

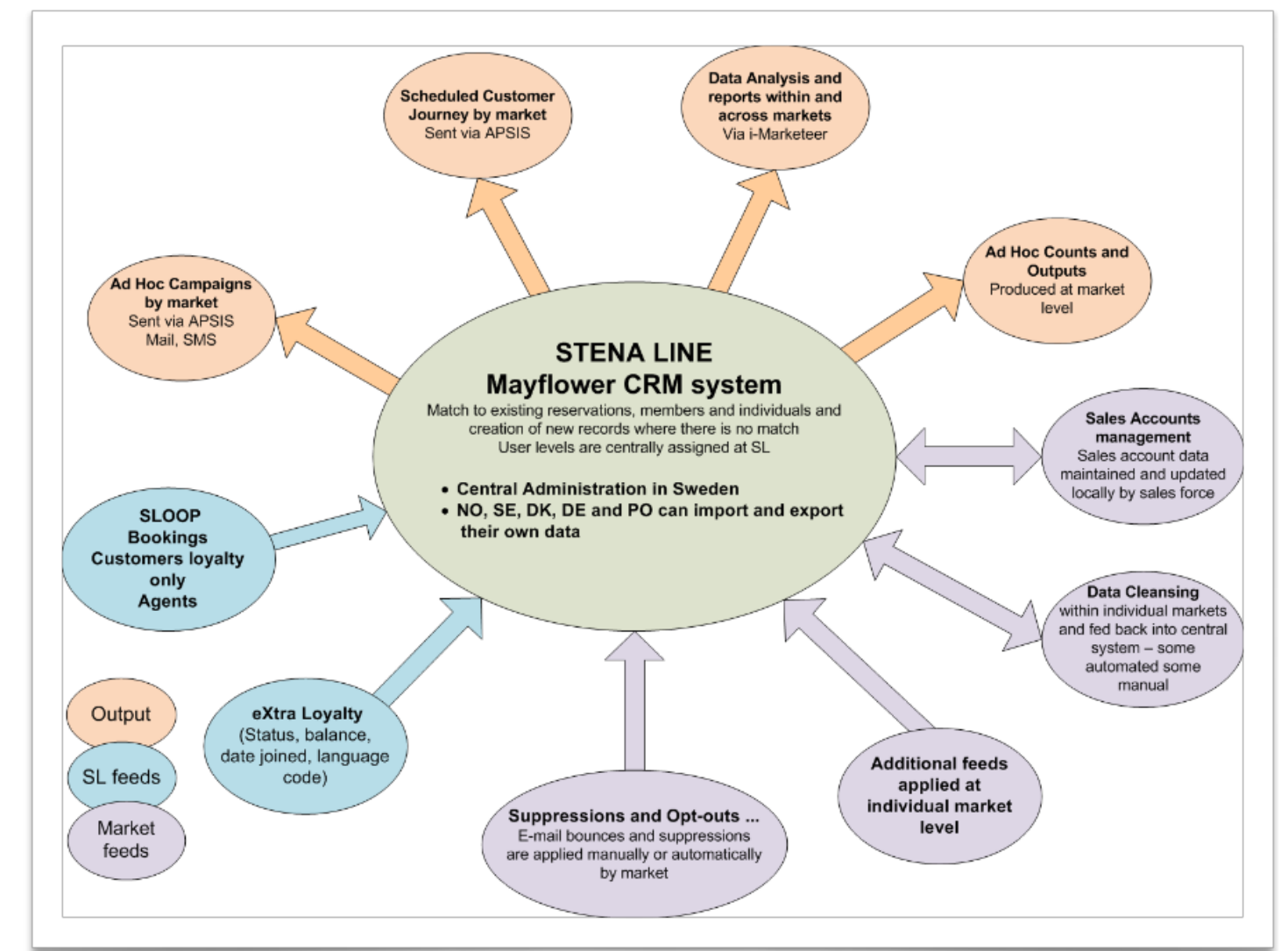
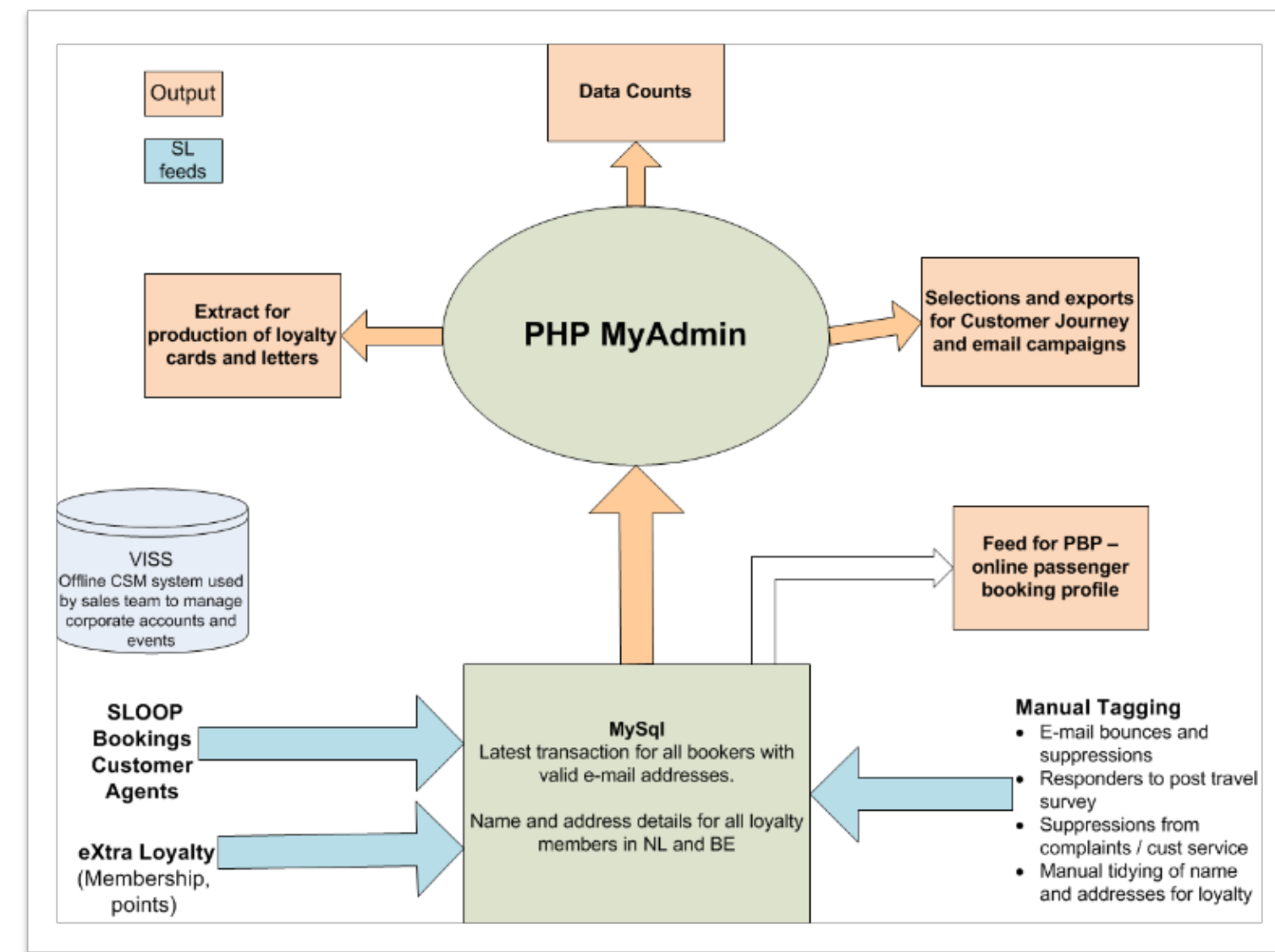
