

# Humanising the customer experience

with



and

agillic

# WHAT WE BE COVERED:

- **How to add the human to the Digital Customer Experience**
- **The role of AI in scaling human experiences**
- **Why it's not data that matters but data density**
- **How to act in real-time**
- **Driving connected experiences**
- **Build detailed customer profiles**



# LET'S START WITH THE CUSTOMER

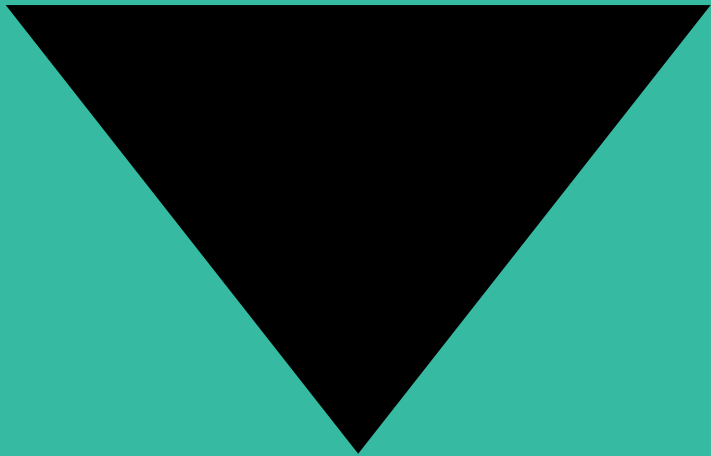


STEP INTO  
YOUR  
CUSTOMERS  
SHOES





# WHAT DO WE KNOW ABOUT THEM?



WHAT DOES GOOD  
LOOK LIKE FROM  
THE CUSTOMER  
PERSPECTIVE?

