Omnichannel and Customer Loyalty

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Who’s speaking?

- Rasmus Houlind
- Chief Strategy Officer at Agillic
- Author of the Omnichannel Book ”Make it all about me, and I’ll buy it!”
- 11+ years in from Digital Agencies

- Contact:
- dk.linkedin.com/in/houlind
- rasmus.houlind@agillic.com
- Tlf. 53 88 65 55
- www.agillic.com

What is omnichannel marketing?

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storytel

HOW DO WE CREATE AS MANY SEAMLESS CUSTOMER JOURNEYS WITH AS FEW RESOURCES AS POSSIBLE?

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Working with omnichannel marketing

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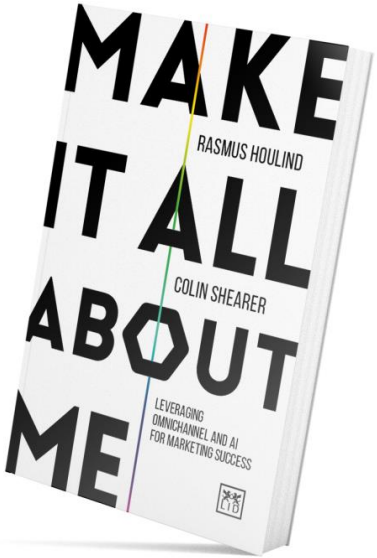
More than a book...



- 80+ professionals
- 6 expert panels
- 6 roundtable sessions
- Countless interviews
- Approved by The Chamber of Commerce
- Gathering data through maturity assessment survey
- More than 800 respondents
- More than 4000 copies sold

Jyllandsposten: ”The book is targeted for people managing sales and marketing. The author hits the bullseye with this book.”
***** - Ulla Bechsgaard

Børsen Executive: ”Rasmus Houlind has written a book, that should be on the shelf in every marketing department.”
**** - Henrik Ørholst

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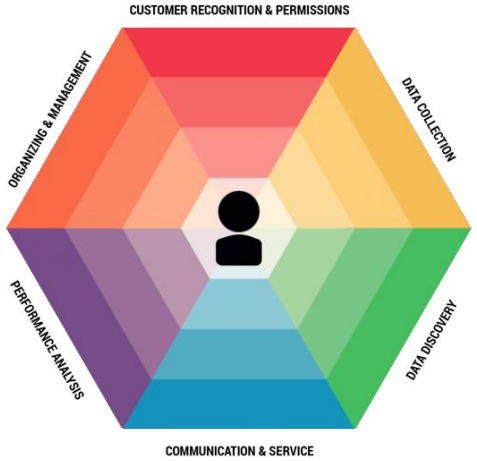
How do the best in class work with omnichannel?

1. They recognize the customers and ask for permission to speak
2. They collect data systematically from all touchpoints
3. They discover insights and correlations from their data
4. They use data and insights in their communication and service
5. They analyze performance using customer metrics
6. They have organized themselves effectively around omnichannel



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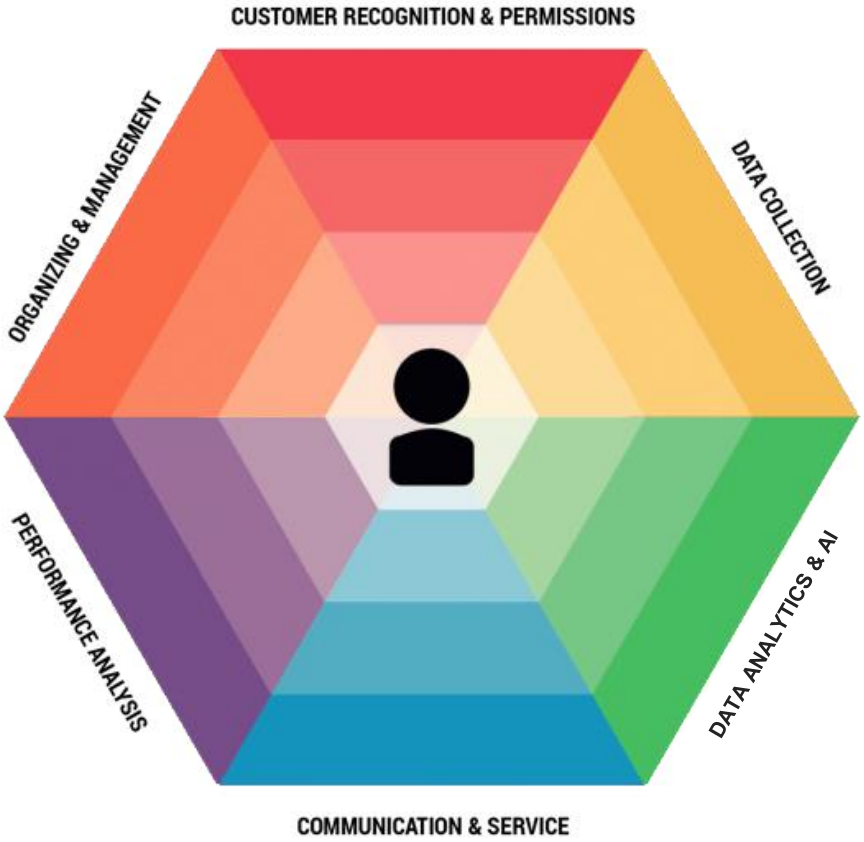
Omnichannel Hexagon



