

MA Day WR x Klarna

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Klarna.

Presenter



Joakim Hällgren

HEAD OF CONSUMER LIFECYCLE MANAGEMENT @ KLARNA

Joakim Hällgren is responsible for Klarnas Consumer Lifecycle and the teams working with automated communication. He is also globally responsible for the CRM competence at Klarna.

Joakim has extensive experience in developing data-driven customer communication and implementing systems to support a customer-centric business approach. He has worked with many of the major Swedish and Nordic loyalty cards / customer databases in various industries.



Matthias Evelönn

HEAD OF CRM - GLOBAL AUTOMATED JOURNEYS @ KLARNA

Matthias Evelönn has more than 10 years experience from CRM within big brands such as Klarna, Telia and ICA. Matthias started his CRM career at ICA where he was part of building ICAs CRM Personalised offer - "Mina varor", "Mina nyheter", "Prova igen".

Matthias then went over to Telia and led the CRM analytics department and was responsible for their fully automated and data driven NBA engine. Last two years Matthias has been at Klarna and been a big part of building the CRM organisation and the processes. Matthias is also a member of the board for Swedma.

Content

04 What is Klarna?
Short explanation.

15 Klarnas customer journeys
Short explanation.

07 Klarna CRM Development
Short explanation.

19 Key takeaways
Short explanation.

11 Klarnas operative model
Short explanation.

What is Klarna?

Smooth shopping

What does that mean?