# MR. HAPPY

*by Roger Hargreaves*



Caption

**IS HUMANISING THE CUSTOMER  
EXPERIENCE THE SAME AS  
OPTIMISING FOR BUSINESSES GOALS?**

**DIGITAL EXPERIENCES  
ARE MADE UP OF  
JOURNEYS**

**1. ARE THEY BUILT  
AROUND THEIR NEEDS?**

## **2. CAN THEY PICK UP FROM WHERE THEY WERE IN THEIR JOURNEY?**



### **3. ARE THE JOURNEYS TAILORED TO THEM INDIVIDUALLY?**

# **4. REDUCING JOURNEY FRICTION**

**A GOOD EXPERIENCE FOR THE  
CUSTOMER ISN'T ABOUT GETTING THEM  
TO CONVERT AS QUICKLY AS POSSIBLE**

**DATA IS KEY TO  
KNOWING YOUR  
CUSTOMERS**

# **PRIORITISE DATA DENSITY**

# FOCUS ON BUILDING A DEEP VIEW OF YOUR CUSTOMERS

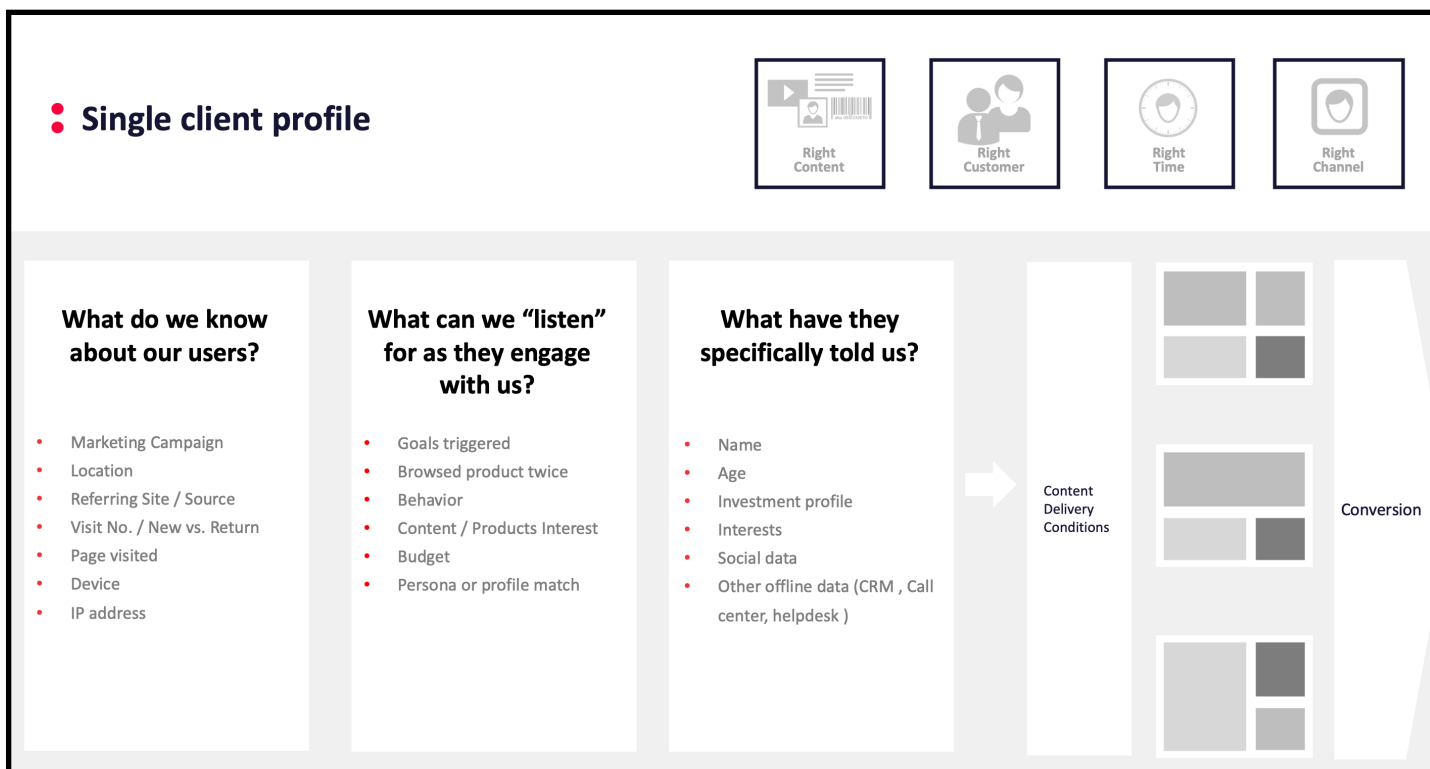


Caption



# A SINGLE CUSTOMER PROFILE CAPTURES

1. WHAT DO WE KNOW ABOUT CUSTOMERS
3. HOW ARE THEY INTERACTING WITH US
5. WHAT ARE THEY TELLING IS



# CUSTOMER TRAITS WHICH WE CAN TRACK

- Their name
- Track their website visits
- Track content read
- Campaigns engaged with
- Products purchased
- Device used
- Their location
- Campaign source
- How they prefer to interact



**BUT WHERE  
DOES THIS  
DATA COME  
FROM?**

**ONE SINGLE PROFILE FOR  
BRANDS TO ACCESS  
EVERYTHING THAT IS KNOWN  
ABOUT THEIR CUSTOMER**



Companies and Brands have never been so depended on their digital engagement with their customers as they are now.

Such digital relationships can only be established and retained through marketing technology platforms.

As one of the leading Martech platforms from Scandinavia, Agillic empowers local and international brands to harness significant market advantages to outperform their competitors through strong digital relationships delivering business results.

# Agillic's Core Story

Ever received generic, irrelevant emails, newsletters or social media ads?

Who hasn't!

Agillic's automated marketing platform helps companies deliver the right message, in the right channel, at the right time.

Consumers get a personalized experience, the company gets better results.

It's all about **happy customers**.