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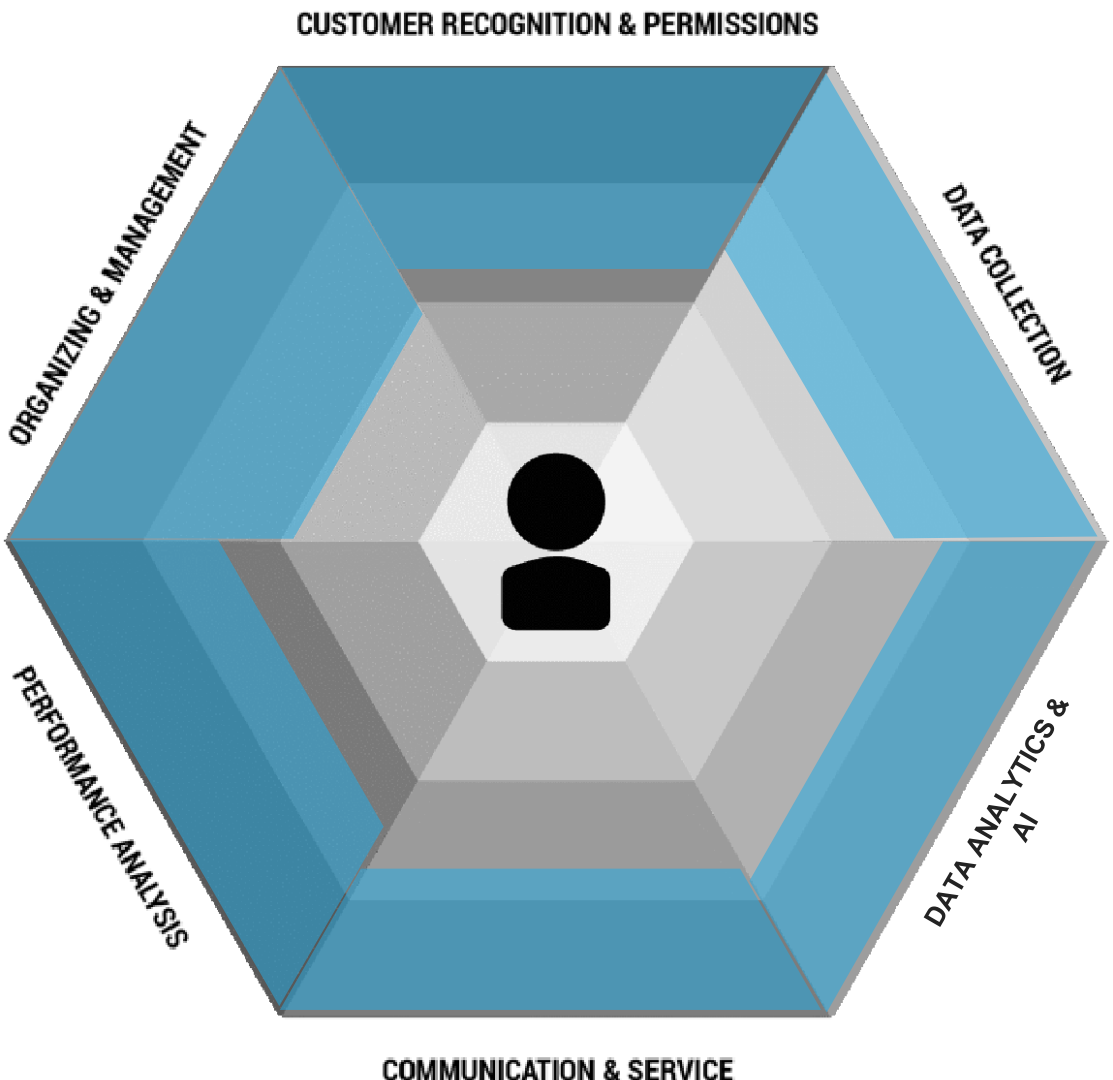
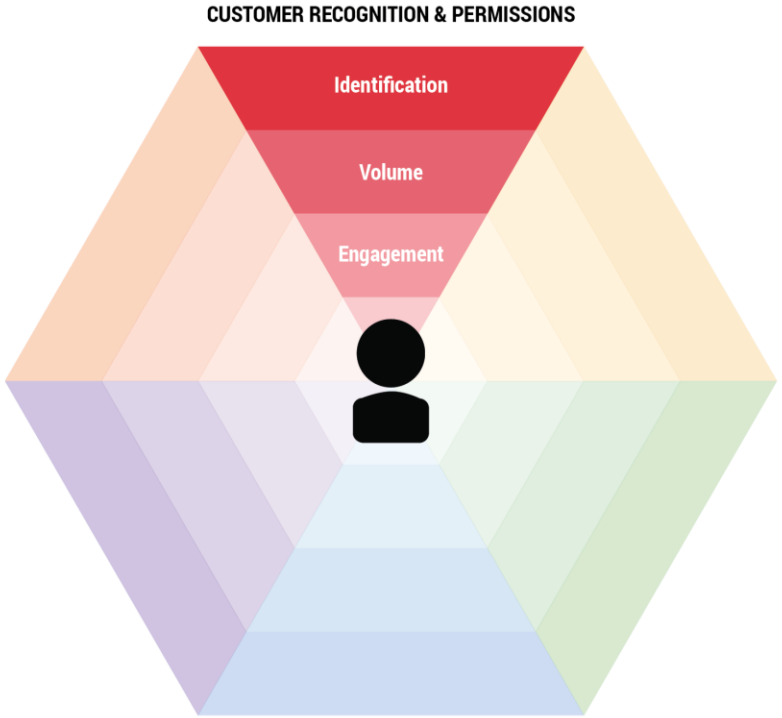
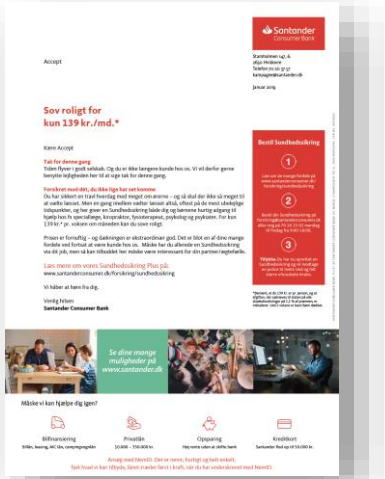

CUSTOMER RECOGNITION & PERMISSIONS
DATA COLLECTION
DATA ANALYTICS & AI
COMMUNICATION & SERVICE
PERFORMANCE ANALYSIS
ORGANIZING & MANAGEMENT

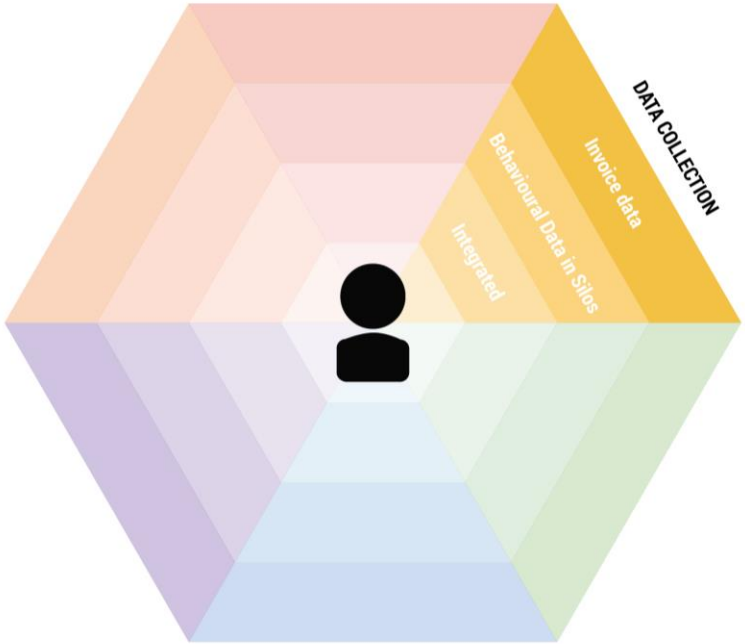
Customer recognition & permission gathering



