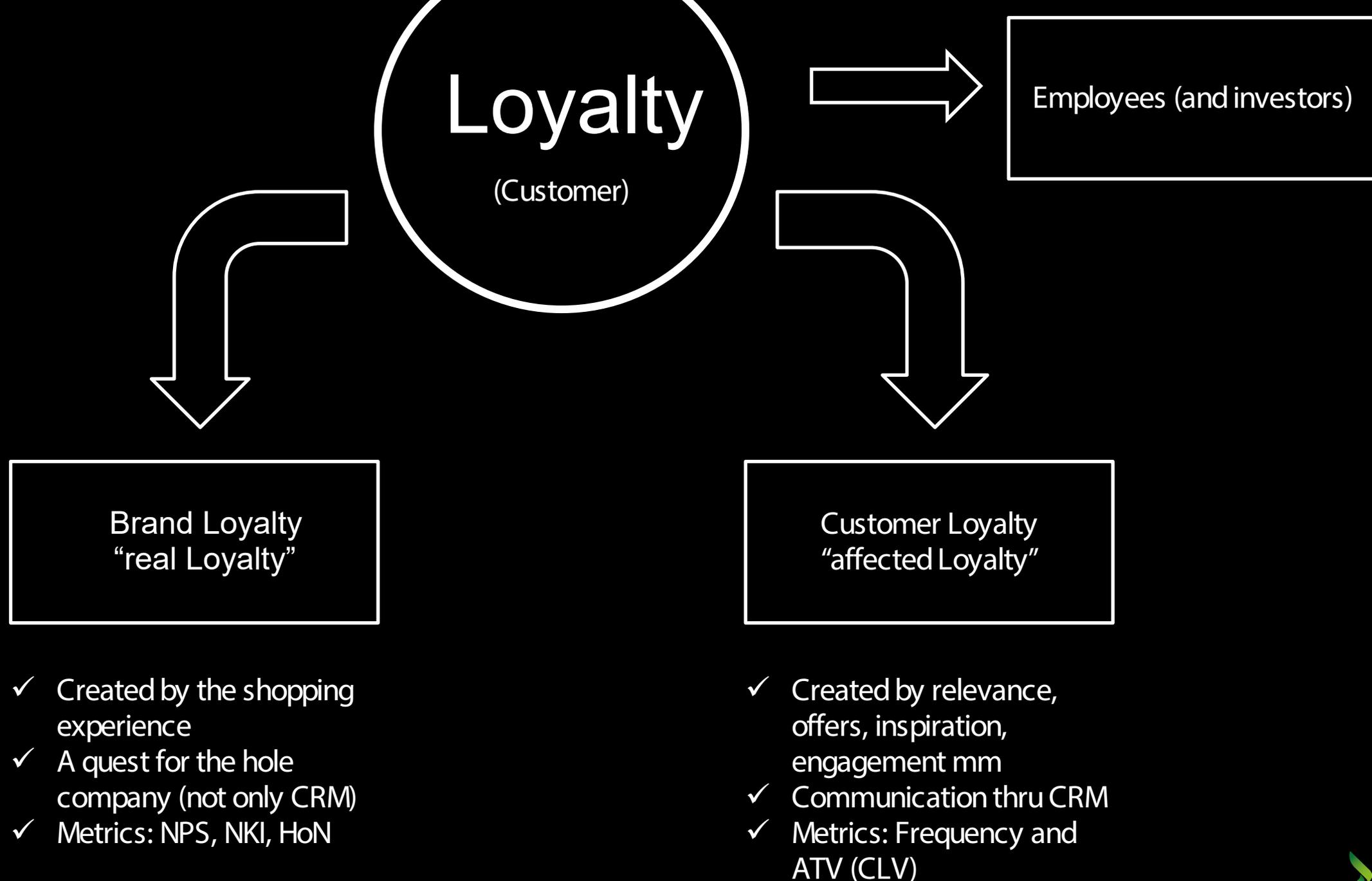


PROJECT DEVELOPMENT CUSTOMER CLUB AND LOYALTY IN ELKJØ



PROCESS FOR STAKEHOLDER APPROVAL





A woman with long brown hair, wearing a light blue cardigan, is smiling and looking towards a man whose back is to the camera. They are in a classroom with a chalkboard and other students in the background.