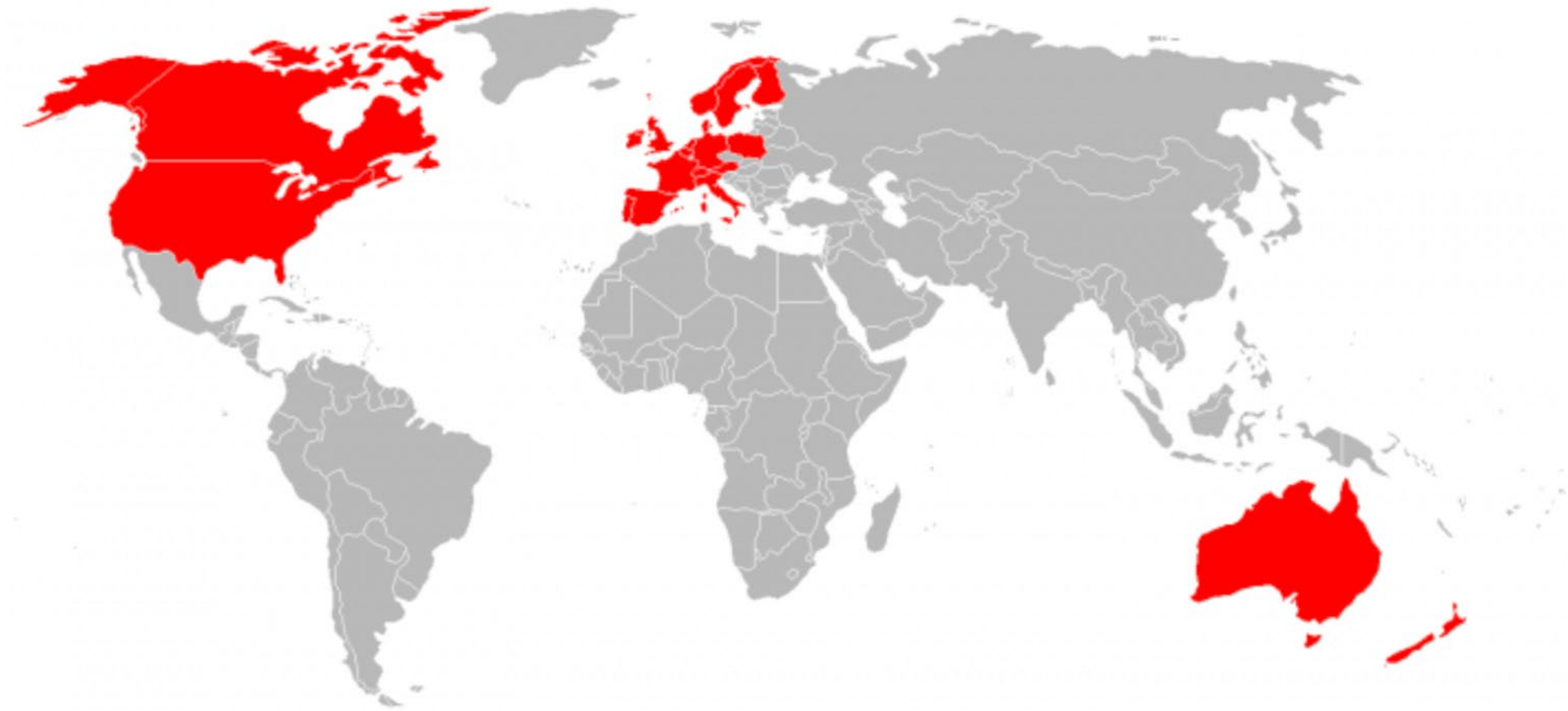
90

More than 90 million people have already experienced a better way to shop

Shop anywhere

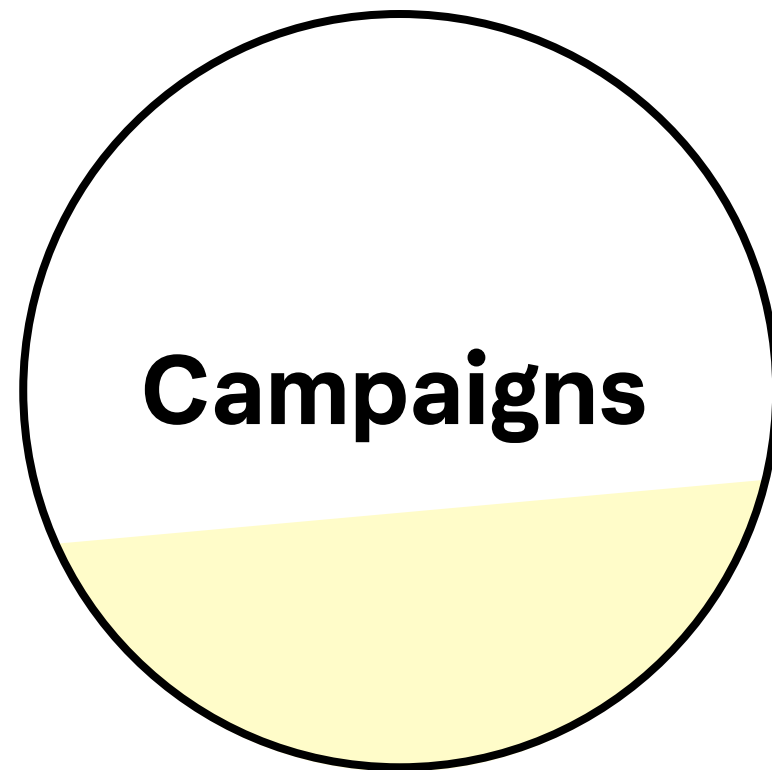
With Klarna, you have the freedom to shop everywhere and pay as you wish

