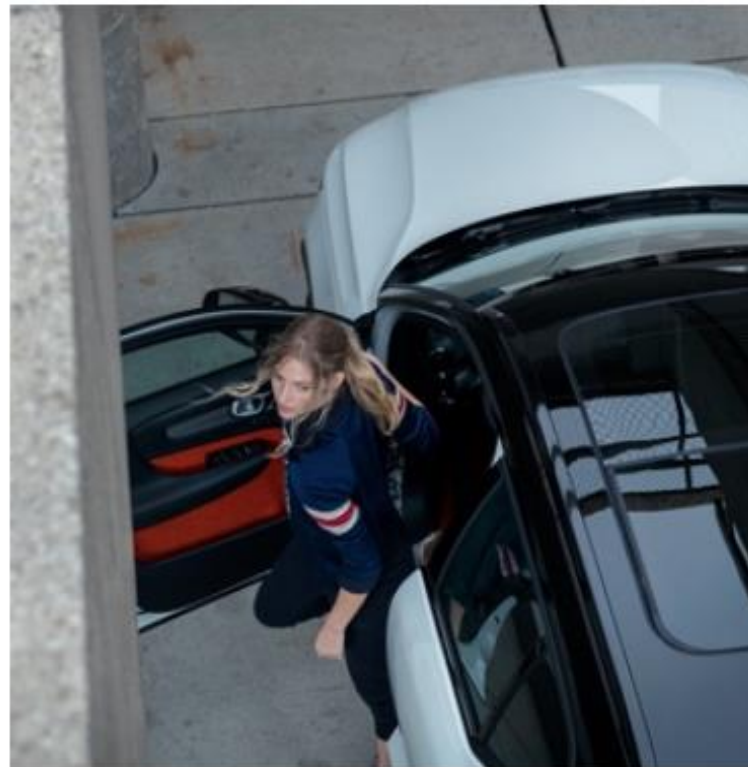VOLVO

Care by Volvo

Sofia Edholm & Cosima Churchill
Customer Loyalty Conference
Göteborg 2019 02 06

VOLVO

How does it Work?

Completing Care by Volvo could not be easier. Just 3 steps to your subscription: personalize, subscribe and drive off.
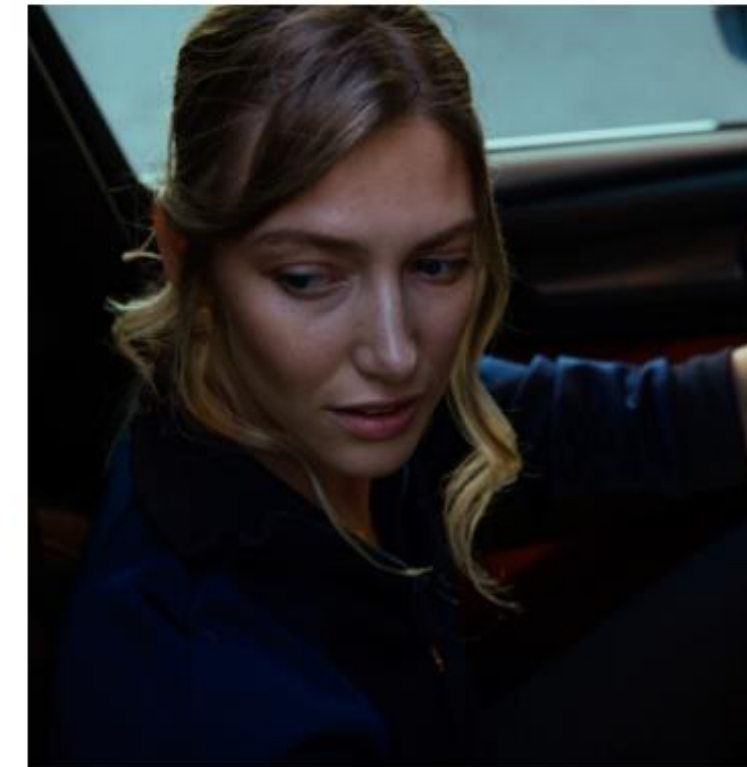
PERSONALIZE

