

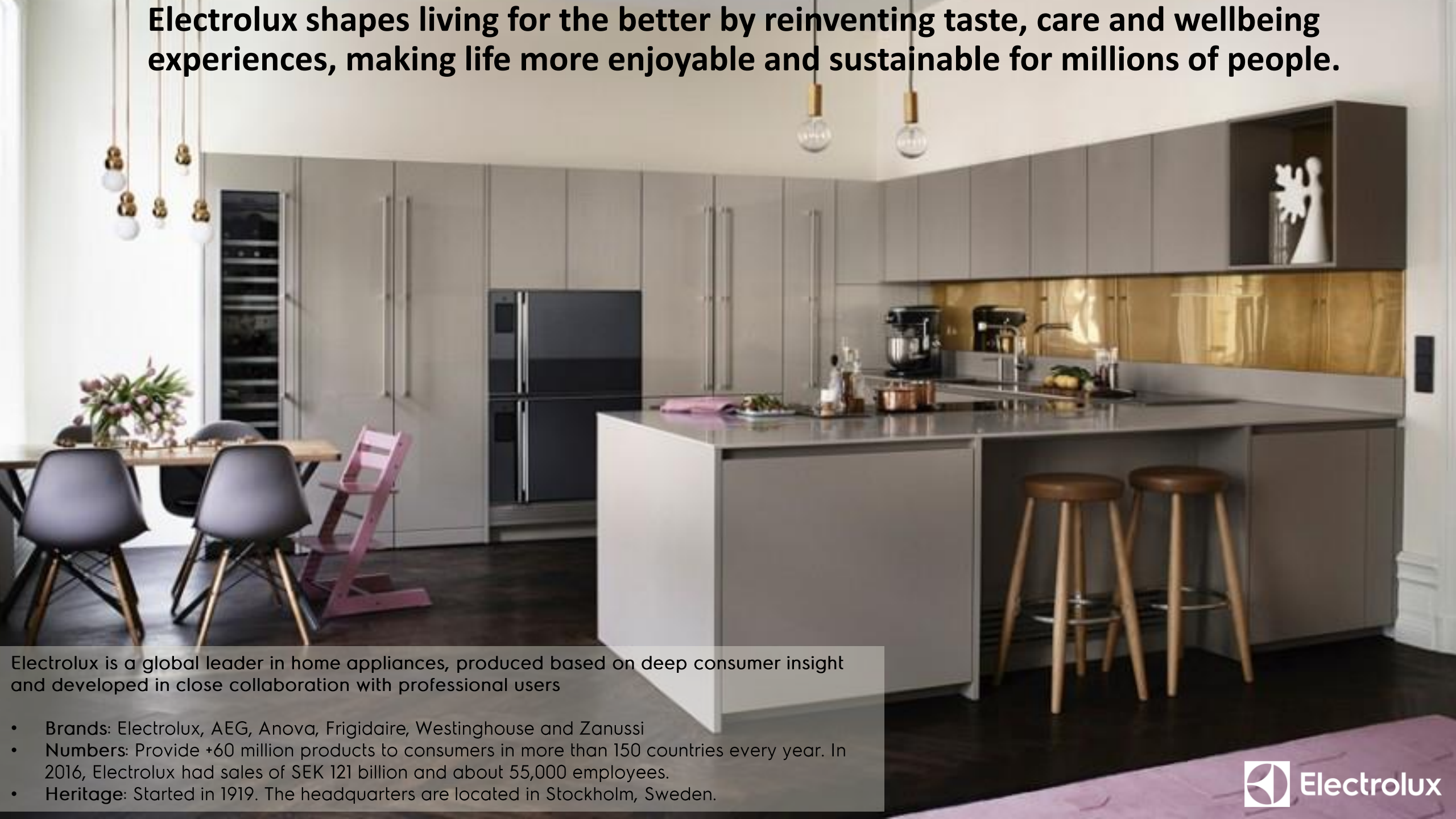
Using consumer insights to deliver the simply outstanding consumer experience

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Electrolux MA EMEA Marketing

Electrolux shapes living for the better by reinventing taste, care and wellbeing experiences, making life more enjoyable and sustainable for millions of people.



Electrolux is a global leader in home appliances, produced based on deep consumer insight and developed in close collaboration with professional users

- Brands: Electrolux, AEG, Anova, Frigidaire, Westinghouse and Zanussi
- Numbers: Provide +60 million products to consumers in more than 150 countries every year. In 2016, Electrolux had sales of SEK 121 billion and about 55,000 employees.
- Heritage: Started in 1919. The headquarters are located in Stockholm, Sweden.