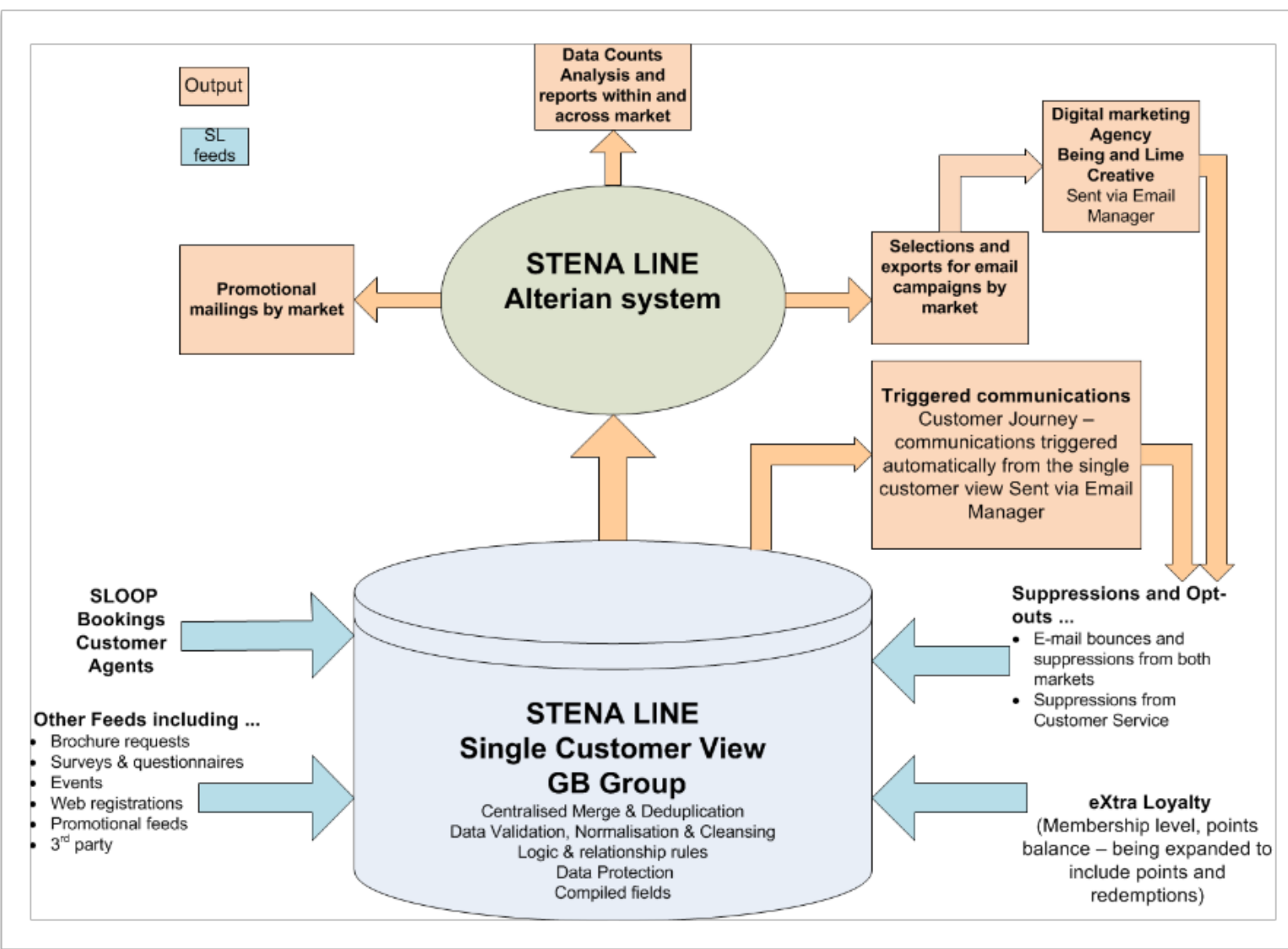
Loyalty in every touchpoint – A transformation journey within Stena Line