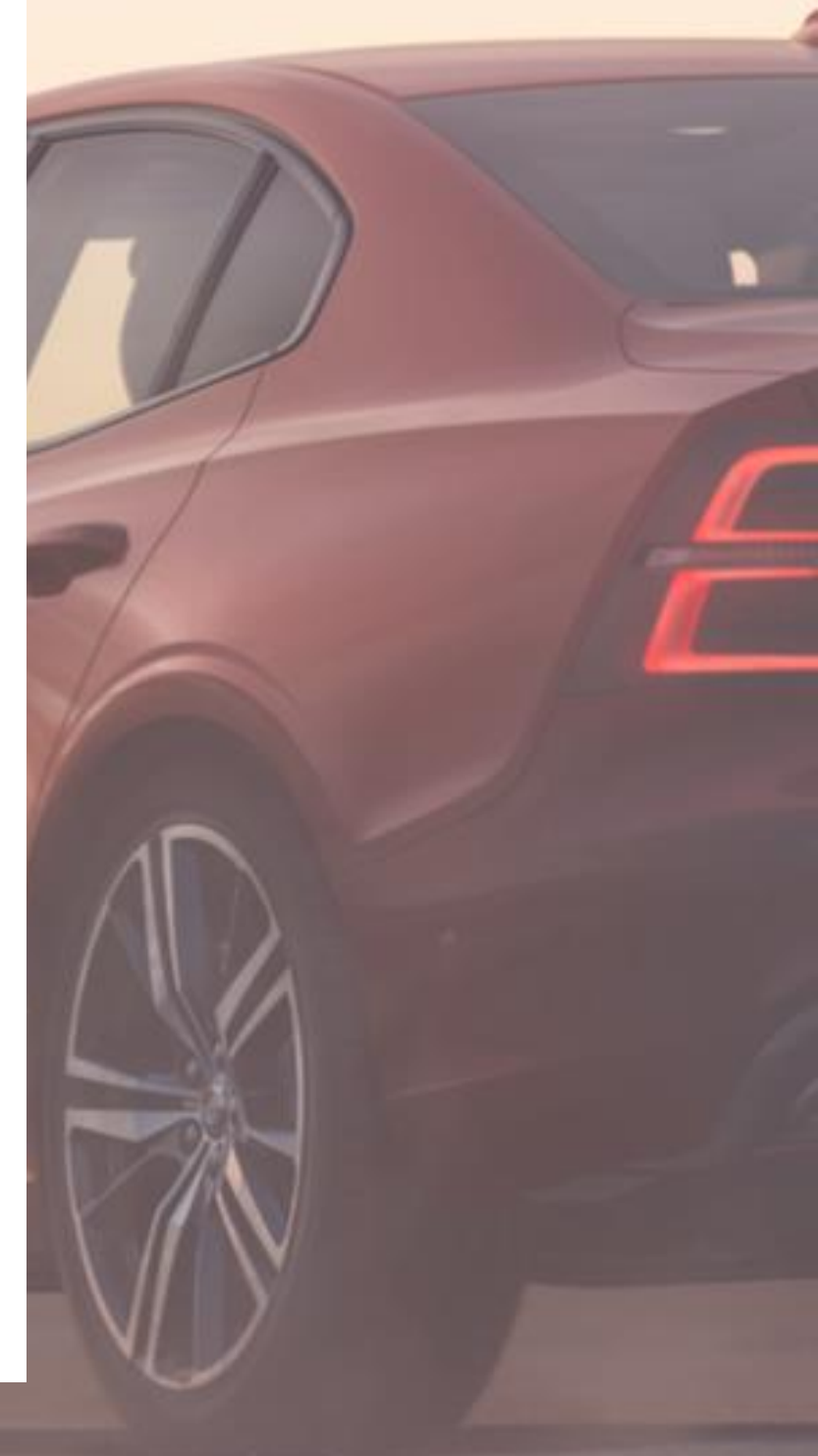They chose Care by Volvo. Choose a vehicle that fits your lifestyle perfectly.