# The customer is dead. Long live the human being.

People are willing to spend

**+47 %**

more on  
**brands that treat them like  
humans**

People are willing to spend

**+32 %**

more on  
**brands that sort out  
problems**

People are willing to spend

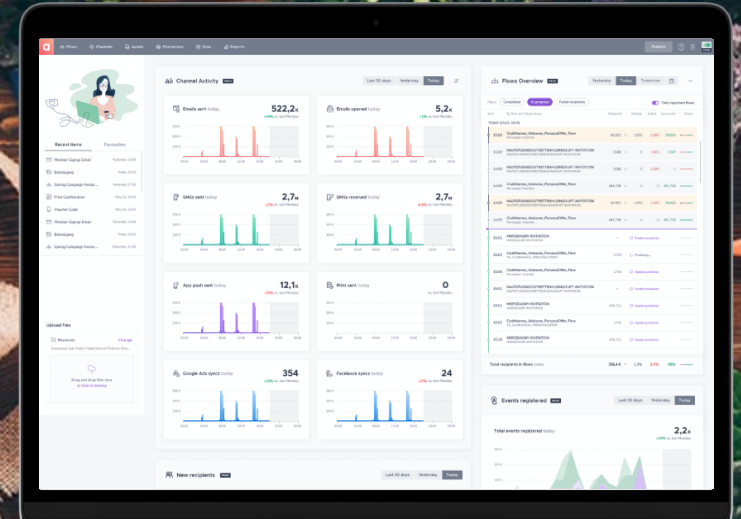