*Niclas Cullberg - Head of Group Marketing & Omni Channel @Stenaline
Linda Rosendal - Loyalty Manager @Stenaline*

Face brutal facts

One company?





*Increase loyalty, travel frequency and spend,
to maximize customer lifetime value by:*

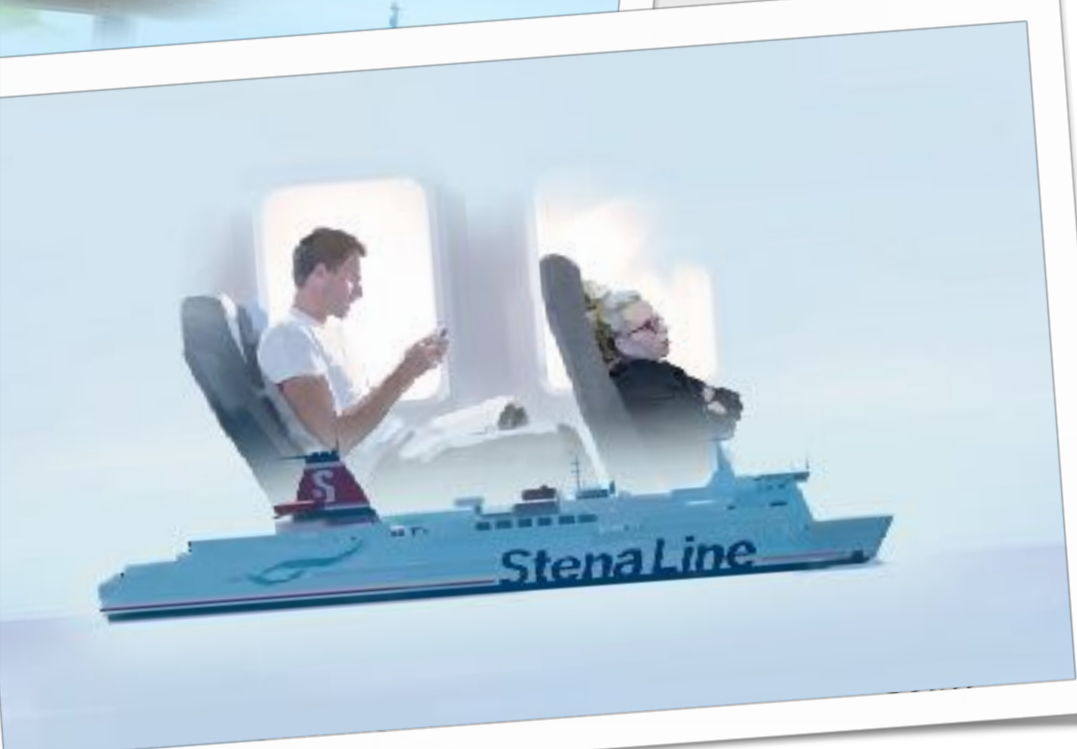