SUBSCRIBE TO

Next, enter your personal details and confirm the subscription - simply, conveniently and exclusively online.

SET OFF

In order to be mobile as soon as possible, we will contact you immediately and discuss the next steps.

VOLVO

What does it include?

ALL INCLUSIVE - EXCEPT TANKING.
Care by Volvo is easy to complete and even easier to use. Taxes, insurance, repairs, 24/7 breakdown assistance, replacement vehicle, maintenance with pickup and delivery service are already included in your monthly payments.

100% MOBILITY - 0% EFFORT.
Full cost transparency meets maximum time savings. With Care by Volvo, we focus on your needs and mobility needs. We believe that you should drive and not manage your Volvo.

CHANGE WHEN YOU WANT.
You can exchange your current off-road vehicle for a new vehicle of your choice at any time. After a period of 24 months, this is free. If you want to change your vehicle before, you pay a fee of 699 €.
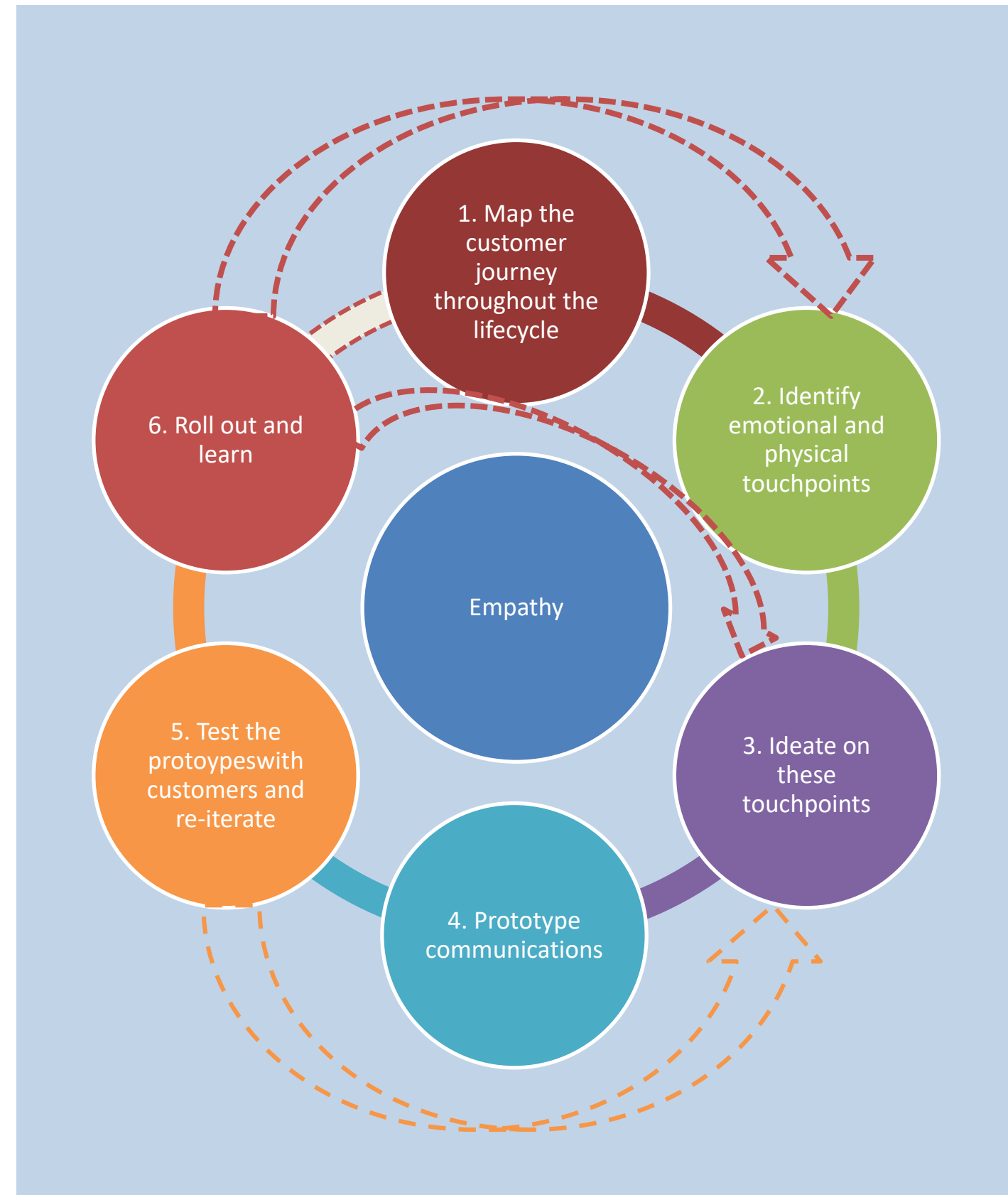
# Introducing the Customer-centric Loyalty Framework