Agenda

- Voice of the consumer program is key
- Big data text analytics and NLP
- Finding relationships between eKPIs and oKPIs
- Socialize actionable insights internally
- Act and continue to measure

Voice of Consumer Program is key for driving improvements

Surveys



Social Listening



Contact Centre



Test Lab

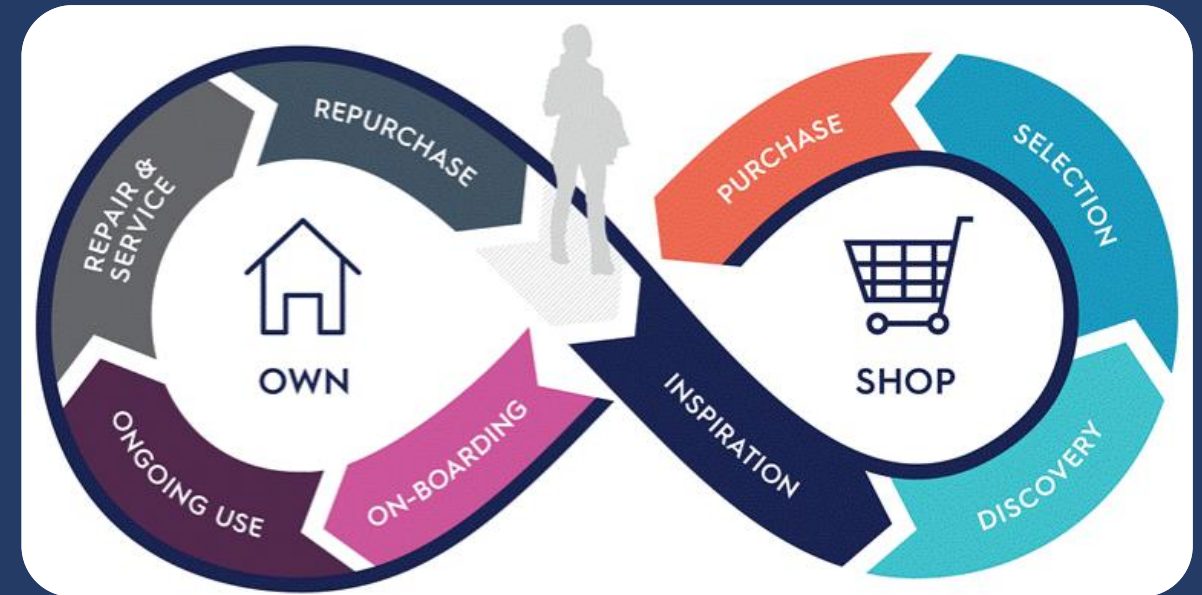


Surveys

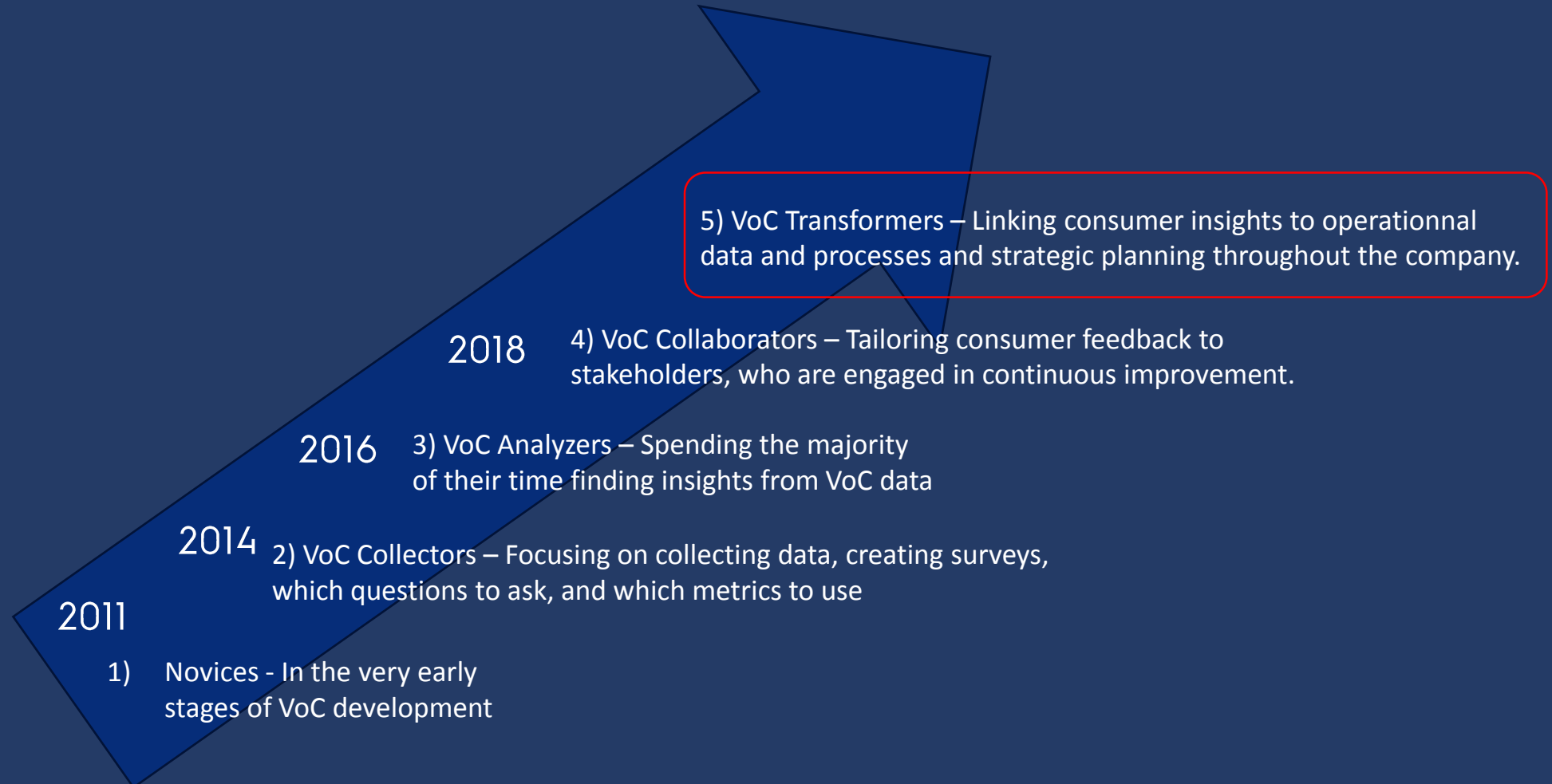
Focus on Transactional surveys

Our surveys focus on the different phases in the consumer journey:

- ✓ Pre-purchase NPS (relationship survey)
- ✓ Brand website NPS
- ✓ Product star review
- ✓ Onboarding NPS
- ✓ Webshop NPS
- ✓ Product Use NPS
- ✓ Contact Centre NPS & CES
- ✓ Service & Repair NPS



Our strategy is to move to the Transformers level in VoC by year 2020.



There are great opportunities by moving into that next level.

From:

- Analyze data in silos.
- Lacking Big Data text analytics.
- Manual reporting is labor intensive and slow to market with actionable insights.



To:

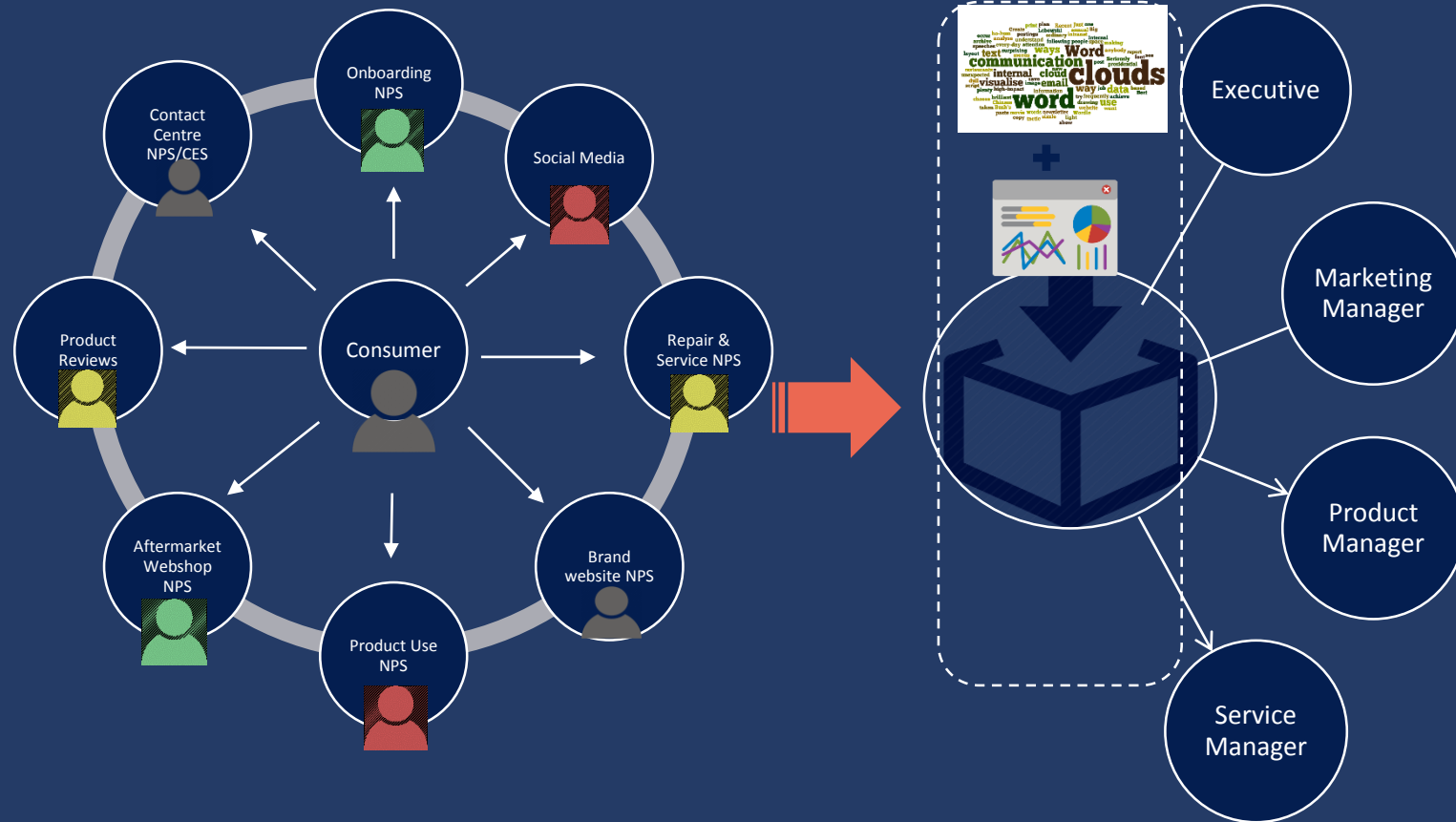


Process for transforming feedback into insight

1 Listening to the voice of the consumer and storing data in the different consumer insight repositories

2 Analyse big data text and package into role based dashboards according to stakeholders' needs

3 Presenting actionable insights on any mobile device at any time



Pilot was implemented in UK & Ireland to include two dashboards.



Big Data Text Analytics and Natural Language Processing



1. Sentiment Analysis in local language
2. Topic categorization

"Your website was *impossible* to navigate and therefore I *lost* my incentive."

"I expected a gift of a cook book relevant to my ProCombi oven- four months have gone by! "



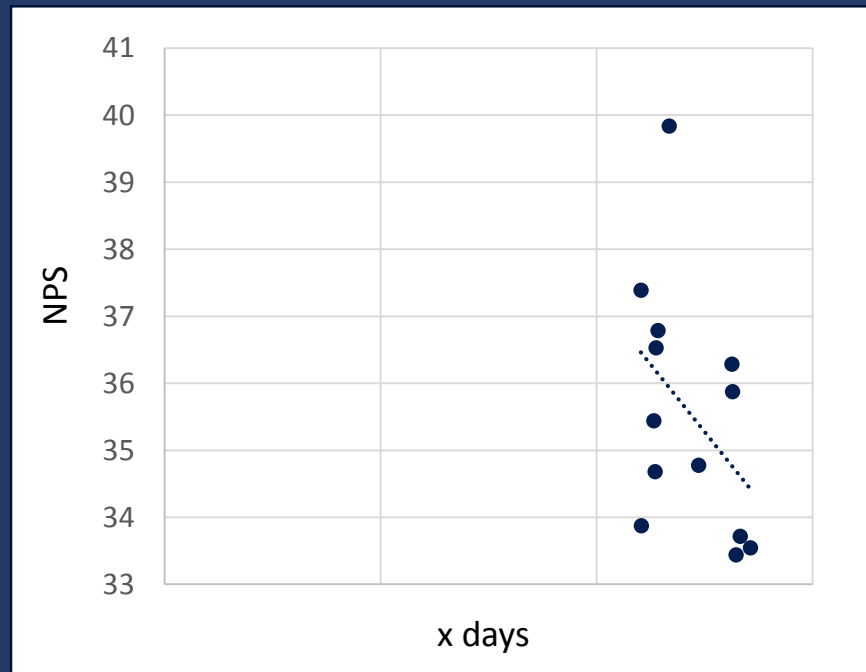
Topic =
Registration

"We *did not receive* the £25 cash back, even after getting in touch with Currys and AEG."