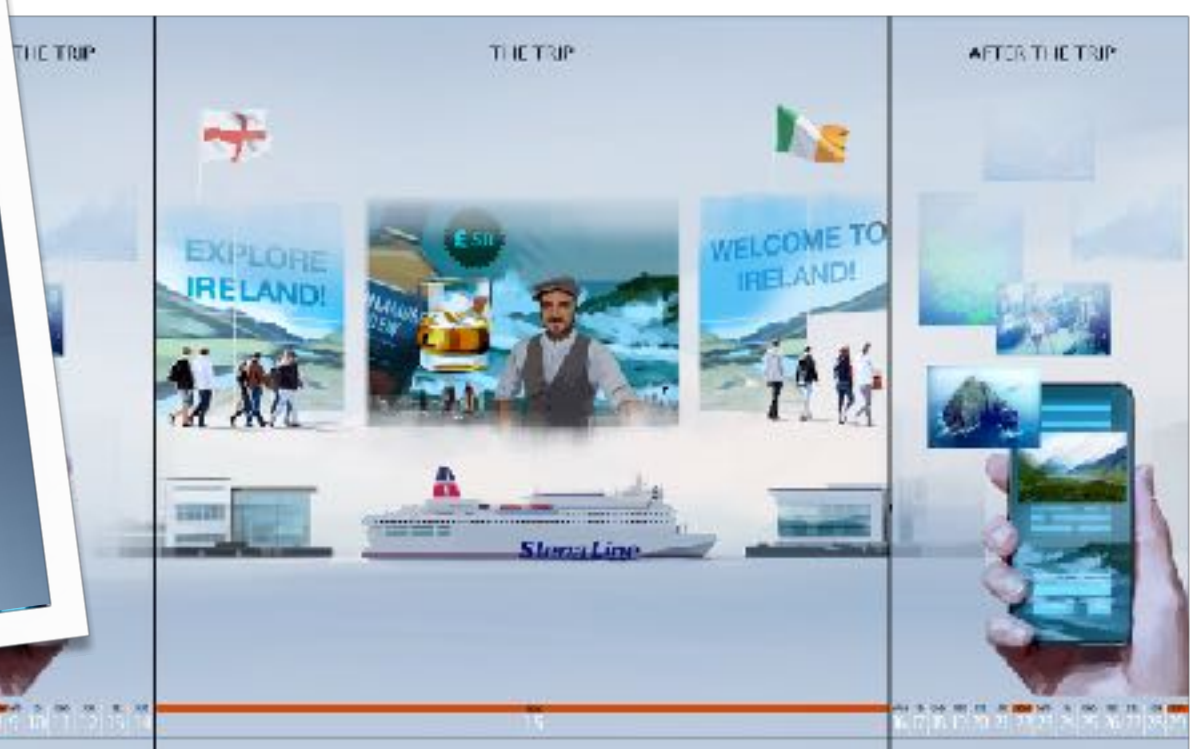
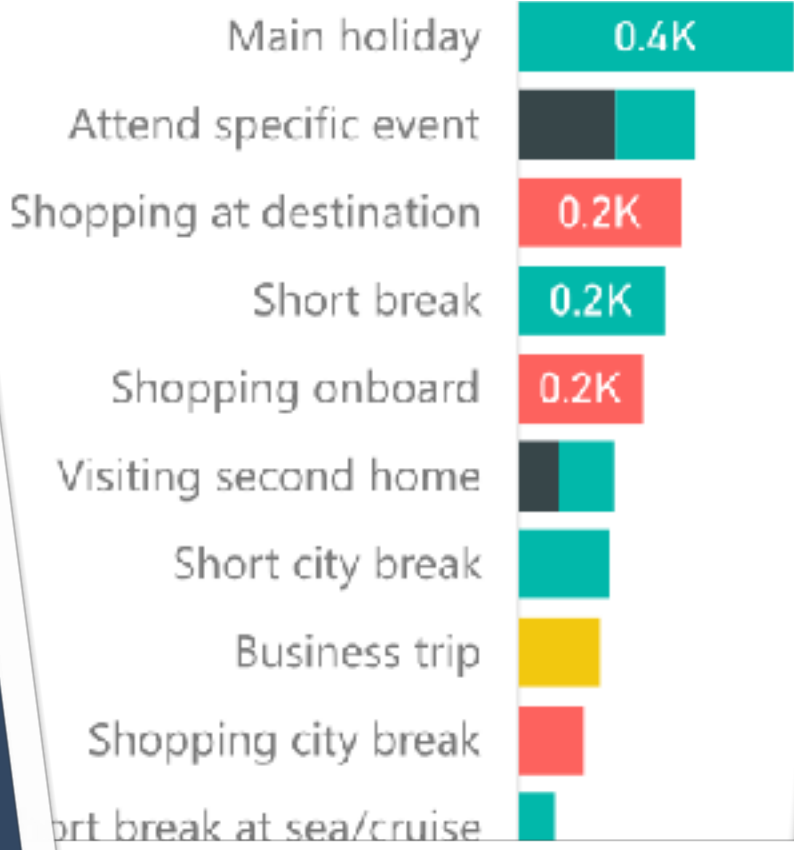
- *Understanding our customers*
- *More relevant content*
- *Enriching their experience*

Our future Loyalty experience

How do we evolve to meet the future customer needs?