VOLVO

Customer-Centric CRM and Loyalty Framework

Continuous Step: Empathy

❑ No customers = No business!

❑ Understanding our customers experience helps us make strategic decisions and focus on the things that really matter to our customers.

❑ The customer experience is what makes a product unique on the market.

❑ It can align the organisation around a common cause.
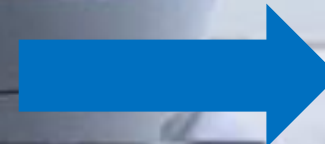
✓ Meeting customers in real life rather than reading reports put together by externals.

✓ Talking with customers rather than talking about them.

✓ Observing what customers do and feel when they have the actual product experience rather than what they say in artificial settings and (often biased) focus groups.

✓ Find patterns from different pieces of customer research in combination with real-time data.

MAKING PEOPLE WANT THINGS

›

MAKING THINGS PEOPLE WANT

Online marketing &
digital advertising

Designing digital
services & products

Word of caution

Henry Ford:

" If I'd asked my customers **what they wanted**, they'd have said: '**a faster horse**'."

1. Map the customer Journey

✓ The customer journey is visualized from the customer's viewpoint, not the business'.

✓ A customer journey map illustrates the journey of the customer to allow us to walk in the customer's shoes from end-to-end as they interact with our product across all channels, touchpoints, products, departments etc.)