Our markets

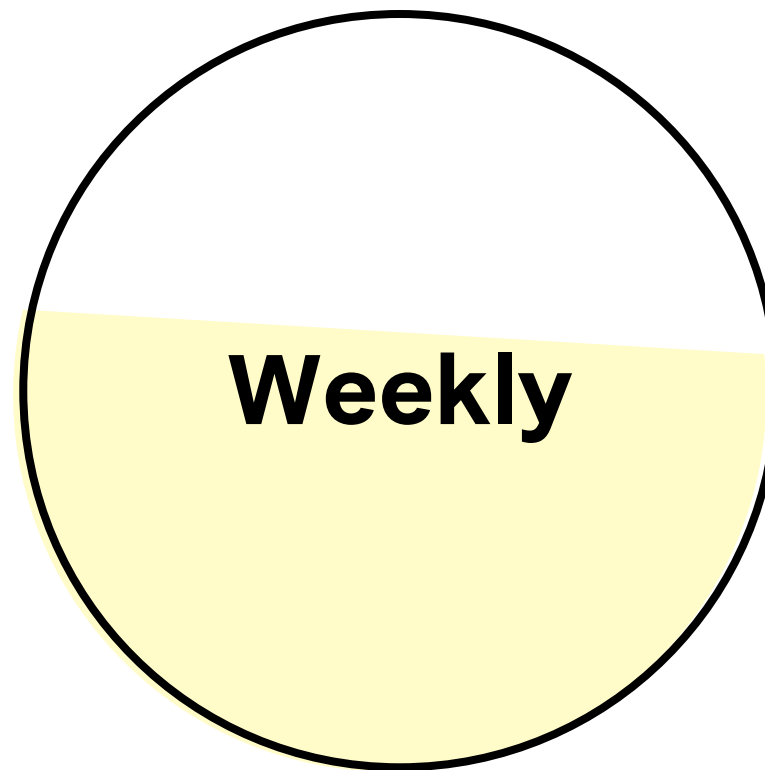


Klarnas CRM development

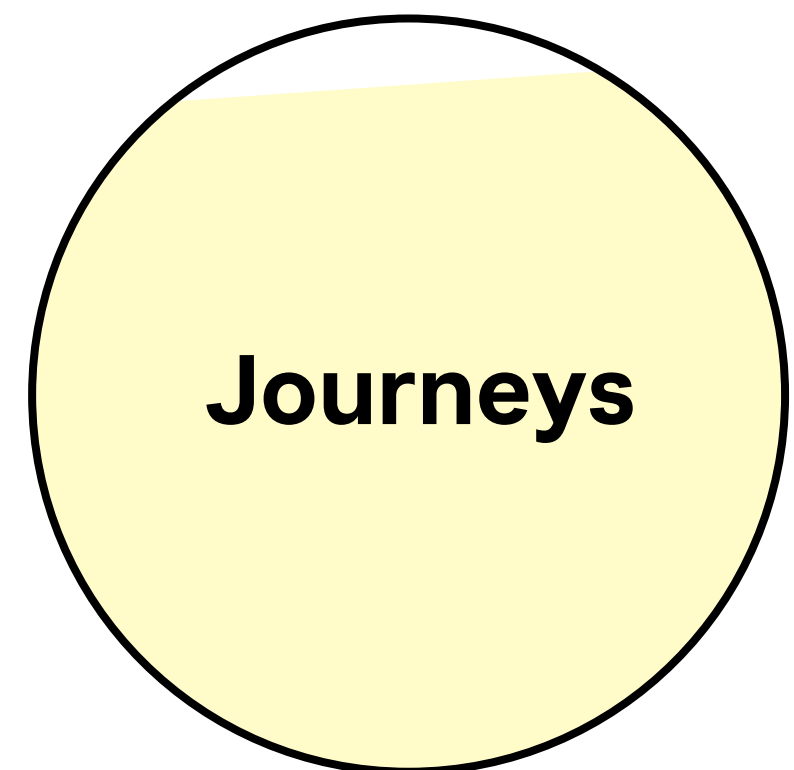
Communication to meet the potential



Examples:
Product launches, Black friday,
Christmas, Lady gaga, Asap



Examples:
Friday deals, Inspirational
mondays, Merchant wednesday



Examples:
Onboarding, conversion, post-
purchase, reactivation

Klarnas operative model

Why Klarnas operative model is a challenge for working with CRM



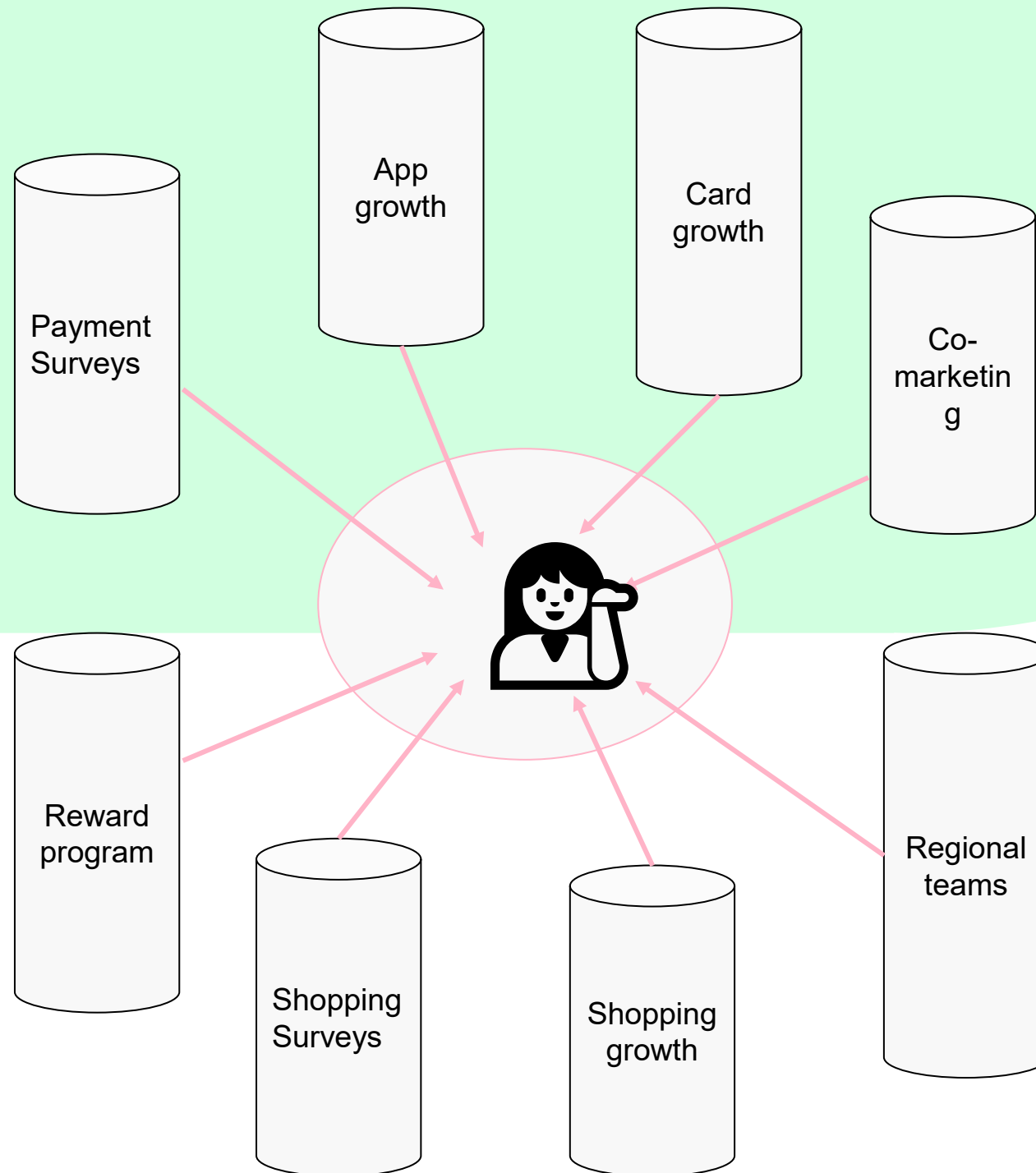
Gather all the competences in one team.

Responsible for a specific area eg:

- App growth
- Card growth
- Shopping growth

Gets things out quickly but lacks the overarching communication

Build CRM coms in silos



Klarna Ways of Working

When you are scaling CRM and Marketing Automation,
Ways of working is the key

Template

Be strict in the management of your templates for all touchpoints

Processes

Set up clear processes with Briefs, QA and Approvals

Access

Regulate what can be accessed without special clearance.