Santander



Data Collection



Bolia.com

NEW SCANDINAVIAN DESIGN

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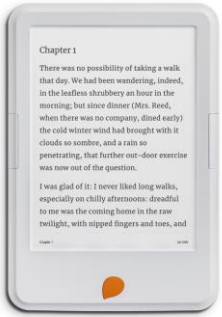
The next wave – Internet Of Things

Tesla



Storytel Reader

Pacif-I

Under Armour

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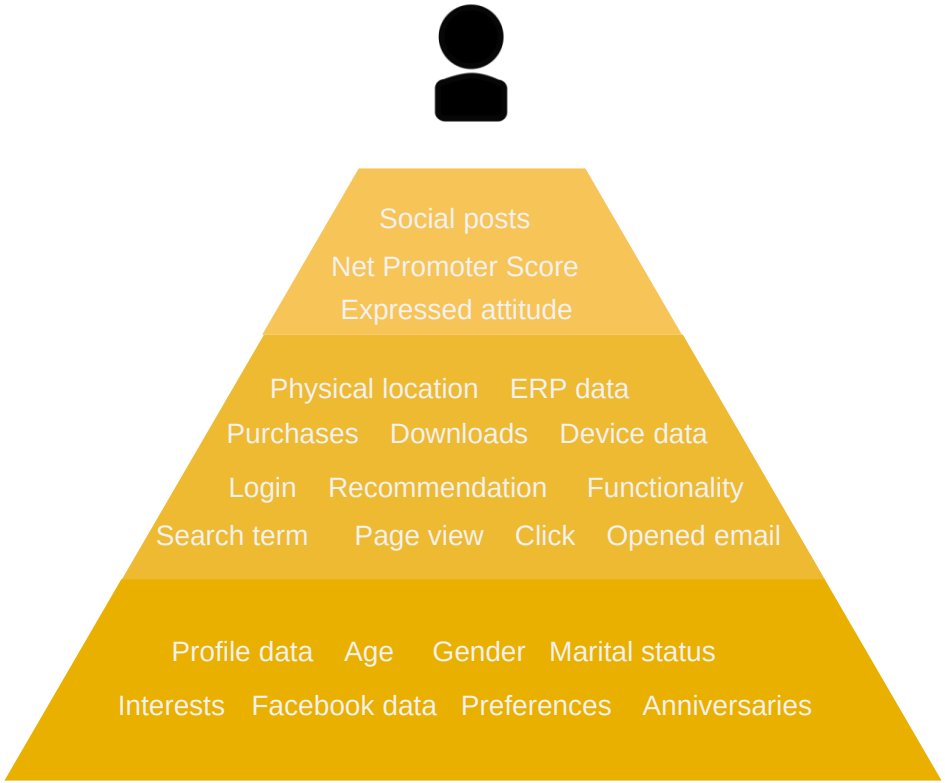
Customer Data



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What is your Big Data?

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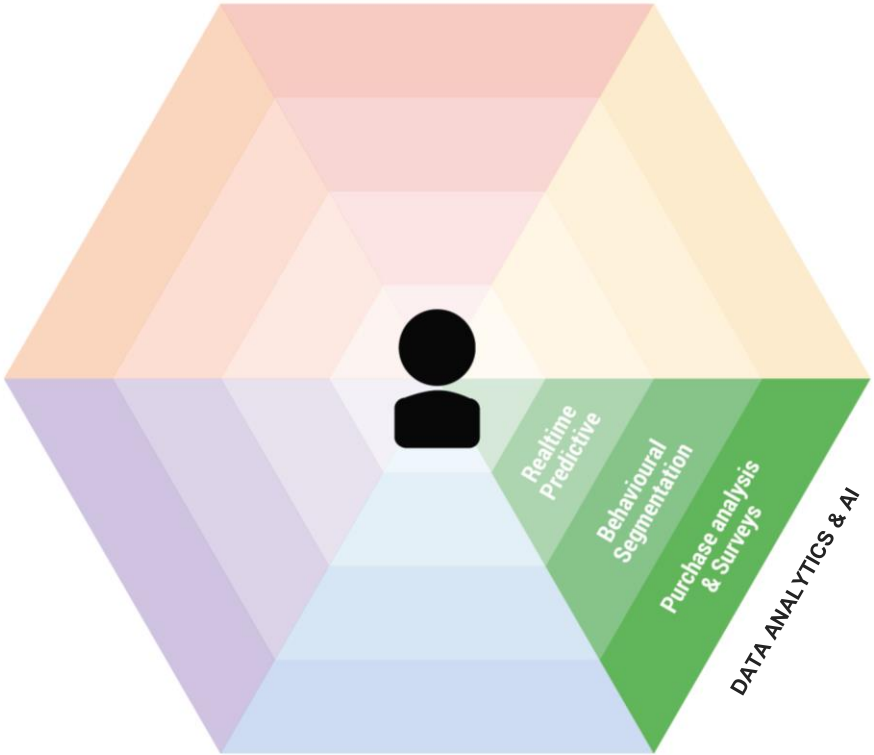
What is your Big Data?

Data Analytics & AI



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Use patterns for predictions

Customers, whose data patterns resemble those who just changed to family subcription

Data pattern from customers who just changed to family subscription

Perhaps they just need the final push?

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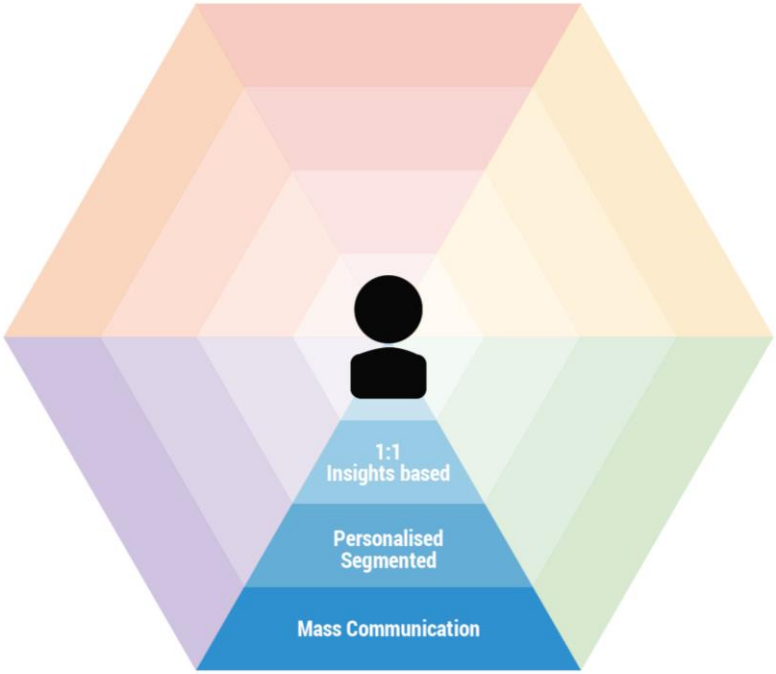
Communication & Service