✓ It should mirror the actual experience and develop as the product evolves, and more user feedback is collected.
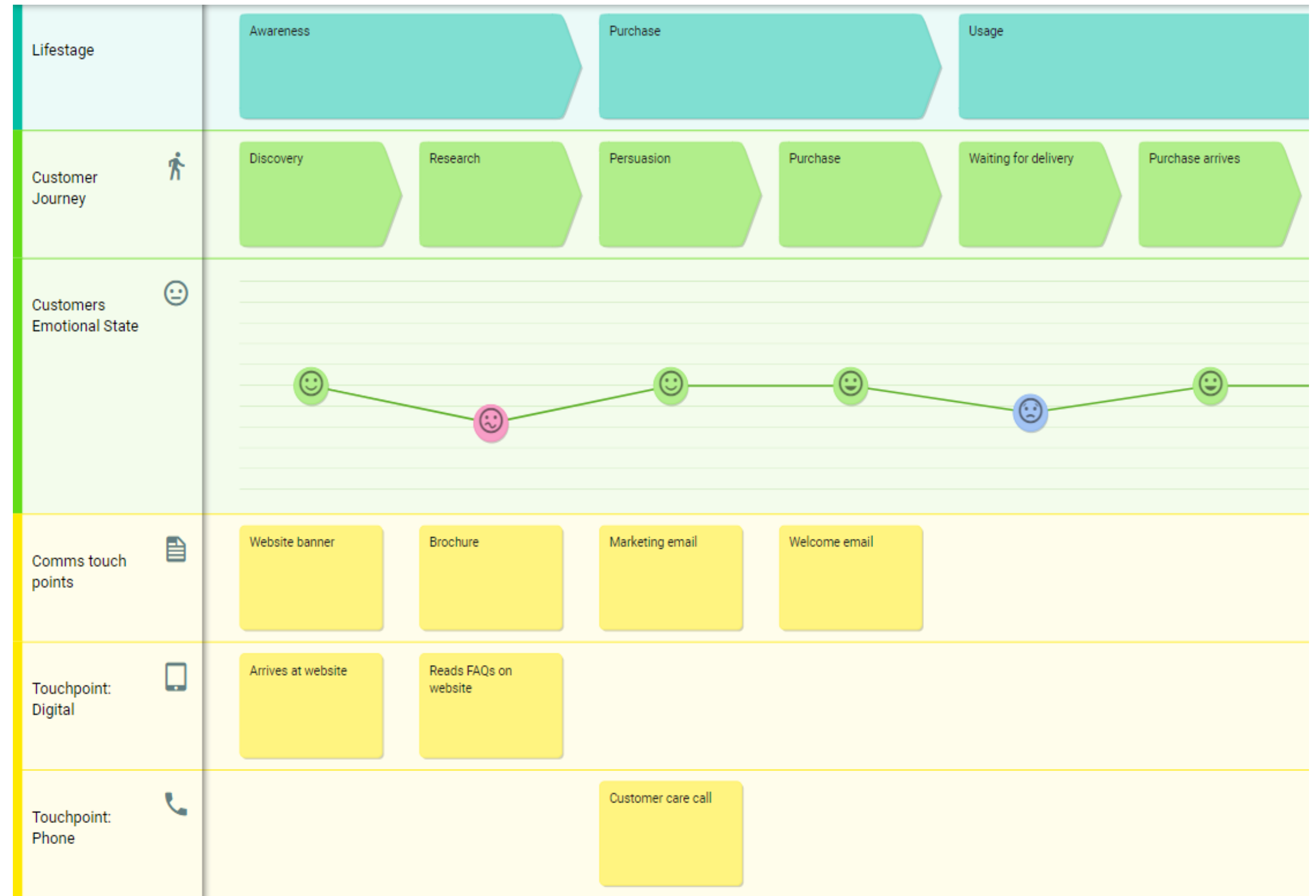
2. Highlight the Emotional Touchpoints

✓ The emotional touchpoints are the memorable emotional experiences the user will have throughout the customer journey that will shape their feelings about a product.

(Example: Customers might experience anxiety after purchasing a product and awaiting delivery).

