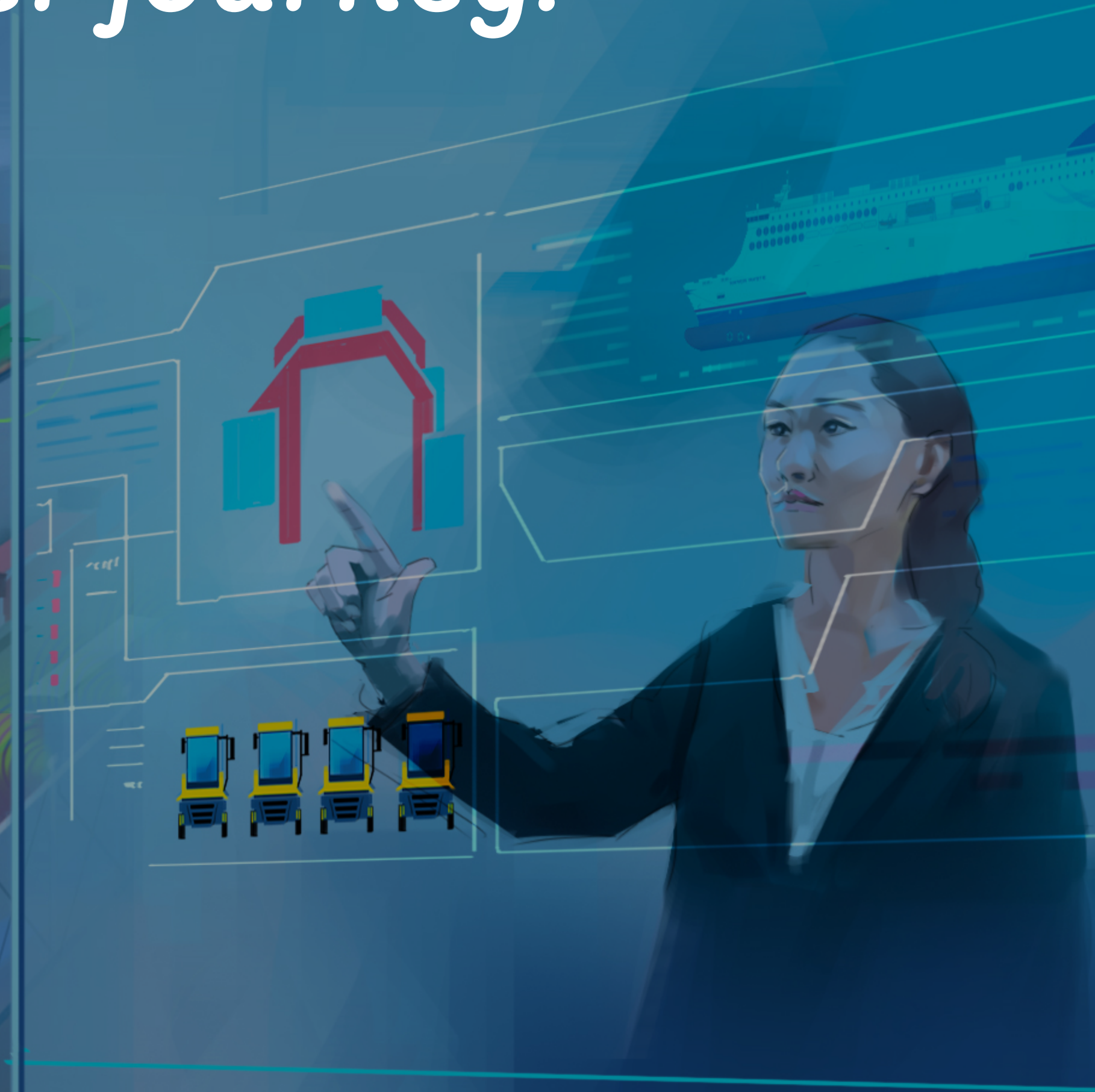


Stena Lines journey in becoming customer centric and relevant in every touchpoint along the customer journey.