**+32 %**

more on  
**brands that care more about  
them than making a profit**

# Brands must think and act like humans too.



# Personalized Communication to Millions

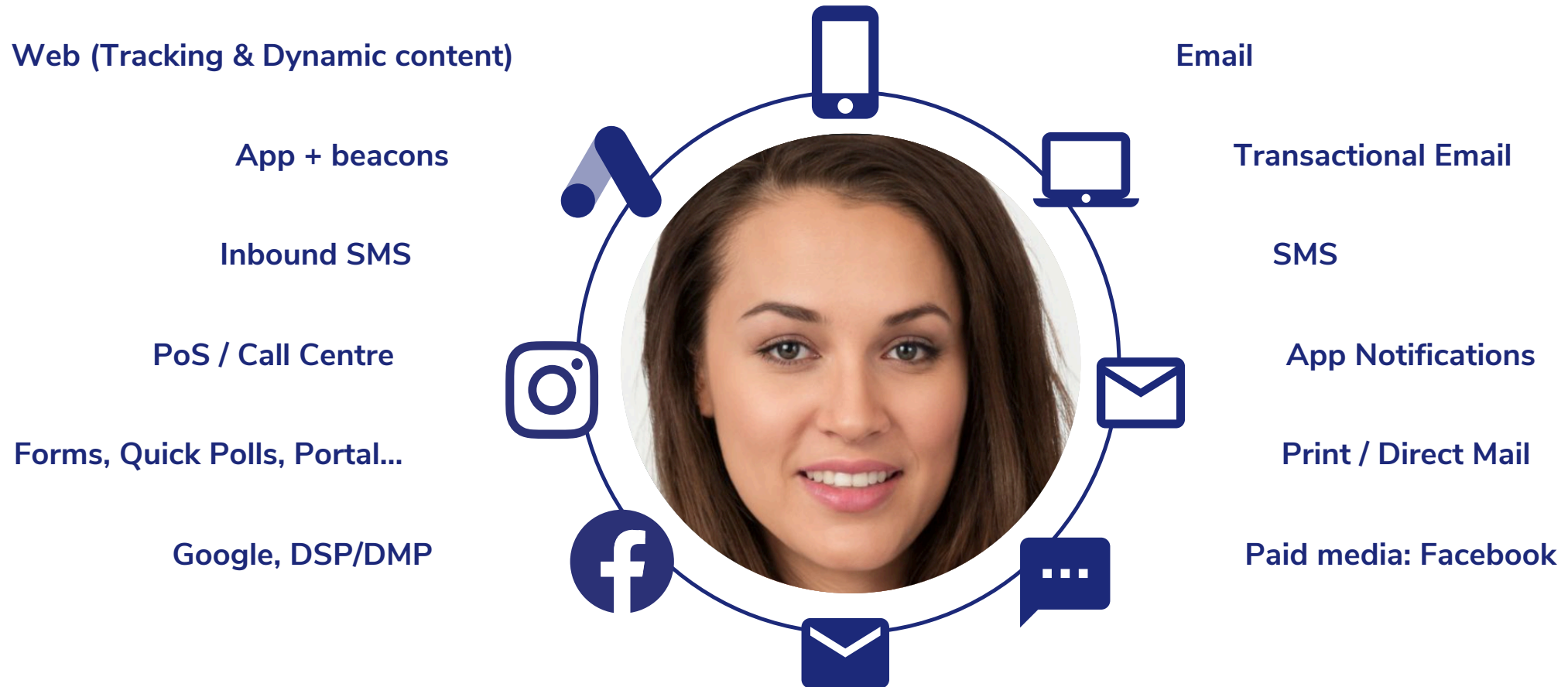


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Happy Customers