✓ By matching the physical touchpoints with the emotions experienced, one can identify the positive and negative experiences, and recognise areas to improve.
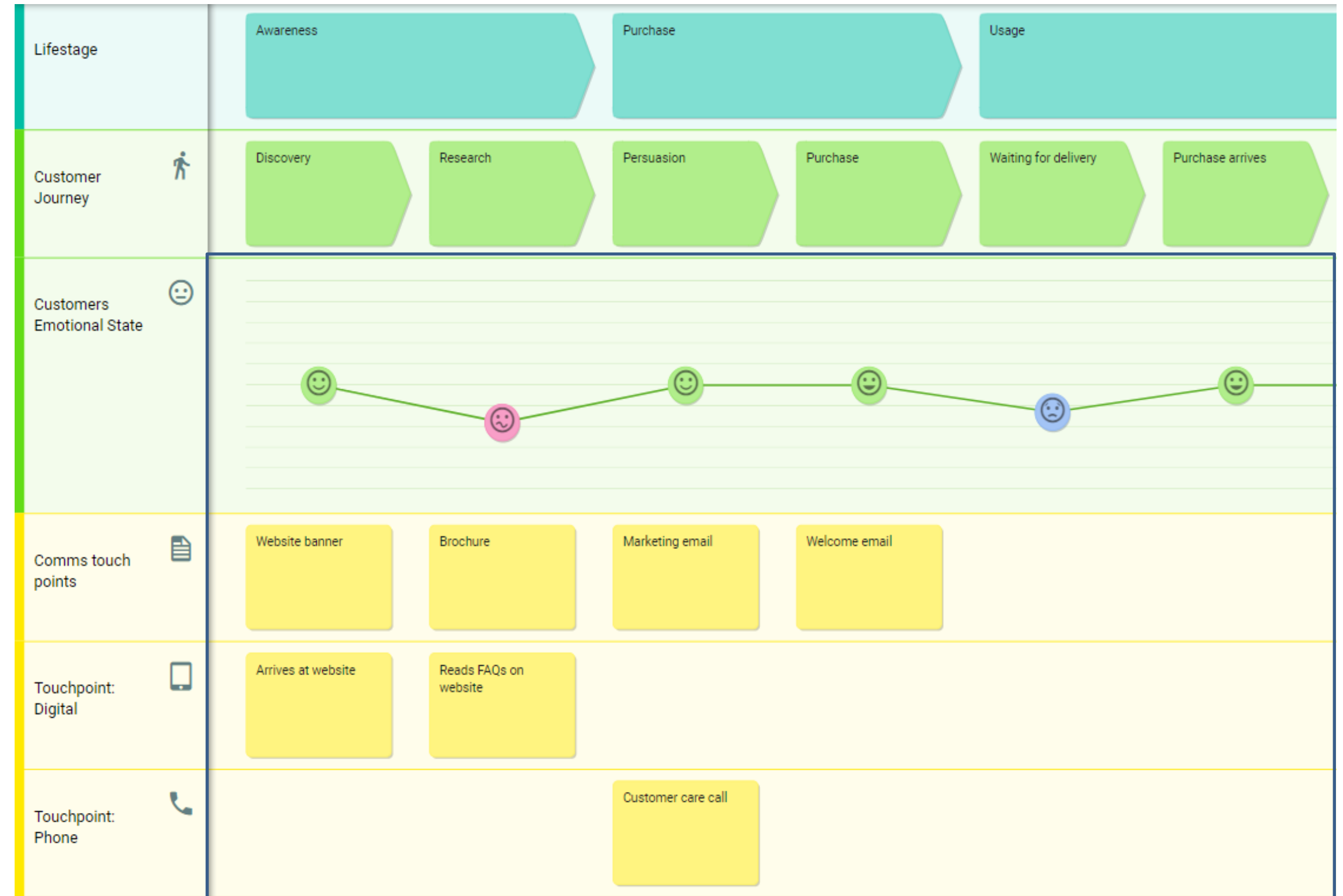
3. Ideate on the Physical and emotional Touchpoints

Ideating on the physical and emotional touchpoints enables us to consider both the unmet needs of our customers and how to materialise these practically by exploring different channels to communicate with the customer.

(*Example: If customers are anxiously awaiting the delivery of their purchase, this offers the opportunity for teams to ideate on what messages to communicate to reduce anxiety, and what channels to deliver the communications on).*

In line with Design Thinking, and Agile methodology, all ideation should take place within a small multidisciplinary team, to incorporate multiple perspectives and optimise efficiency through different expertise (Brown 2009).

4. Prototype Loyalty/CRM Plans and communications

Communications should be prototyped, mocked-up and tested with customers.

(Example: Showing customers sample messaging creatives and receiving feedback, or getting advice on text message copy).

5. Re-iterate and Re-test

✓ Many modern change processes involve rapid testing and measurement, enabling quick learning (Ries, 2011).