VITA

ALT I SKJØNNHET OG VELVÆRE

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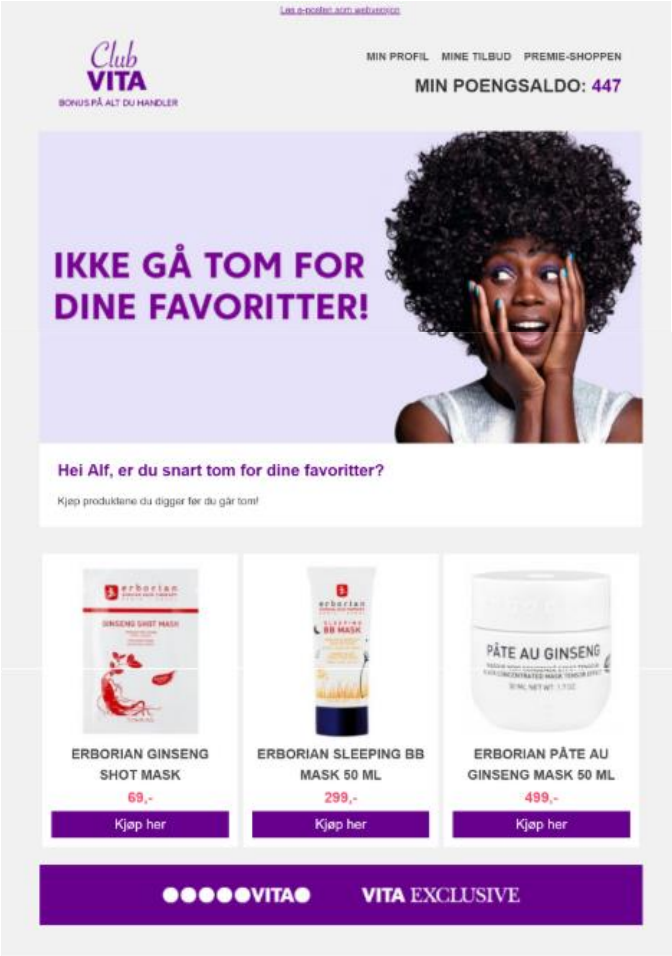
Norwegian cheat sheet:

DON'T RUN OUT OF YOUR FAVORITES!

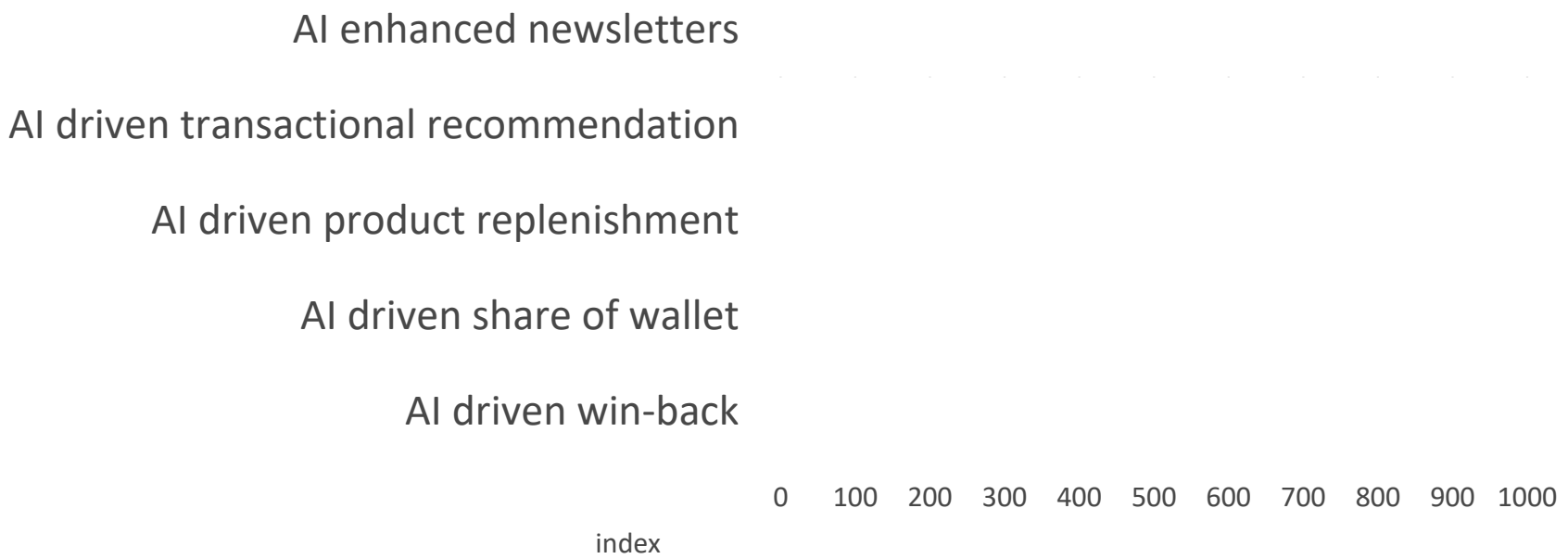
Hi Alf,

Are your favourite products running out?

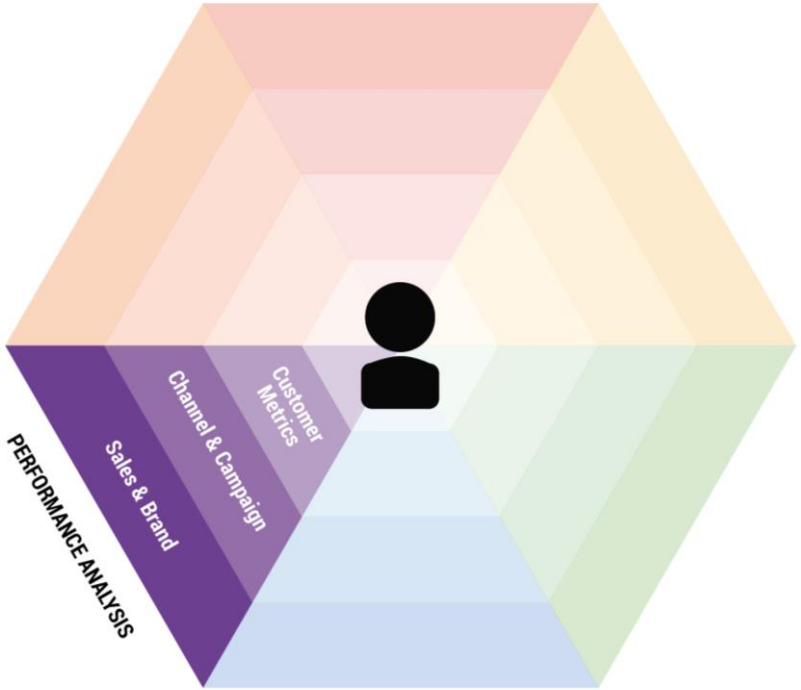
Buy the products you *dig* before they run out.