We need to understand our customers.



Shopping at destination
Studies
Commuting
Main holiday
Visiting friends and relatives
Short city break
Short break
Short break at sea cruise
Attend specific event
Visiting second home
Transporting goods for work



This is the report for the last 30 days. Filter the departure date within the last 30 days or switch to the All Dates report for all surveys to date



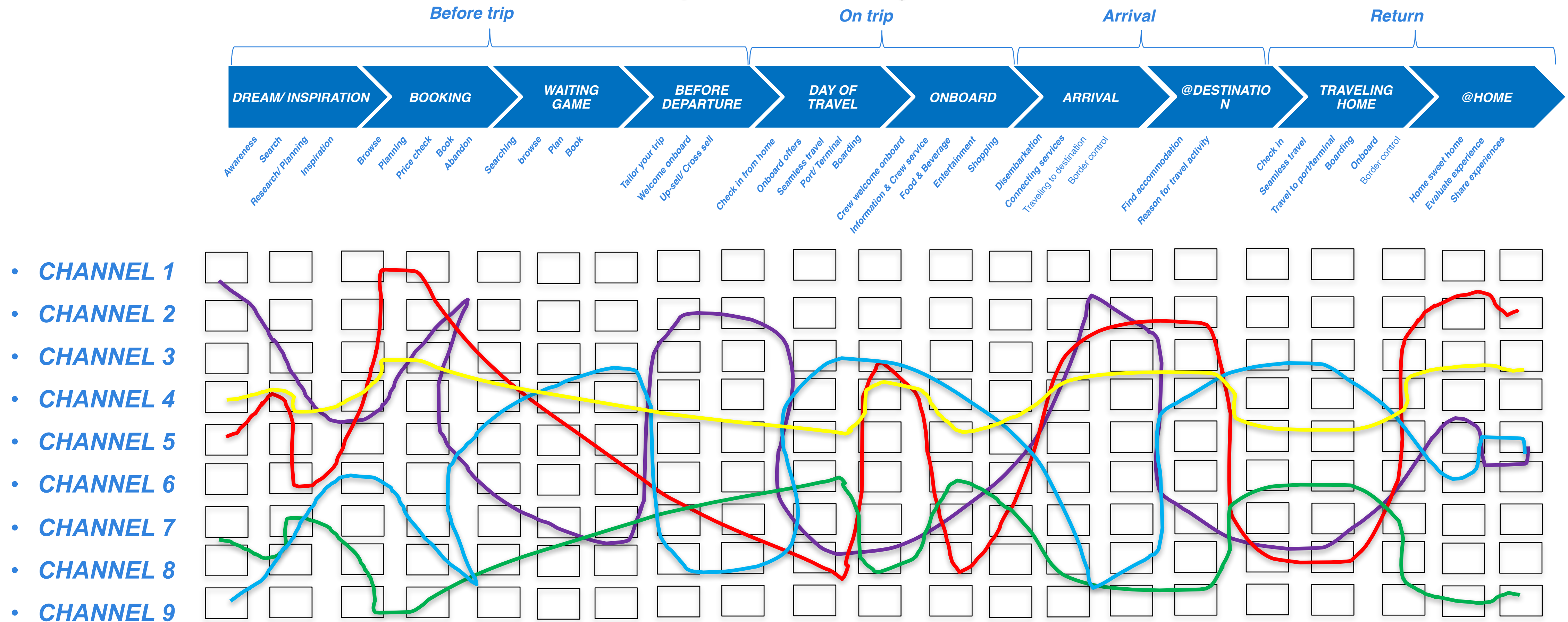
*Our goal is to deliver
relevance in every
touchpoint.*

Customer journey

We need to understand our customer and their journeys end to end.