Training

What your CRM Specialist need to know regardless of region or Team

Learnings

Create Lunch & Learn sessions to exchange experience and improvements

Privacy

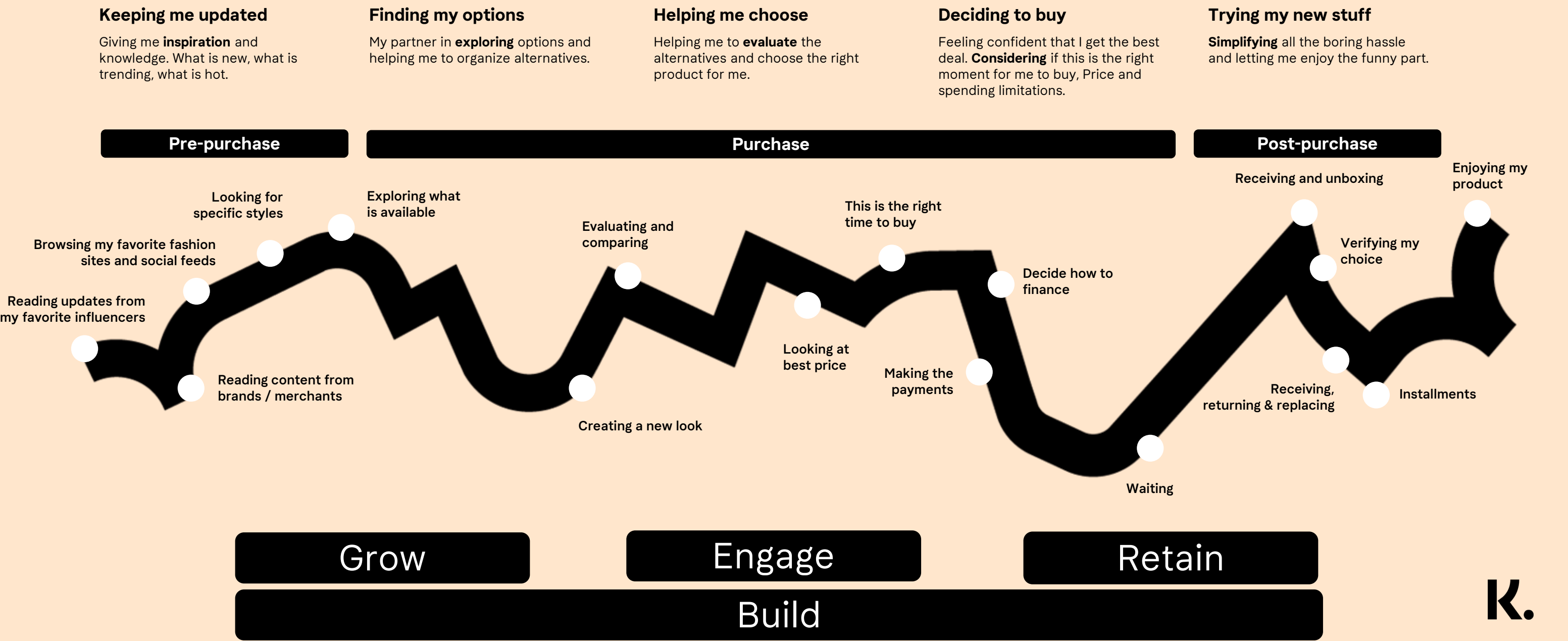
Group the handling of Privacy in different countries and regions