AI impact on performance



Performance analysis



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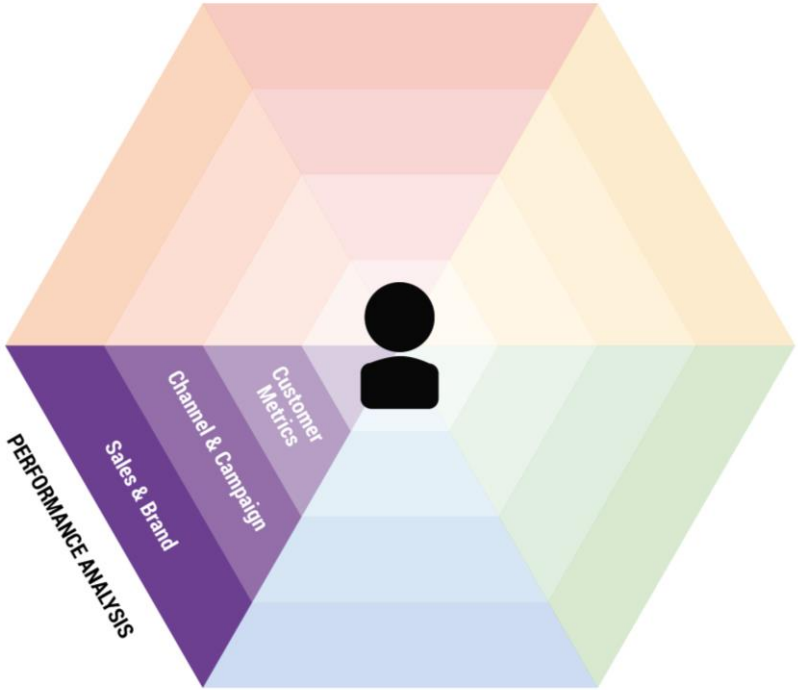
Performance analysis



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Customer Intake
Churn
Customer Lifetime Value
Customer Acquisition Cost vs CLV

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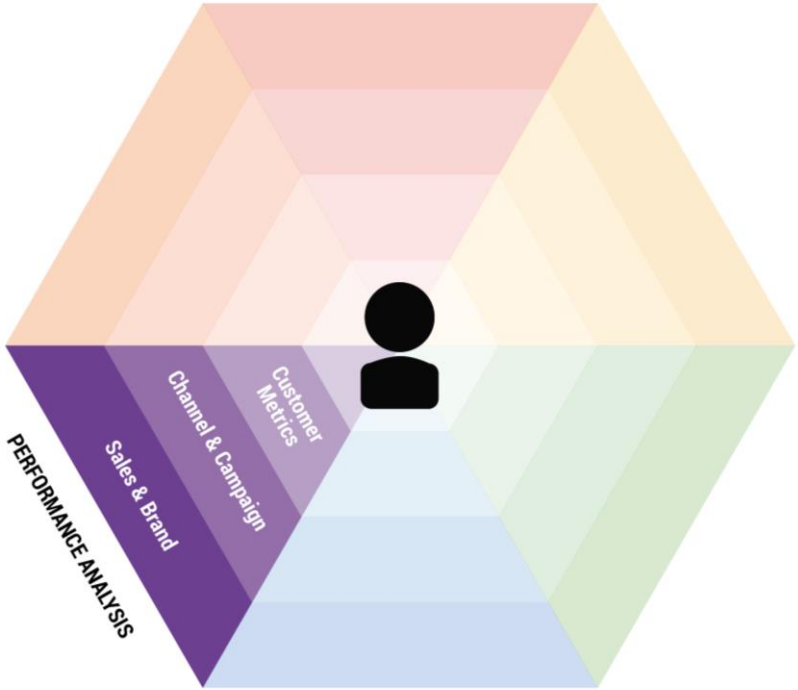
Performance analysis



SPORT MASTER

Vild med Sport

CLV???

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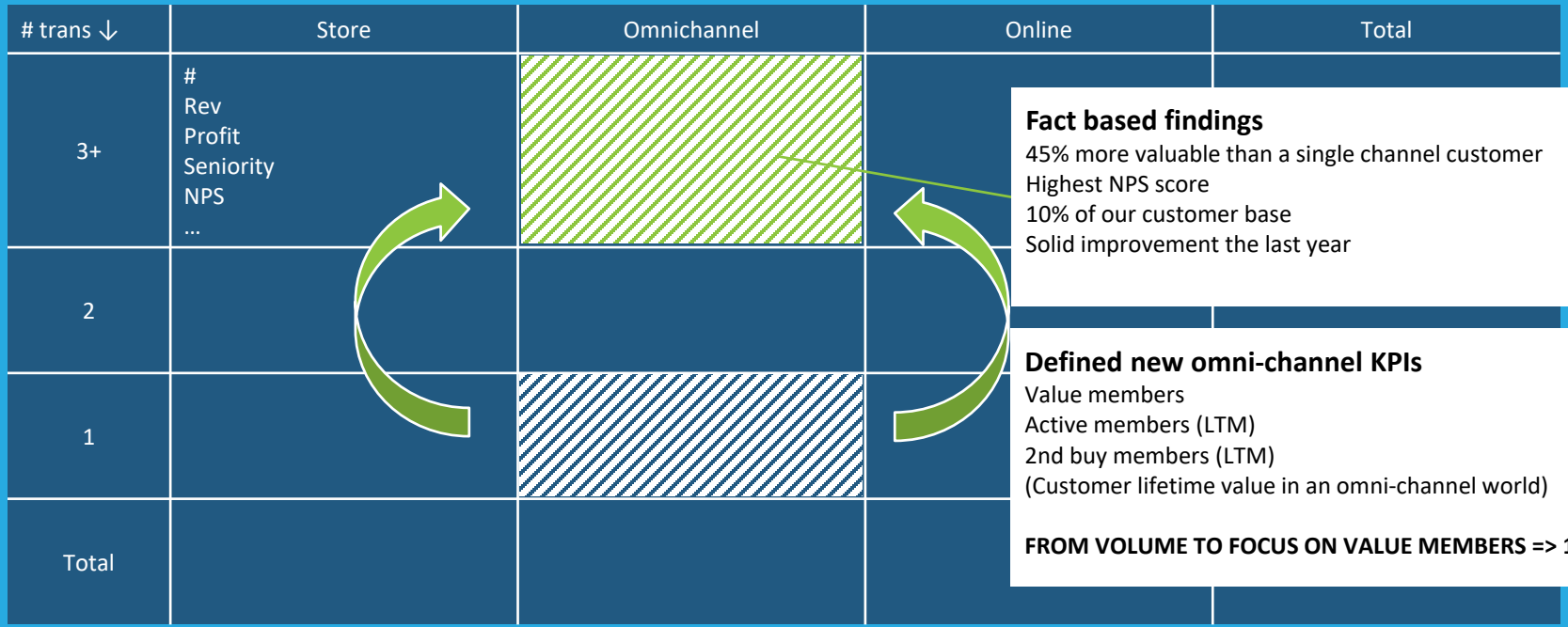
Omnichannel gameboard