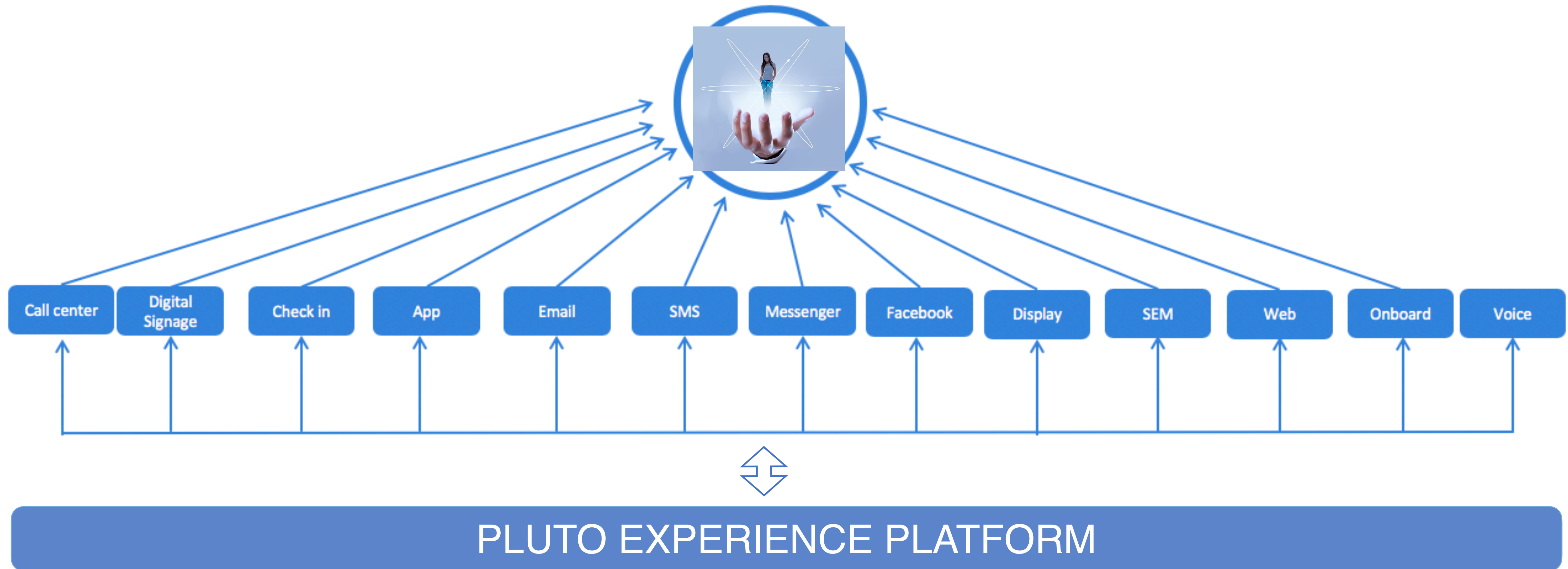


Customer behaviors are different, but they are all on a similar journey.