✓ Prototyping communications and plans with customers will enable validation via the collection of fast feedback, followed by fast iterations. This will allow for the CRM/Loyalty communications to be constantly improved upon and refined based on user feedback.
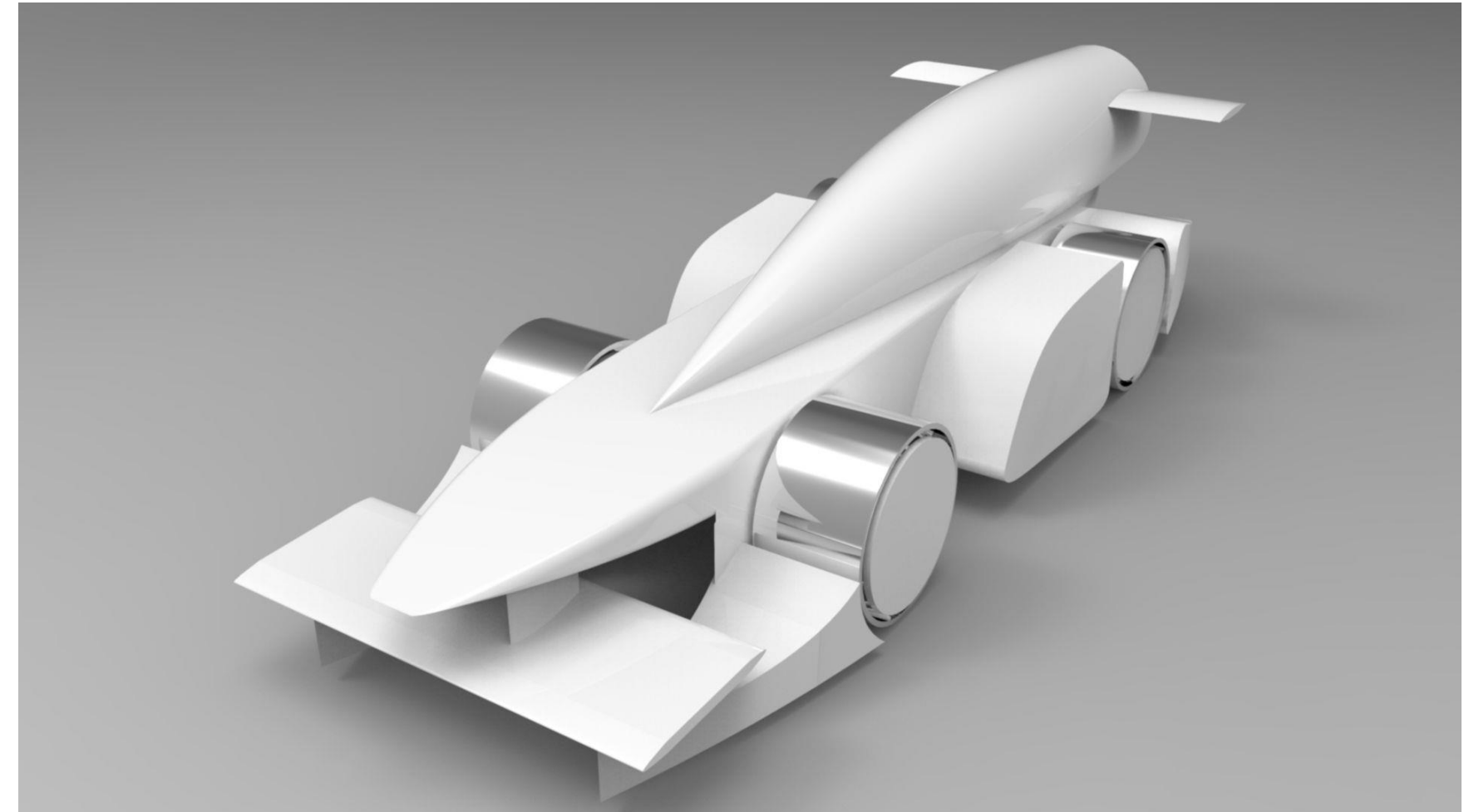
6. Roll-Out

✓ Qualitative research findings require quantitative validation when scaling (Lange, 2015).

✓ Once the learnings have been collated by receiving customer feedback on the prototypes and subsequently re-iterating this, the communications can be rolled out to gain exposure from a larger customer base, and validate the qualitative data with quantitative data.