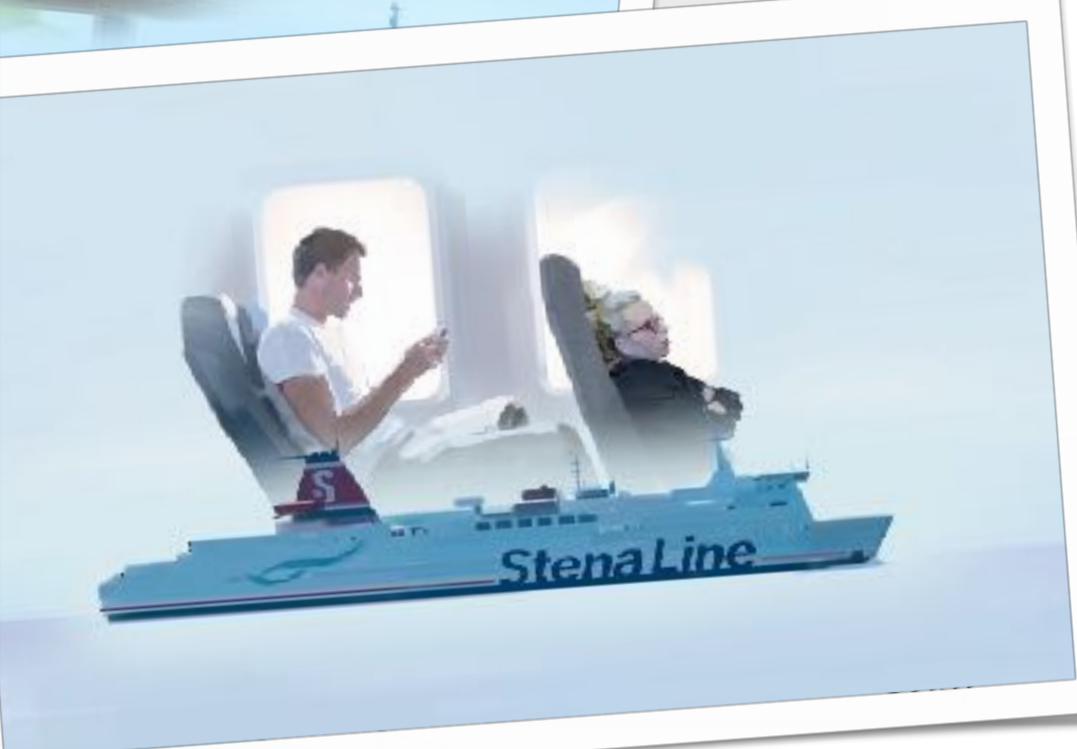
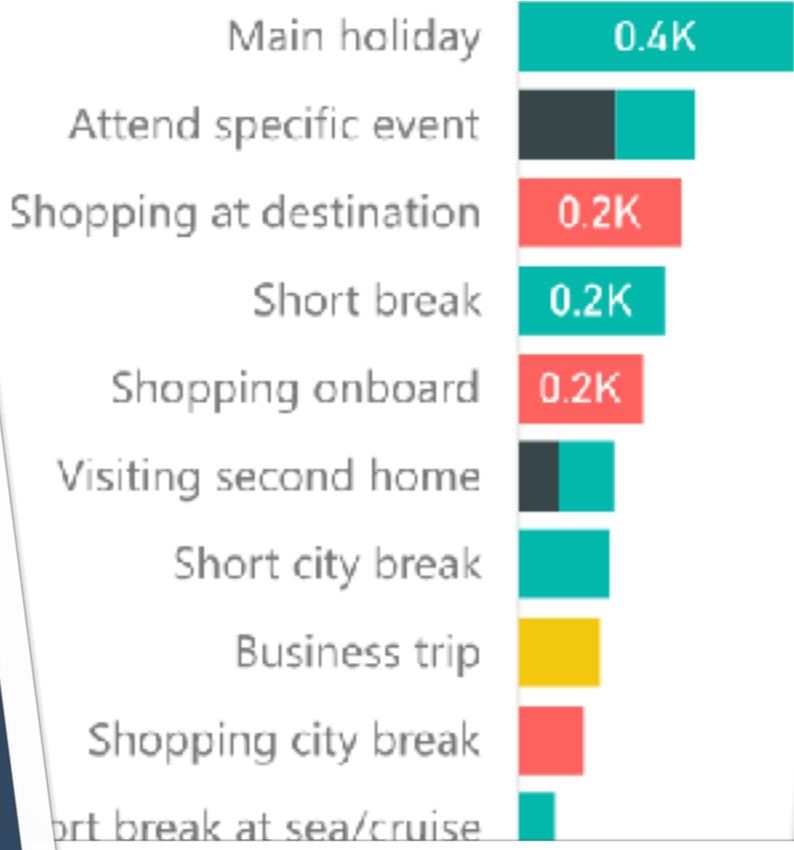
*Niclas Cullberg - Head of group marketing @Stenaline
Robin Westberg - Team lead Marketing Automation @Stenaline*