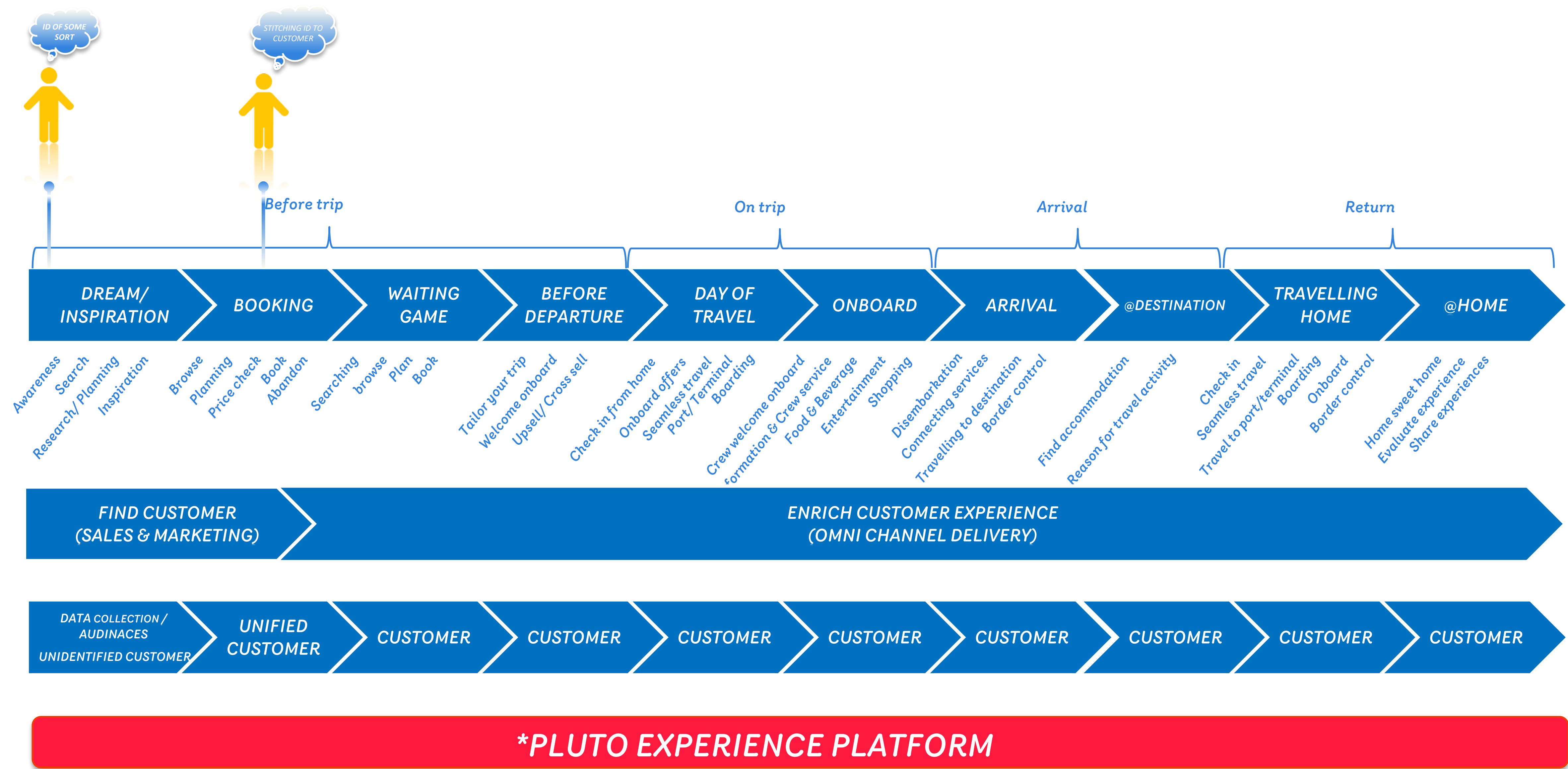


Each channel is relevant depending on time, location and the customers preferred choice.

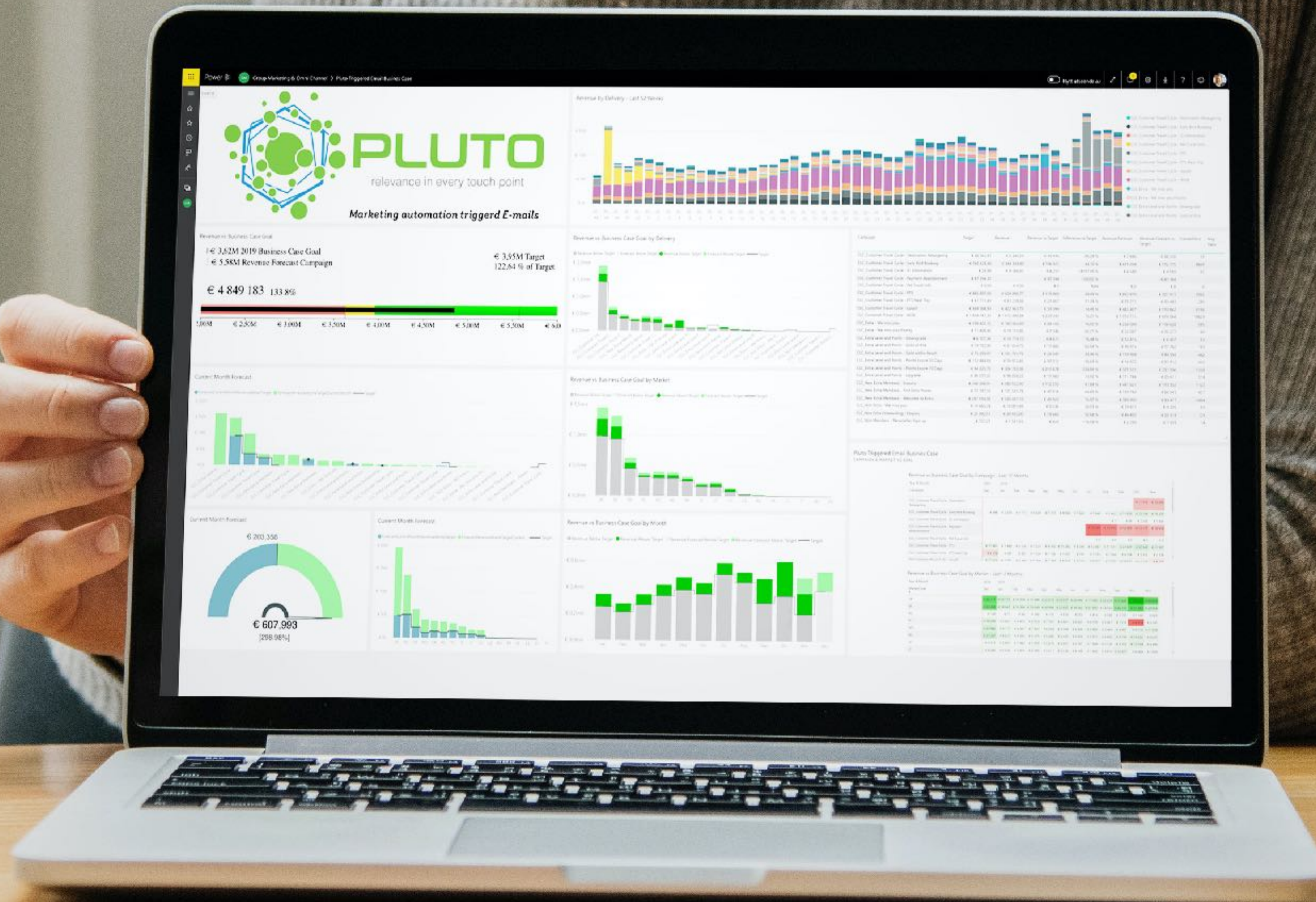
Data Driven & Channel Agnostic.