Fact based findings

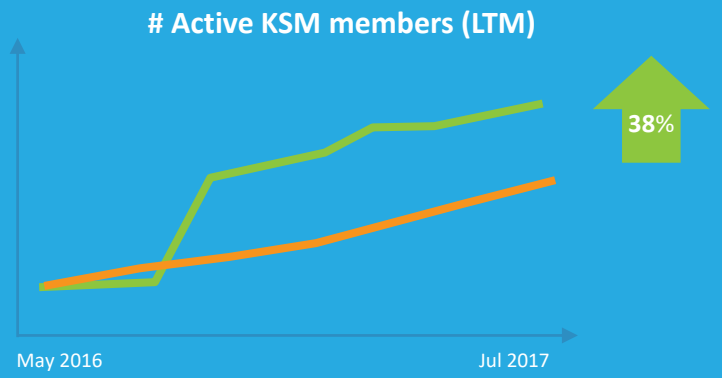
45% more valuable than a single channel customer
Highest NPS score
10% of our customer base
Solid improvement the last year

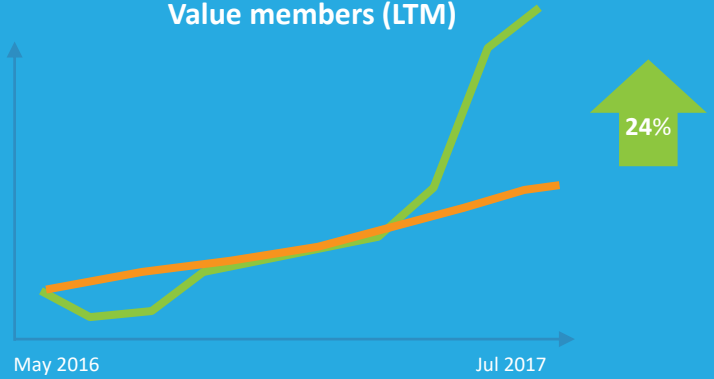
Defined new omni-channel KPIs

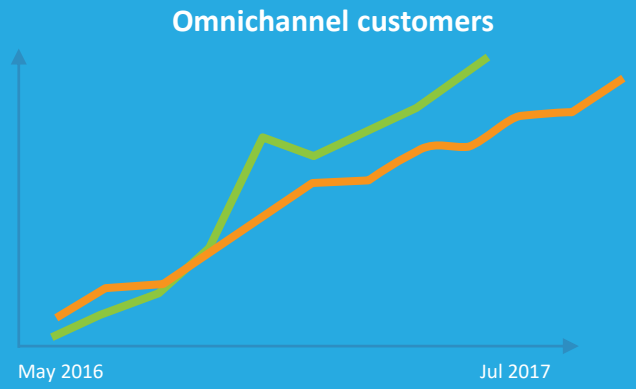
Value members
Active members (LTM)
2nd buy members (LTM)
(Customer lifetime value in an omni-channel world)

FROM VOLUME TO FOCUS ON VALUE MEMBERS => 1:1

Omni-channel KPIs



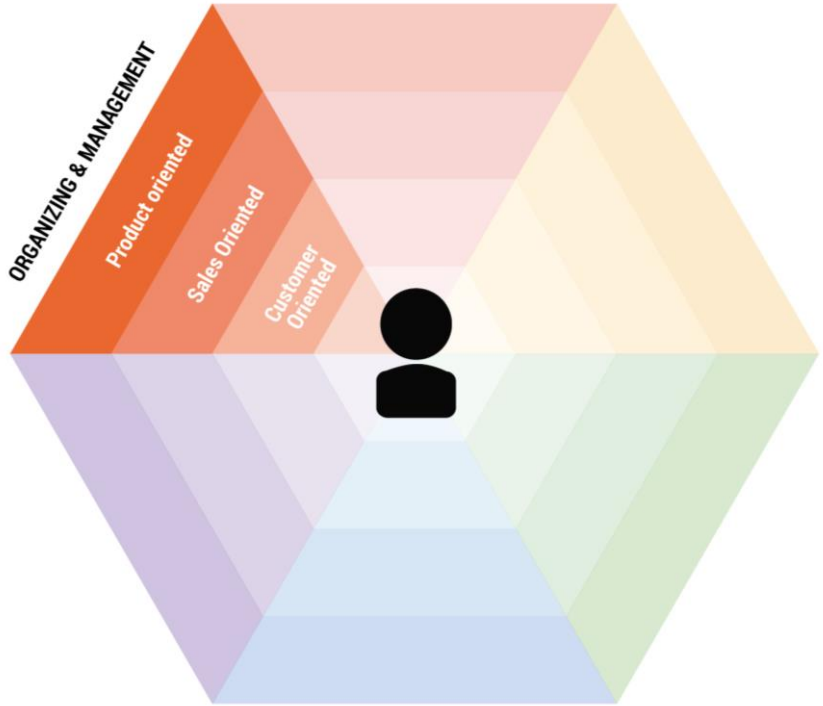




Target

SPORT MASTER
Vild med sport

Organizing & Management



SEPHORA

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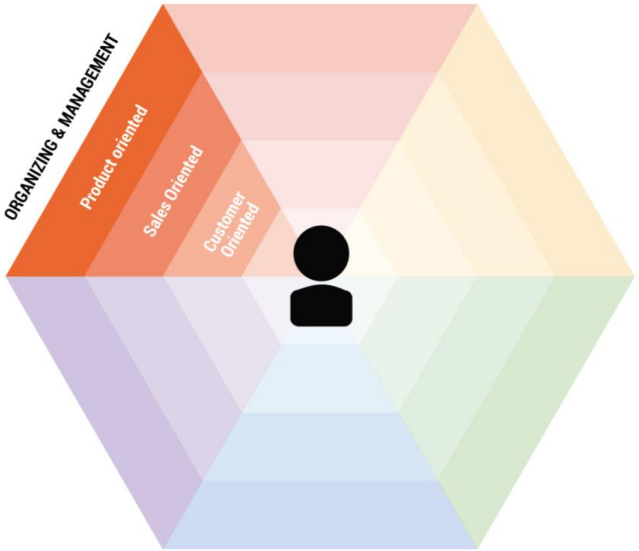
Sephora merged digital, retail and customer service into one team

"We should be fine with wherever the customer wants to shop, and our existing organization didn't reflect that mindset.