**I'M JUST A LOYALTY MANAGER, STANDING IN FRONT OF
THE STAKEHOLDERS, ASKING THEM TO LOVE THE
CUSTOMERS!**

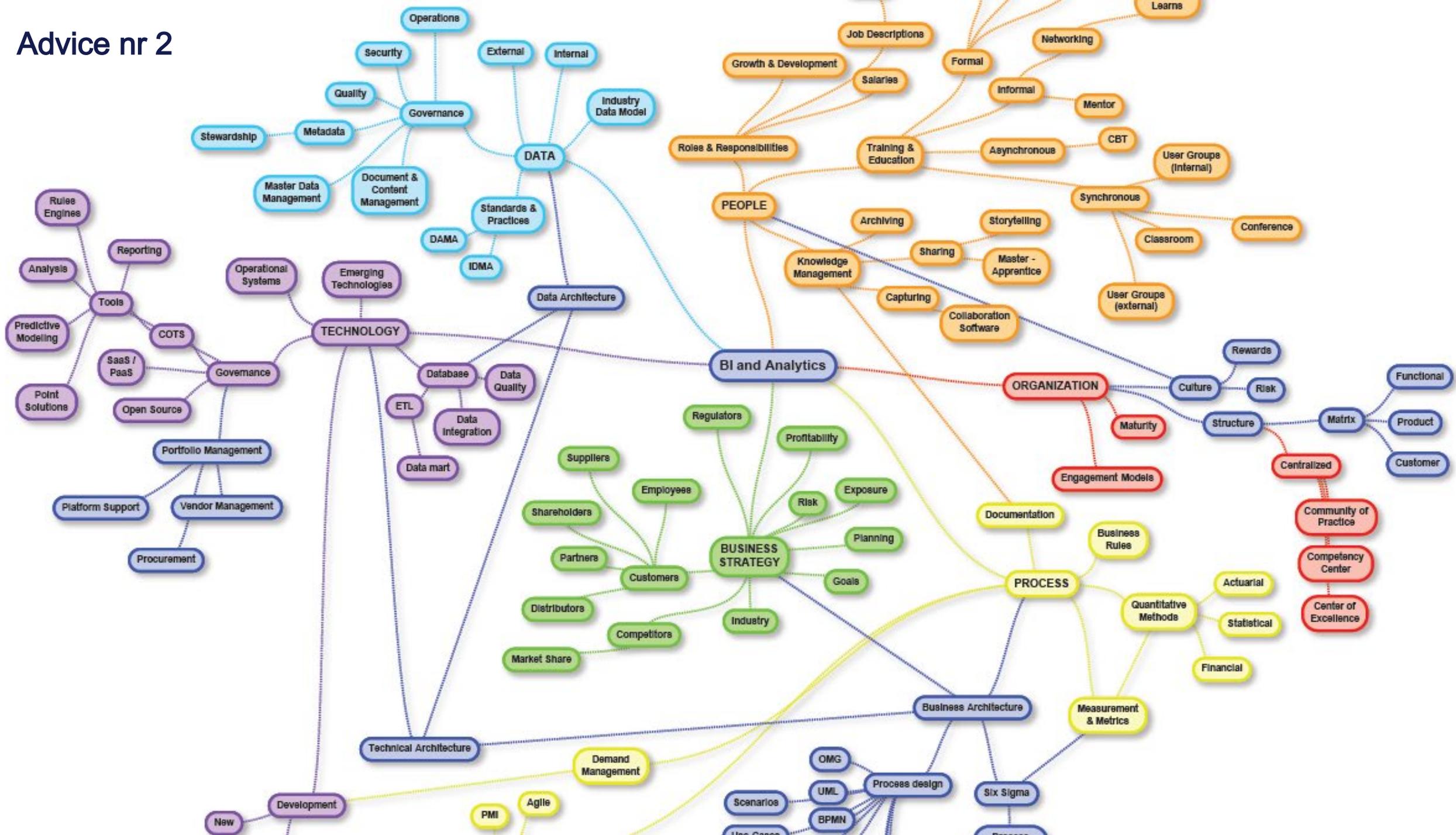




DON'T ADD NEW KPI'S FROM START



Advice nr 2



REVENUE?