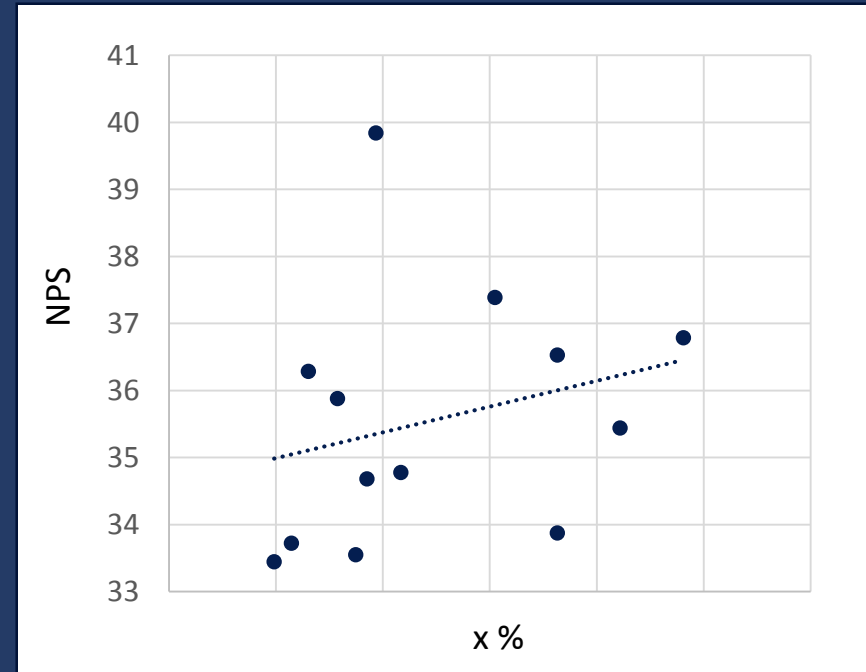
"Registration online is *impossible*. I followed all instructions and got Ooops! An *error* has occurred please try later for several days."

Finding relationships between eKPIs and oKPIs

- Repair Cycle Time (RCT) = oKPI.
- Negative relationship to NPS.



- First Visit Resolution (FVR) = oKPI.
- Positive relationship to NPS.