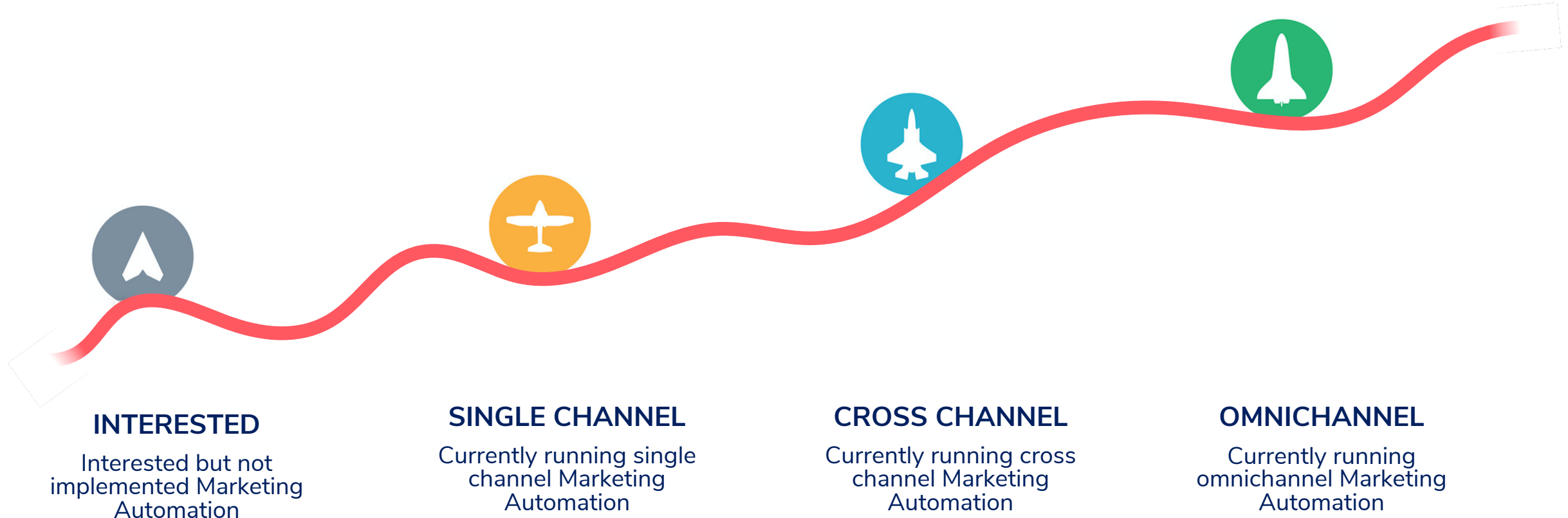


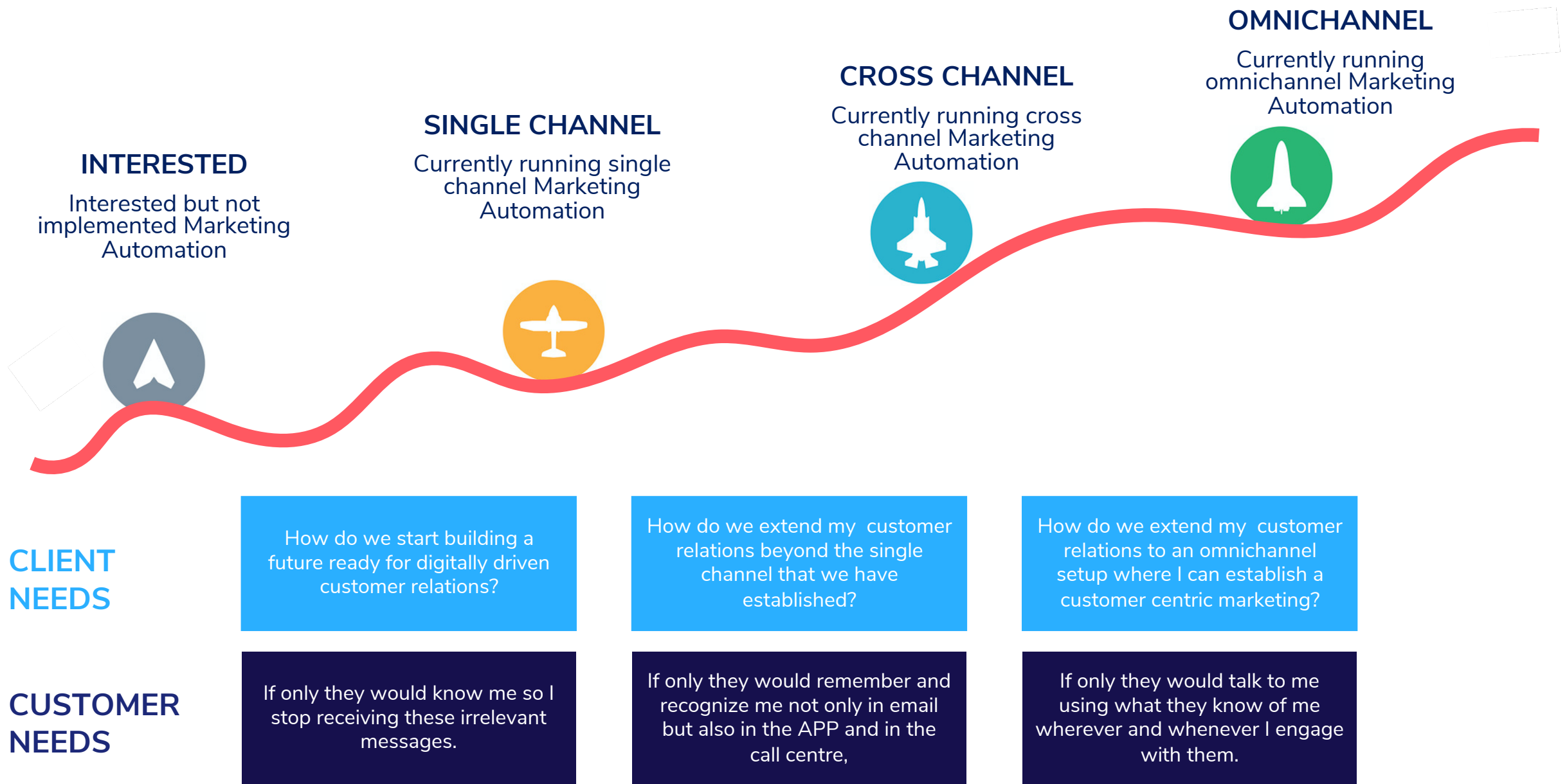
# Omnichannel “Out-of-the box”



Web hooks and Extension SDK/ framework for custom made channels  
Rich REST API framework for integration to 3rd party websites, social media etc.