REVENUE!

DESCRIBE THE VALUE FOR DIFFERENT



CUSTOMER LIFETIME VALUE

— CALCULATION —



The equation shows LTV (Lifetime Value) in a yellow box with a coin icon, followed by an equals sign. To the right are three terms: 'A' (Average Value of Sale) in a pink circle with a dollar sign icon, 'T' (Number of Transactions) in a purple circle with a hash sign icon, and 'R' (Retention Time Period) in a teal circle with a clock icon. Each term is followed by a multiplication sign 'x'.

$$\text{LTV} = A \times T \times R$$

Lifetime Value = Average Value of Sale x Number of Transactions x Retention Time Period



The equation shows CLV (Customer Lifetime Value) in a teal box with a clock icon, followed by an equals sign. To the right are two terms: 'LTV' (Lifetime Value) in a yellow box with a coin icon, and 'M' (Profit Margin) in a teal circle with a pie chart icon. Each term is followed by a multiplication sign 'x'.

$$\text{CLV} = \text{LTV} \times M$$

Customer Lifetime Value = Lifetime Value x Profit Margin

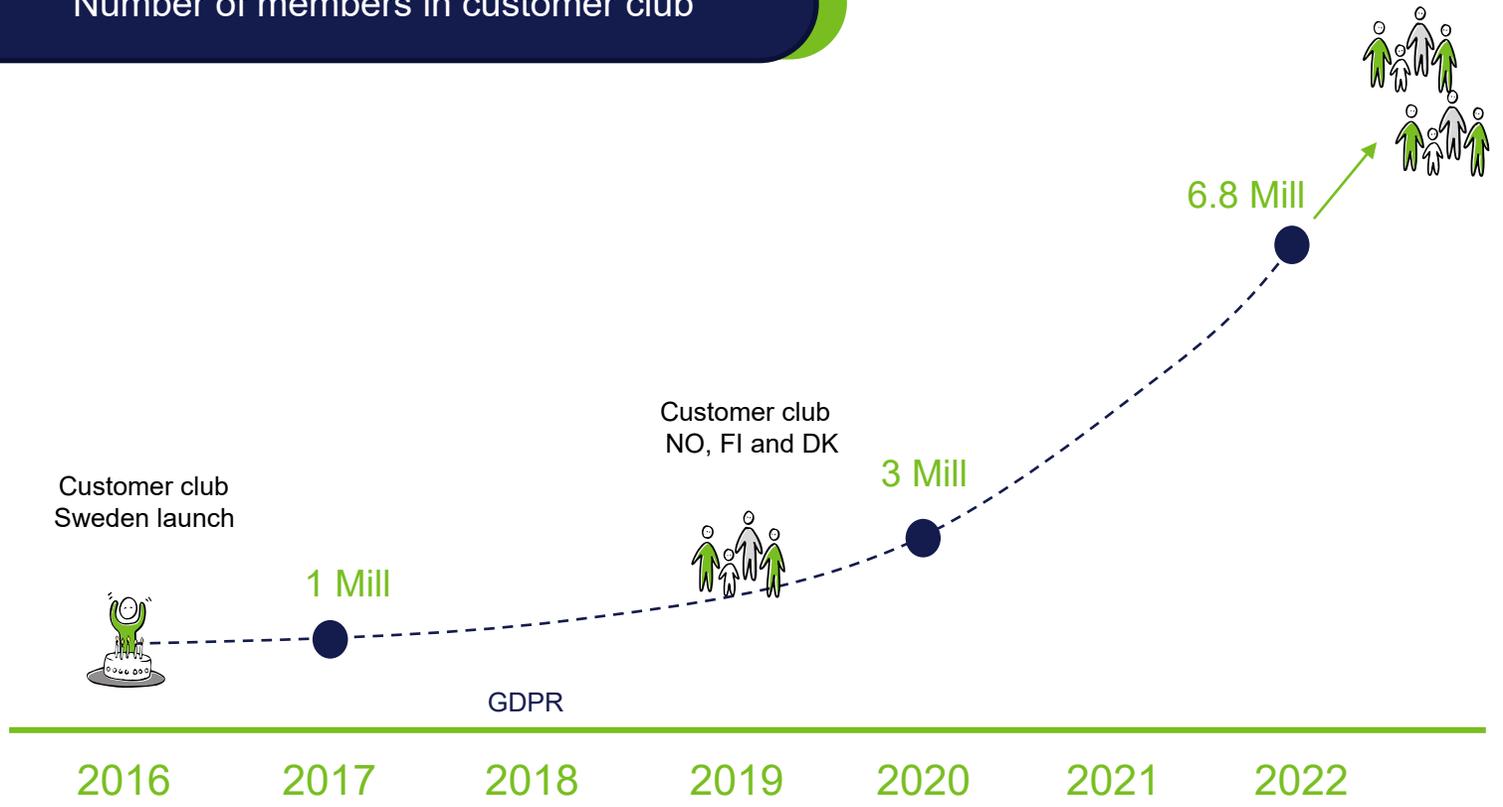


DESCRIBE YOUR GOAL AS SIMPLE AS POSSIBLE



OUR MEMBER BASE HAS EXPERIENCED STRONG GROWTH SINCE LAUNCH AND IS AN EXTREMELY VALUABLE ASSET

Number of members in customer club



Members are more profitable compared to nonmembers.