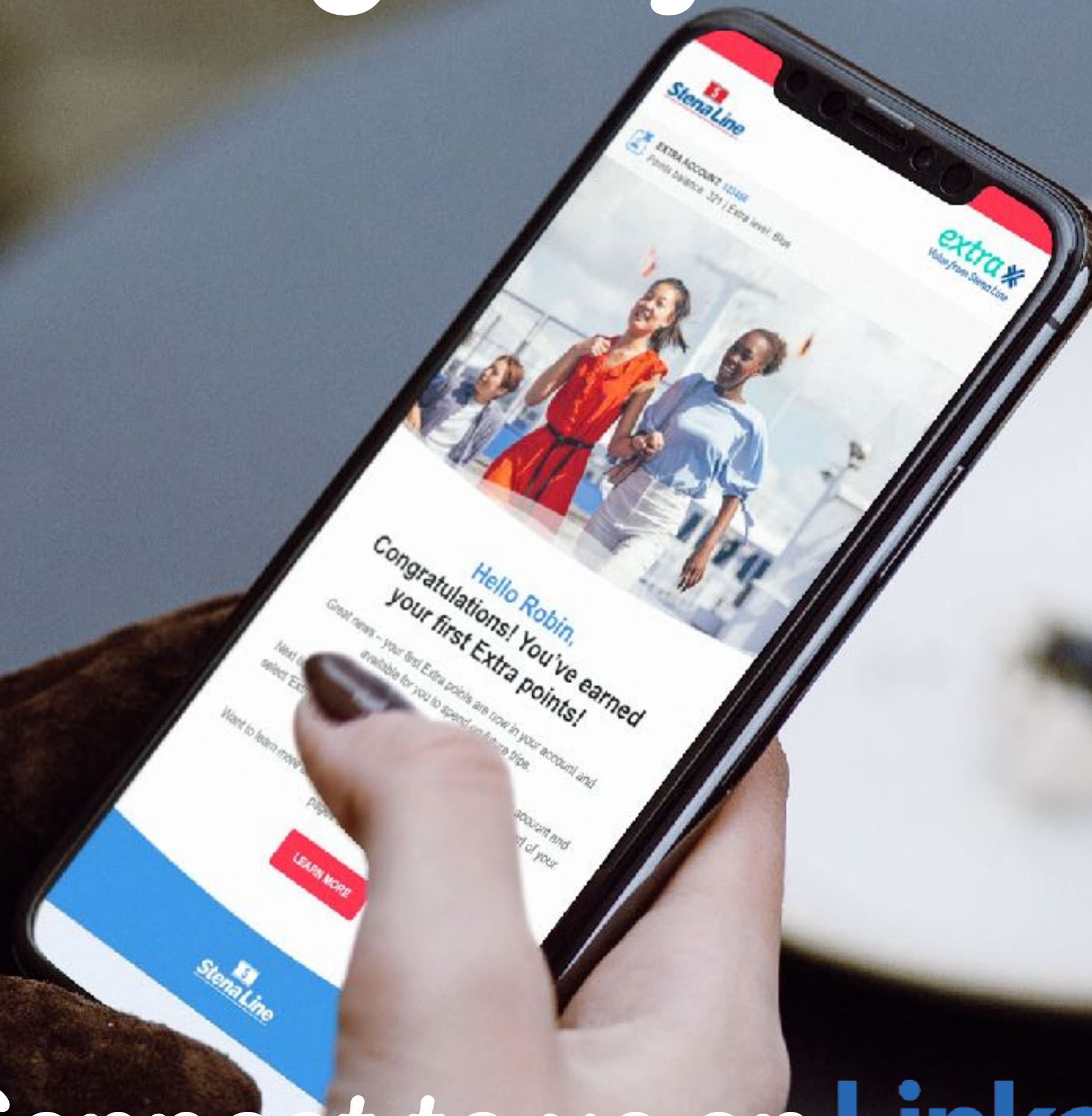
Data pipeline



Data Driven Evolution



Thank you for listening!



Connect to us on **LinkedIn**
to continue our conversation!