# Prospects' Life-Cycle on Customer Experience Journey









© marketoonist.com

# The core of our platform is build with a structure that gives us the power to deliver personalized communication to millions

## SINGLE CHANNEL

Currently running  
single channel  
Marketing Automation

ONE SIZE FITS ALL	SEGMENTATION	PERSONALIZATION
All profiles in the database get an email sent with the new Nike collections	All profiles in the database that are interested in Nike Running shoes will get an email sent with the new Nike collections	<ul style="list-style-type: none"><li>• It has been 8 months since you bought your last pair of running shoes. To avoid injuries you should consider buying a new pair.</li><li>• We know you pronate and have preference for wide models.</li><li>• Here are the 5 running shoes that will fit you best.</li></ul>

# The core of our platform is build with a structure that gives us the power to deliver personalized communication to millions

**CROSS CHANNEL**  
Currently running cross  
channel Marketing  
Automation

ONE SIZE FITS ALL	SEGMENTATION	PERSONALIZATION
All profiles in the database get an email and an APP push sent with the new Nike collections.	All profiles in the database that are interested in Nike Running shoes will get an email and an APP Push sent with the new Nike collections.	<ul style="list-style-type: none"><li>• It has been 8 months since you bought your last pair of running shoes. To avoid injuries you should consider buying a new pair.</li><li>• We know you pronate and have preference for wide models.</li><li>• Here are the 5 running shoes that will fit you best.</li><li>• Message is done in short text for App push and longer for email.</li></ul>

# The core of our platform is build with a structure that gives us the power to deliver personalized communication to millions

**OMNICHANNEL**  
Currently running  
omnichannel Marketing  
Automation

ONE SIZE FITS ALL	SEGMENTATION	PERSONALIZATION
<p>All profiles in the database get an email and an APP push sent with the new Nike collections.</p> <p>Recipients that are not responding, gets retargeted on Facebook.</p>	<p>All profiles in the database that are interested in Nike Running shoes will get an email and an APP push sent with the new Nike collections.</p> <p>Recipients that are not responding, gets retargeted on Facebook.</p>	<ul style="list-style-type: none"><li>• It has been 8 months since you bought your last pair of running shoes. To avoid injuries you should consider buying a new pair.</li><li>• We know you pronate and have preference for wide models.</li><li>• Here are the 5 running shoes that will fit you best.</li><li>• Message is done in short text for App push and longer for email.</li><li>• When customers enters the physical shop the wifi identifies the app and bids them welcome referring to the recommendation that was done in the email.</li><li>• When customer pays, the sales rep can see recommendations for next best offer on their POS screen and also ask for mobile number since that is not in the database.</li></ul>



# Typical **Retail** Moments of Truth

**Grow**

Birthday / anniversary

Plan threshold

Share of wallet / cross category

Local & personalised newsletter

Local event

Out of stock / back in stock

Store proximity

Refer-a-friend

Bargain hunter

Related product / accessory

New product model / collection

Product replenishment

Purchase satisfaction

Sample / transactional follow up

Profile / family survey

Engagement through packaging

Permission  
capture

Category  
interest

Personalised  
newsletter

NPS

Win-back

**Attract**

Pure / twin  
acquisition

Welcome  
programme

Abandoned  
basket

Points / voucher  
expiry

Re-permission

**Retain**

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# Why Agillic?

We take away the exponential complexity of multiple channels and turn it in to a true omni-channel marketing experience whilst making personalized communication to millions possible.

The result is simple, you gain;  
Happy Customers

- and achieve
- higher conversion rates
  - higher order value
  - better retention
  - increased customer lifetime value
  - faster revenue growth rates
  - higher return on ad spend

# Personalisation creates value across industries

Explore the stories behind our clients' hockey stick growth curves, successful retention, increased loyalty and customer lifetime value



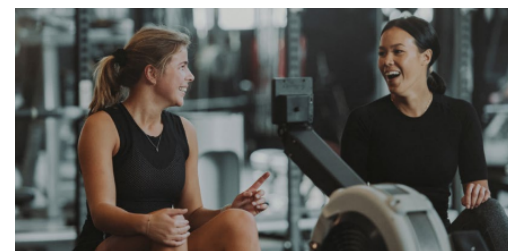
## Danish Red Cross

Danish Red Cross increased the average turnover for SMS by 60% and for email by 120%.



## Egmont Publishing

Personalisation enabled Egmont Publishing to reduce churn by 22%.



## Fitness World

As Fitness World launched personalised welcome flows, the retention rate was up to 6% higher. In an industry renowned for high churn, this is a weighty result.



## Miinto

Agillic's data driven marketing automation enhanced Miinto's customer experience, with an impressive increase in CLV of more than 28% (+250M DKK).