So we brought in-store and digital under one roof, along with customer service. It's changed the way we think about sales metrics, engagements and experiences across channels."

- Mary Beth Laughton, EVP of Omni Retail



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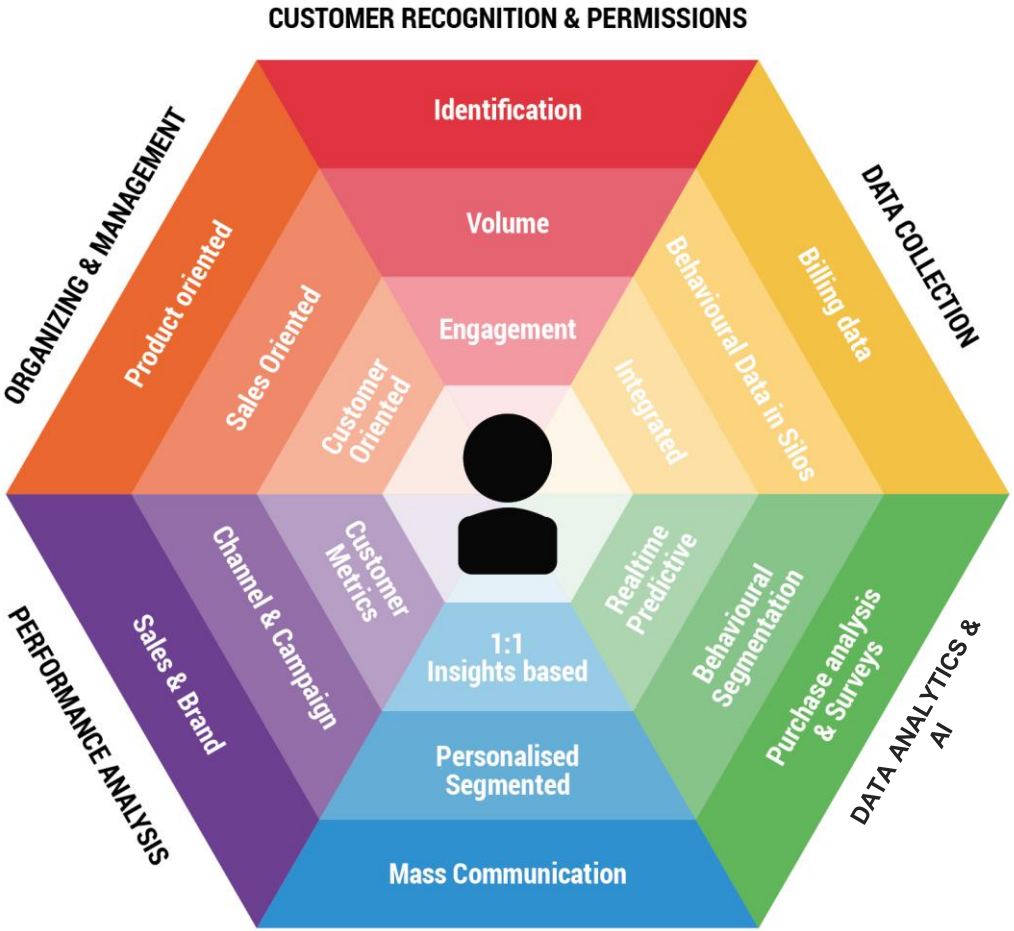

bit.ly/omnibooksurvey

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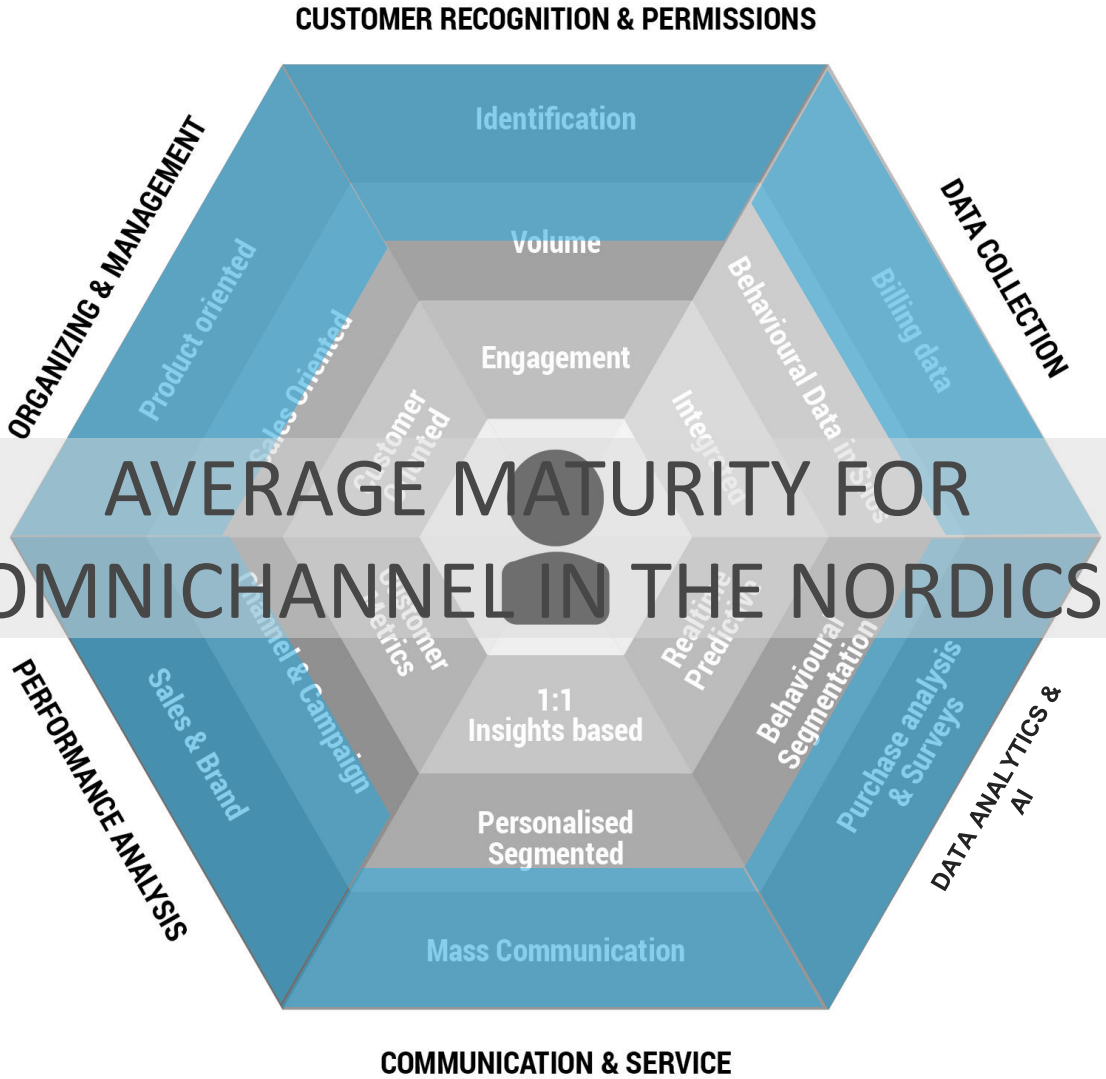
AVERAGE MATURITY FOR OMNICHANNEL IN THE NORDICS