However, just because something is launched to the general population, doesn't mean this will be the end of the process. The more data received, the higher the likelihood of future changes, so the process needs to be flexible.
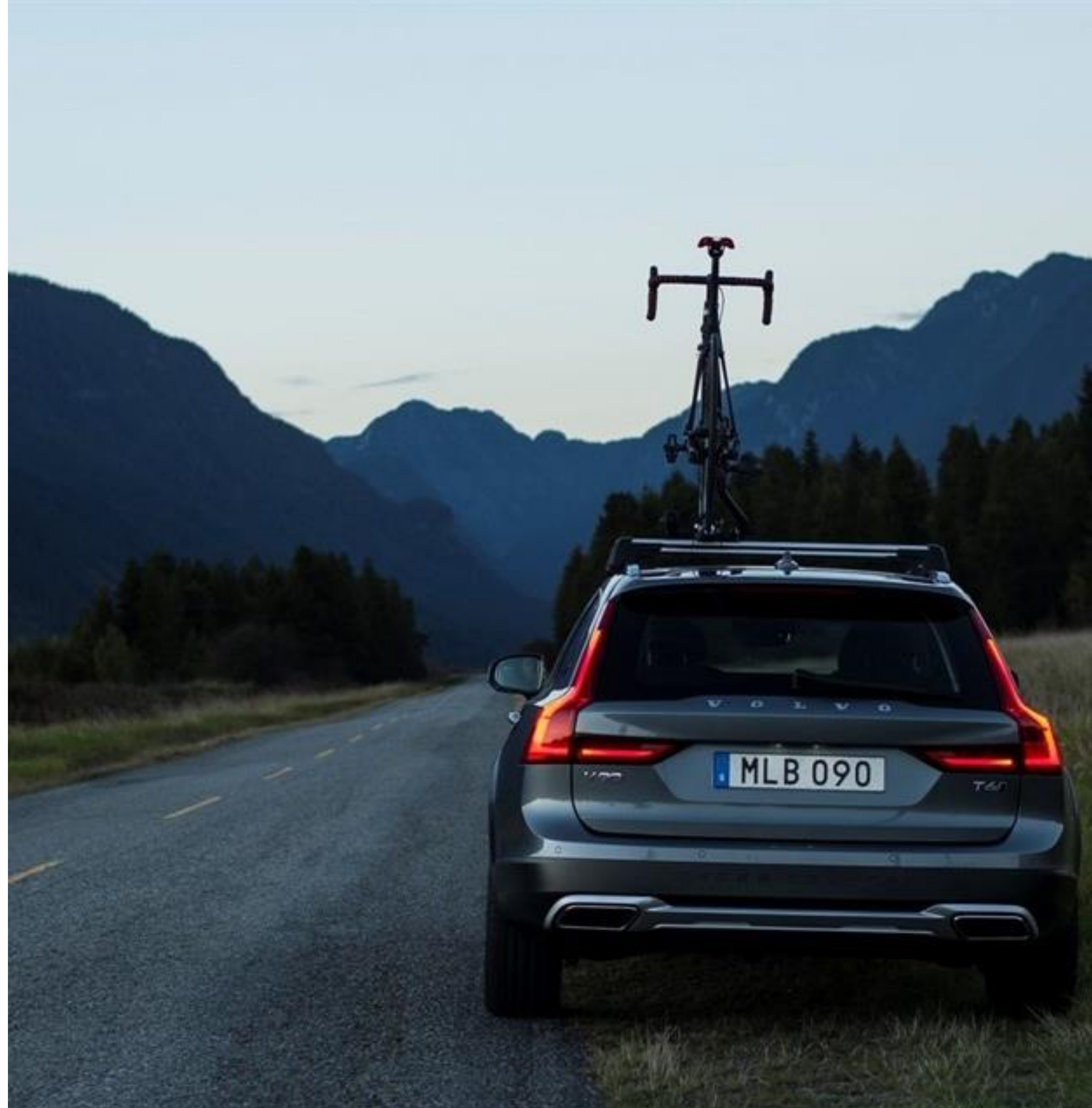
Benefits

Customer-centric

Speed

Continous improvements