 **+XX%**
Increased retail GM per club members vs identified non members

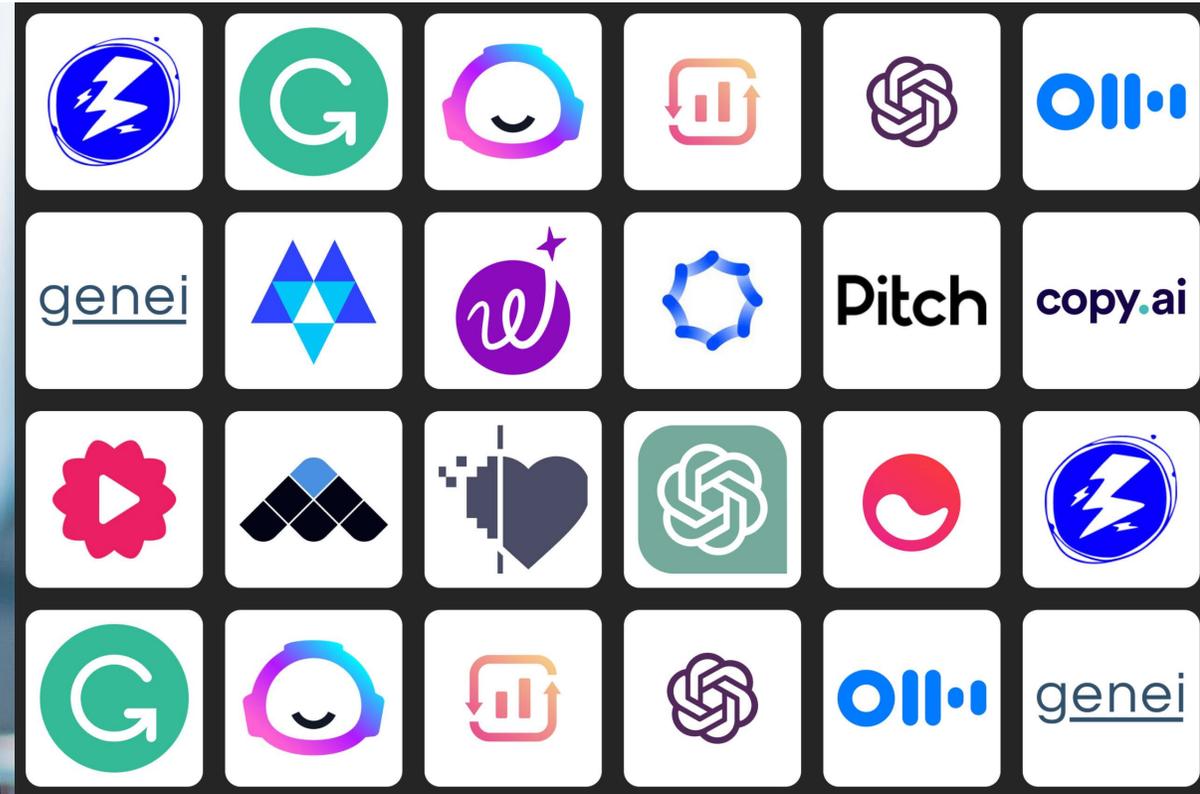
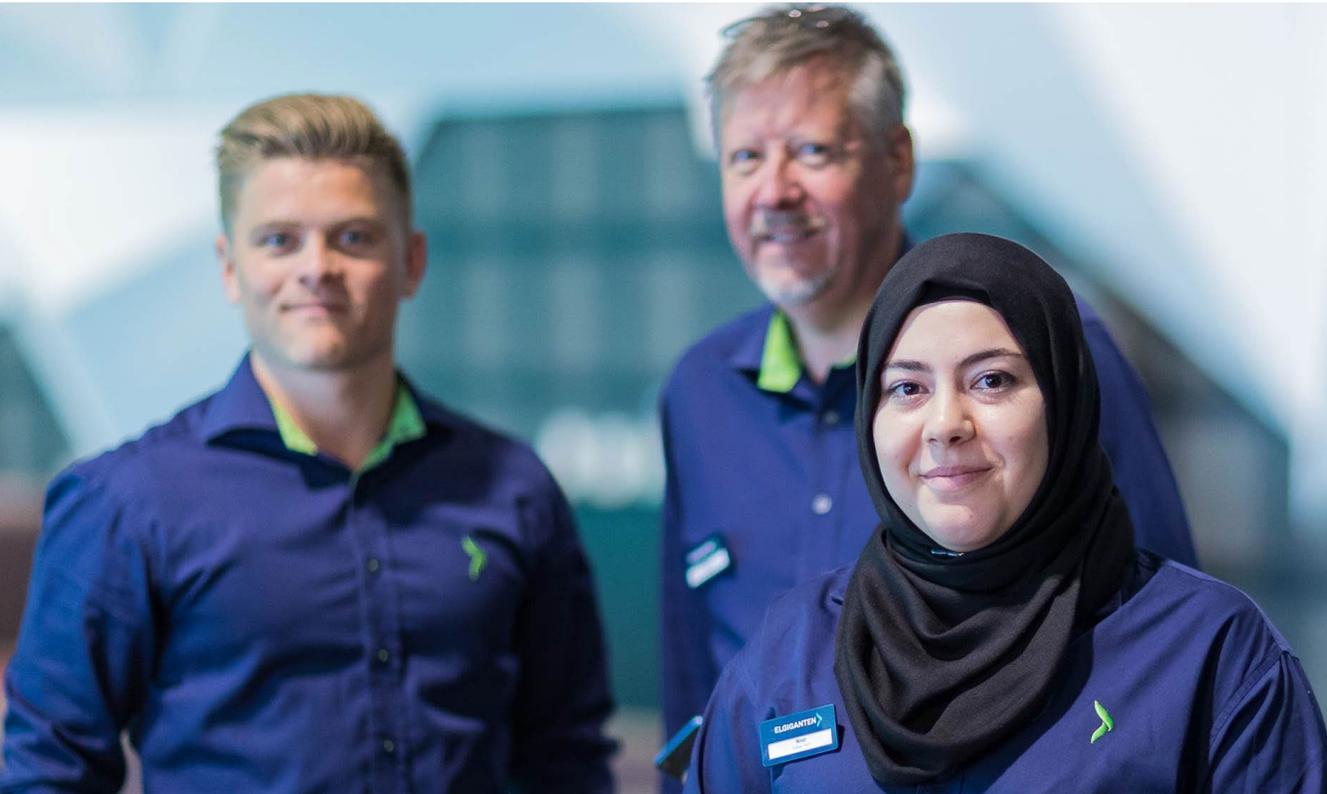
 **+YY%**
Revenue from club members versus nonmembers





STORE STAFF MAKE THE DIFFERENT!

Advice nr 4 + trend spotting





THE FUTURE OF LOYALTY IS GREAT!



THANK YOU!