Our future customer experience

How do we evolve to meet the future customer needs?



We need to understand our customers.



Shopping at destination
Studies
Commuting
Main h
Visiting friends and
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

RF.Travel

CX Journey

Stress

Opportunities

Retail

F&B

Family

Business

Feelings

Hotel

Reason for travel

Booking

Travel partners

Planing

Time

Wallet

Student

360° customer view





TRAVEL CUSTOMER INSIGHTS ALL COUNTRIES Based on direct bookings

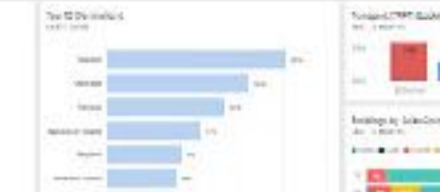
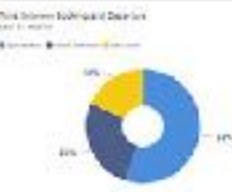
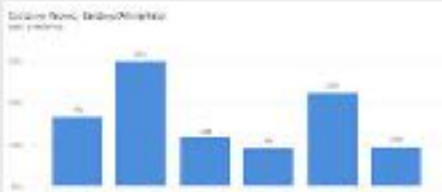
Booking Customers
801109
New bookings



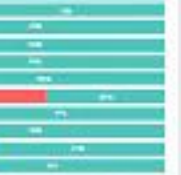
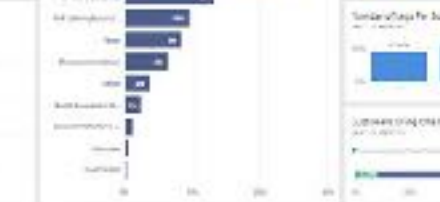
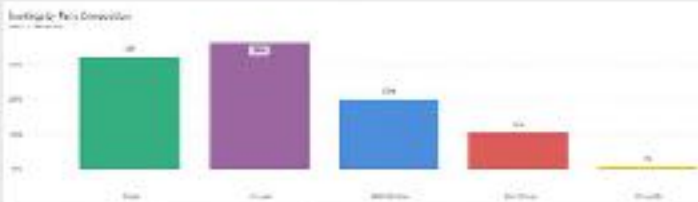
15.26%
69%

13.58%
31%

4.98%
3.07%



Visiting friends and relatives
Shopping on board
Shopping at destination
Short city break
Visiting second home
Work abroad for a longer time
Attend specific event
Shopping city break
Business trip
Honeymoon
Family reunion