Kilde: Omnichannel Benchmark Study, January 2019, NetworkedBusiness.org

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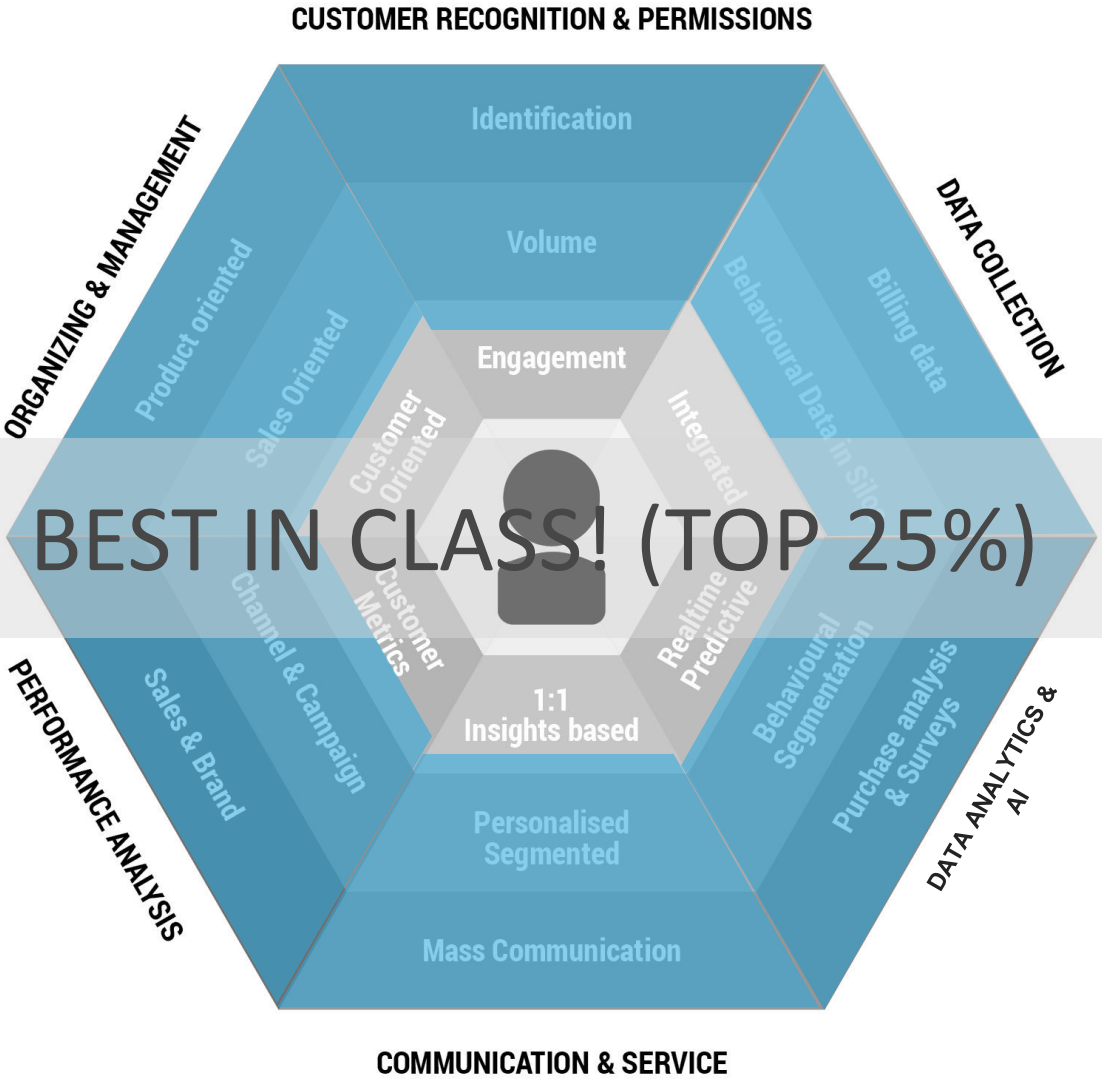

BEST IN CLASS! (TOP 25%)

Kilde: Omnichannel Benchmark Study, January 2019, NetworkedBusiness.org

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Who is Agillic
DK E-com
Award
Best tool for e-tailers
Publicly listed on
NASDAQ CPH
AGILC
Retail
Subscription
Hospitality
Nordic leader in
MARKETING AUTOMATION & AI
70+
clients
+60%
YOY growth in Annual Recurring Revenue
Offices in
Stockholm, Copenhagen & London
agillic

BIKBOK
SPORTMASTER
BØRSEN.
Global Blue
VARNER
ColorLine
krifa
Kristelig Fagbevægelse
storytel
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We bring stories to life
coop bank
Normal
Dressmann
tænk større
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solar
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VITA
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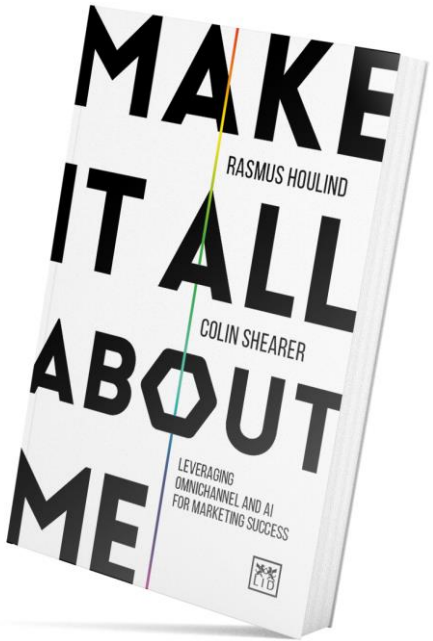

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