Incidents

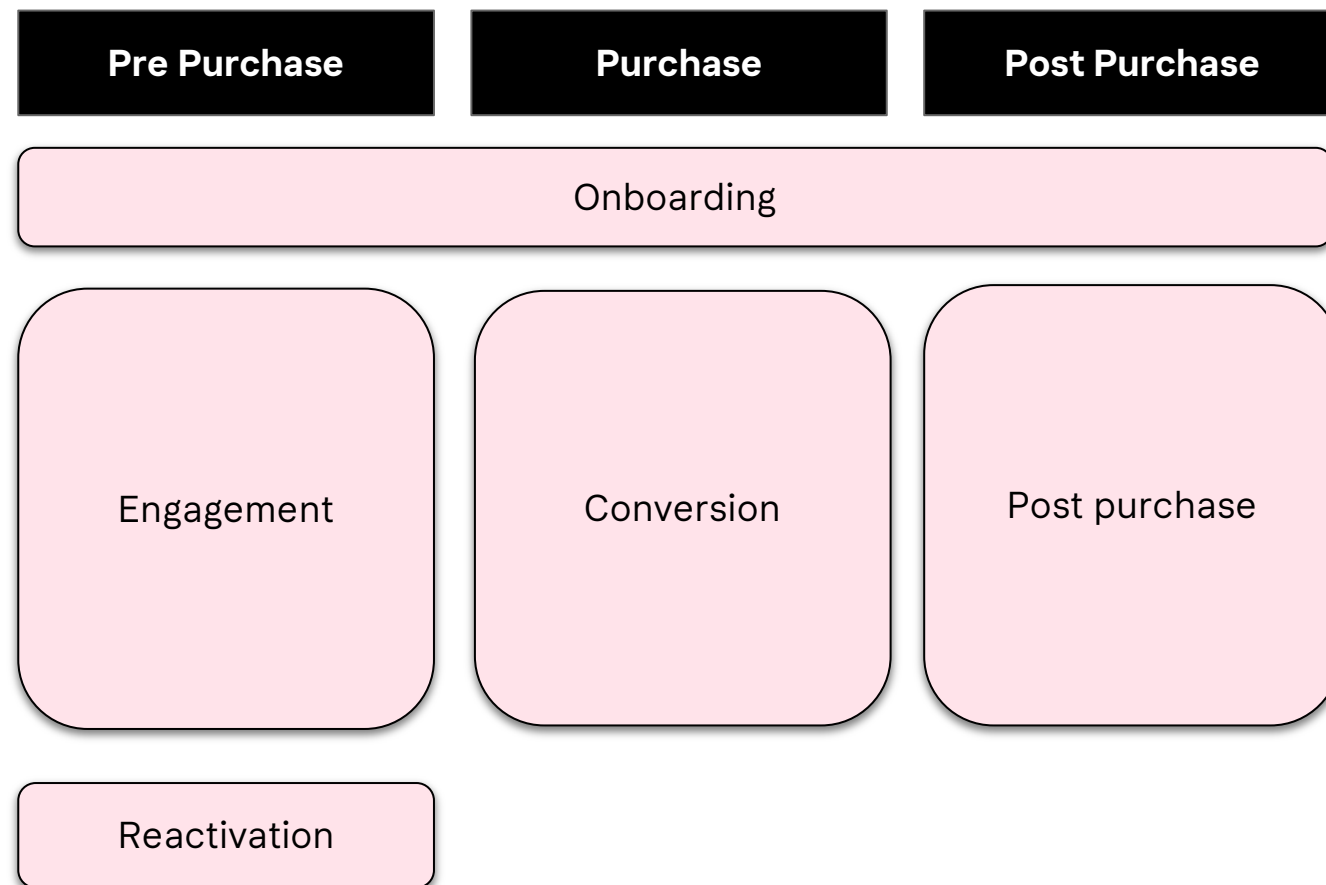
Have a plan for incidents. React fast, respond slowly

Klarnas customer journeys

How do we get our customer journey together?



The five parts of the Contact Strategy



Onboarding

Introduce the consumer to all relevant products, services and offer guidance to use functionality within existing behaviour. Creating a good start and an excellent consumer experience.

Engagement

Relevant and inspirational, taking into account consumer's preferences. Create engagement and spark a new purchase journey.

Conversion

Help and information when required and incentives when needed. Always be present and making sure that the journey is smooth.

Post-purchase

Create an experience that follows the consumers behaviour and creates support for relevant actions e.g. unboxing, returns, refunds, installments.

Reactivation

Stimulate to rediscover Klarna products and services. Reactivate the consumers.

Local resources for fast scalability



Central team

Develops the concept and consumer journey

Local resources

Content/copy competence

Responsibility

Local resources are responsible for translation, local assets and that the content has the right product for the country

Key takeaways



Klarnas operative model.

Fast paced, get much out there, lack on overarching CRM view

Centralised steering.

Create the concept and tactics on a central level and scale it fast with localised resources.

Customer obsession.

Common customer journey model that is customer centric rather than product centric

Thanks.



Klarna.