Customer journey

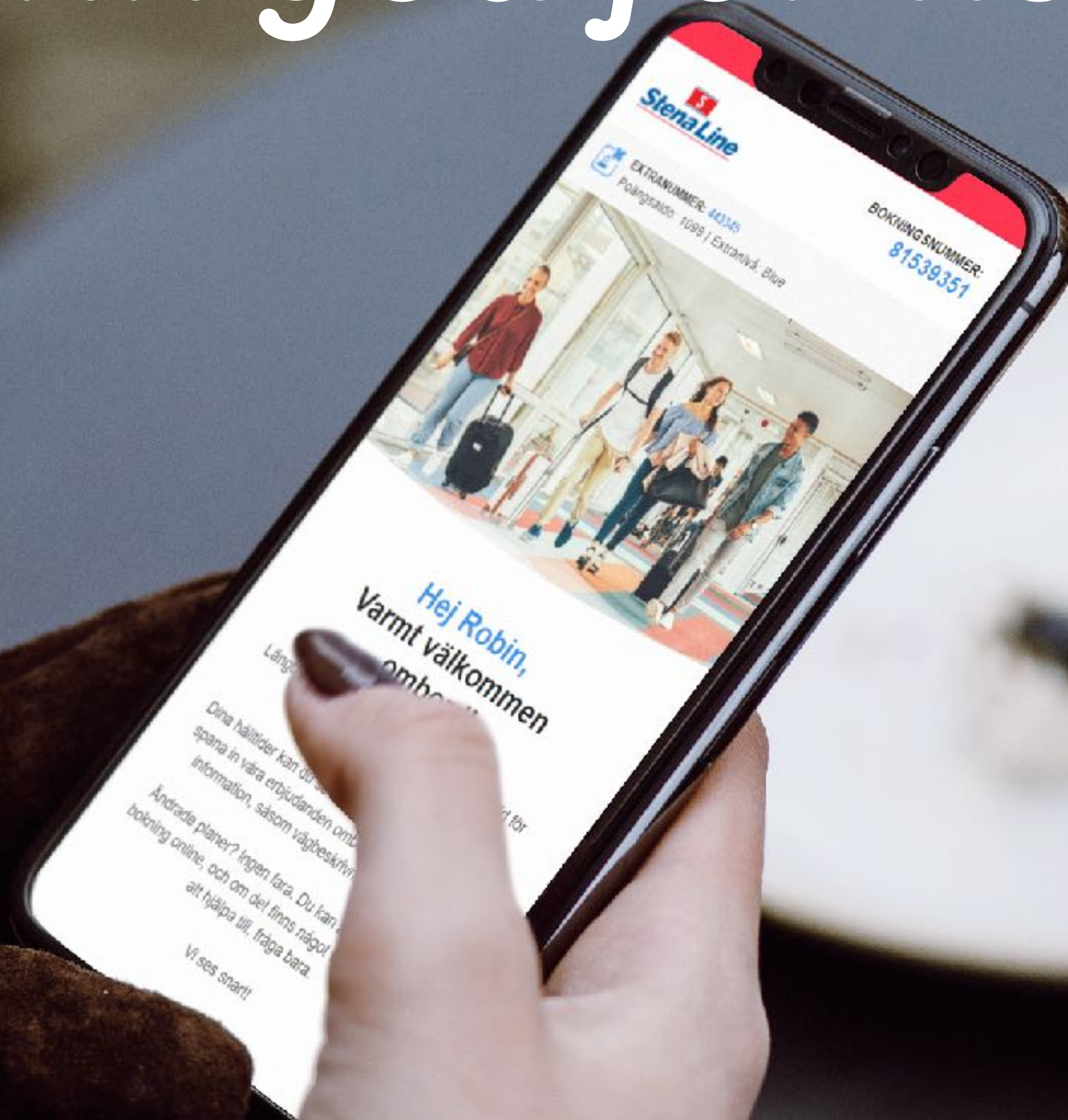
We need to understand our customer and their journeys end to end.



Data Driven Evolution



Thank you for listening!



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Robin Westberg - Team lead Marketing Automation @Stenaline*