Socializing Actionable insights internally

Sales & Marketing organization



Product Development organization



Examples of negative topics



Service organization

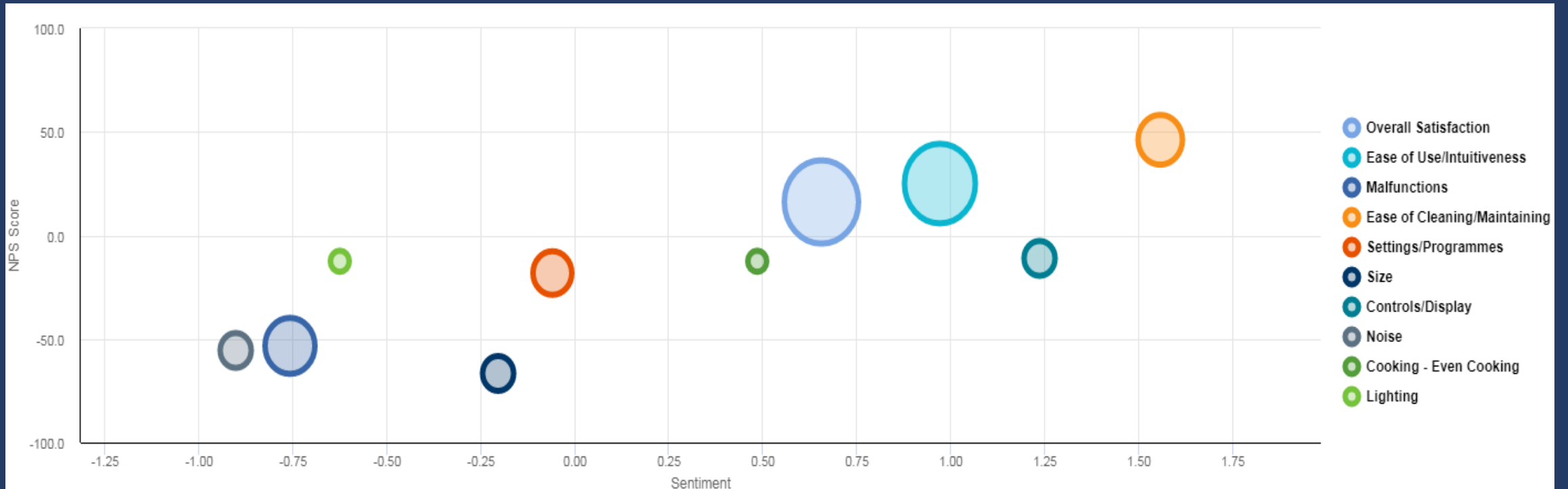


Content and Documentation organization



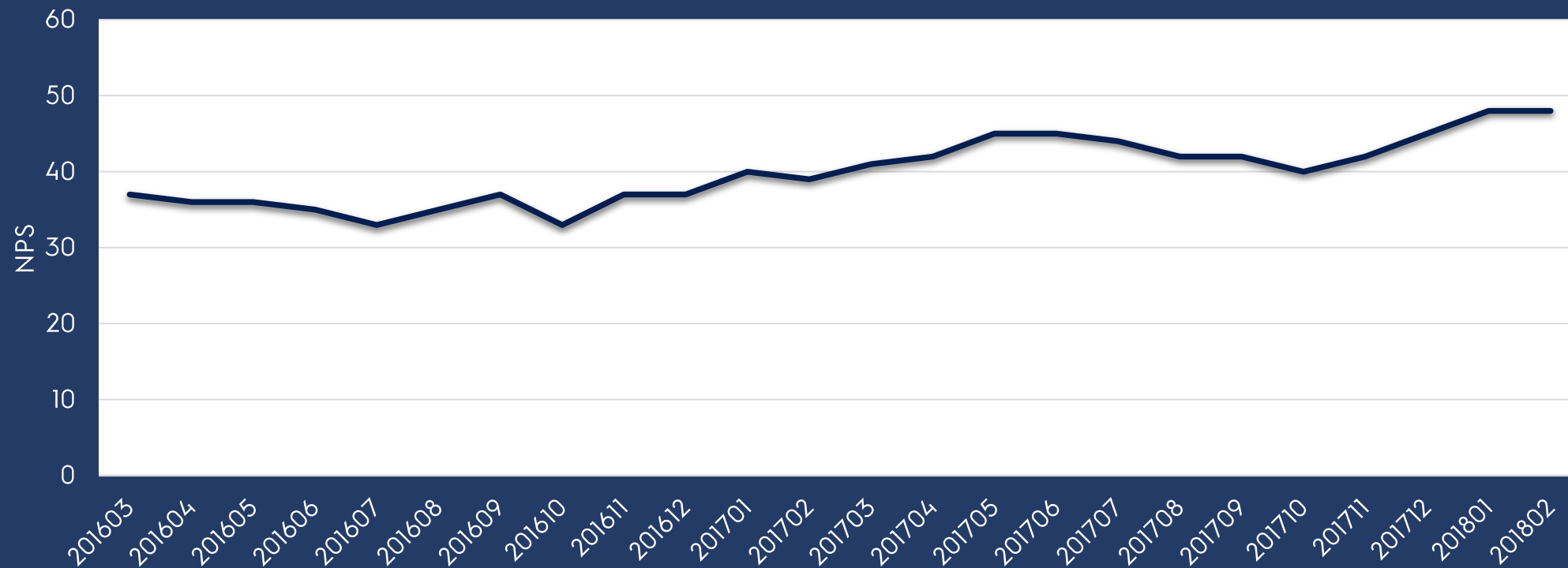
Tools and training for stakeholders

Bubble chart in Clarabridge



Stakeholders Act and CXI team continues to measure VOC

Using consumer insights to deliver the simply outstanding consumer experience. We are on our way!!!!



Past & Current Challenges

- We do not sell directly to the consumer
- Unable to impact the full consumer experience
- Internal stakeholders are working in silos not understanding how to improve the consumer experience.
- Tools & training engagement with internal stakeholders is low. Spoon feeding!



VOC program has high visibility in the company

Global VOC programs

- Active VOC programs in EMEA, North America, Latin America, and Asia Pacific
- VOC Communicate success
 - ✓ Important KPIs to measure best in class consumer experience
 - ✓ Report presentations by CEO
 - ✓ Quarterly business reviews
 - ✓ Digital signage
 - ✓ Tools training



Thank you!