## Matas

Most successful loyalty programme in DK with more than 1.4M active members (incl. 780k app users and ~70% of all Danish women aged between 18 to 65). On average 50% higher CLV for omnichannel customers.

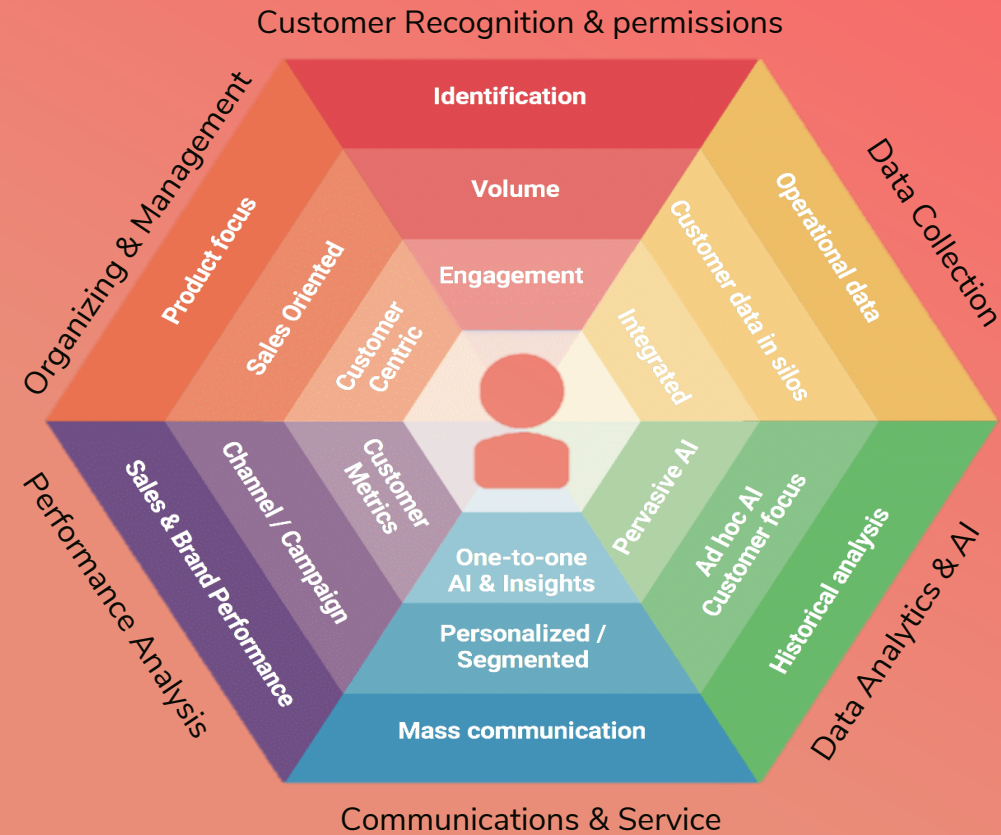
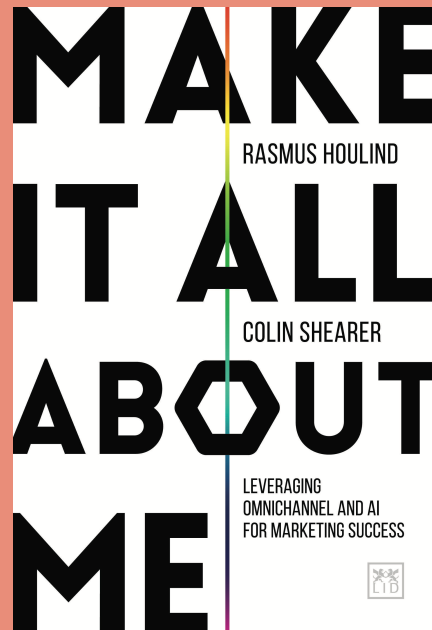


## Sportmaster

1.2M members, CLV for omnichannel customers 40% higher than average.



When a truly human experience is created,  
the brand has reached “omnichannel” Nirvana



# Q&A