Qivos Cloud:
How customer data reshape the brands' future

QIVOS

OUR TODAY'S WORKSHOP

- Short Intro on who we are

- First-Party Customer Data: The new challenge on the CLOUD

- Let's dive into Business Practices and KPIs

- Actionable Steps to Increase Customer Lifetime Value (CLV)

- Quick view on two Case Studies

- Q&A
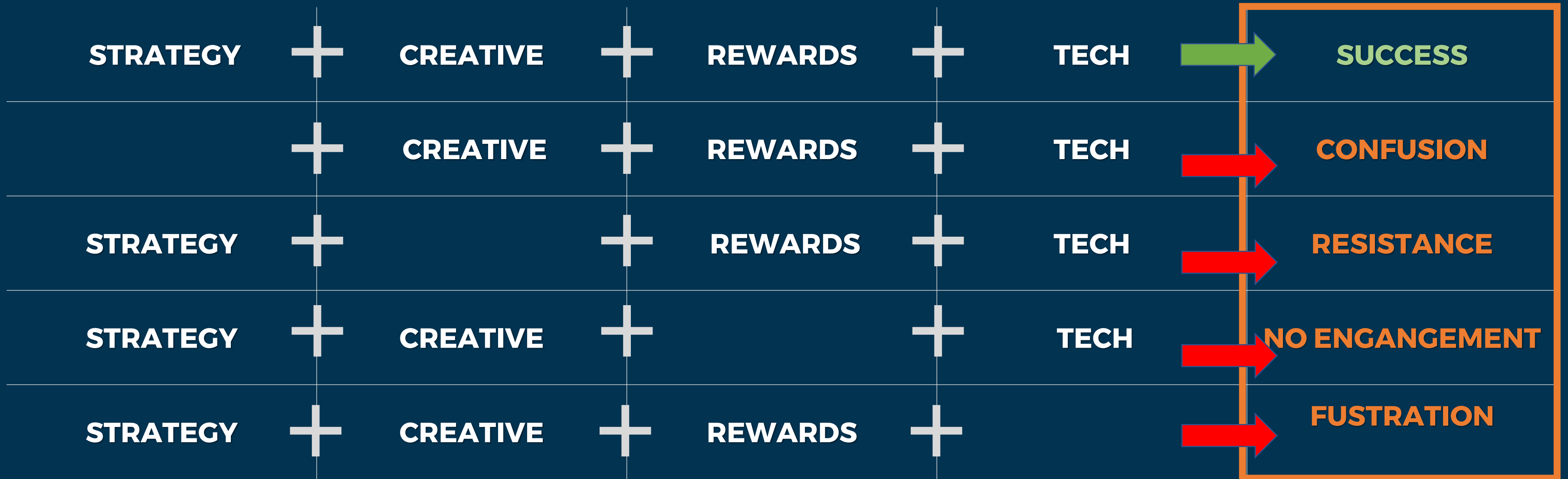
GET TO KNOW US BETTER

About Qivos

A **marketing technology agency** that delivers successful end-to-end customer loyalty management through unified commerce.

Speaker, V. Karalis, Founder and CEO of Qivos

Specialized in Marketing Technology / Omnichannel CRM, with 20+ years of professional experience in the field of new technologies.

MARKETING + TECHNOLOGY + AGENCY

|					
STRATEGY	+	**CREATIVE**	+	**REWARDS**	+	**TECH**	→	**SUCCESS**
	+	**CREATIVE**	+	**REWARDS**	+	**TECH**	→	**CONFUSION**
STRATEGY	+		+	**REWARDS**	+	**TECH**	→	**RESISTANCE**
STRATEGY	+	**CREATIVE**	+		+	**TECH**	→	**NO ENGANGEMENT**
STRATEGY	+	**CREATIVE**	+	**REWARDS**	+		→	**FUSTRATION**

QIVOS PROFILE

- Real industry expertise for more than 15 years

- Proven methodology and technology already applied in 8 countries

- Measurable results and added value in more than 35 industry leaders

- Awarded as the true leader in Customer Loyalty Management

- Recognized as global player by Analysts like FORRESTER®

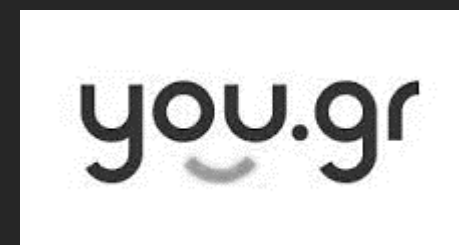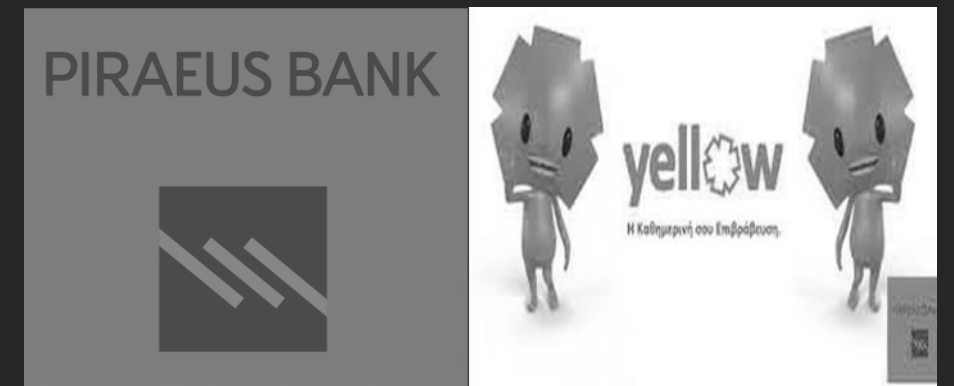- Great culture, positive thinking and team spirit that rocks !!

THEY ALREADY TRUST US
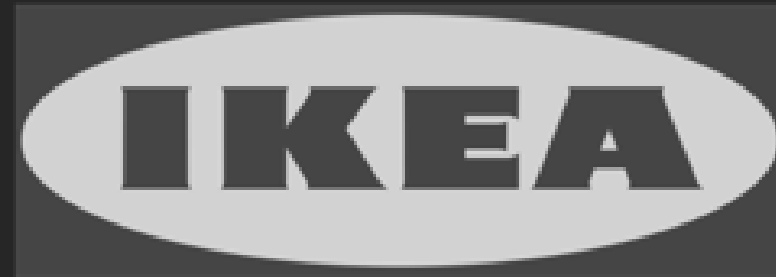
TODAY'S ENVIRONMENT

By 2022,
third-party cookies … will be no more !!!

THREAT

This will kill off much of the intelligence
BRANDS have relied on
to sway buyers
to click, register and buy

OPPORTUNITY

to deepen customer relationships and inject
analytical sophistication by
identifying customers
in every touch point
closing the GAP between online-offline

One ingredient makes that possible:

"first-party" customer data

"Now is the time to reimagine how you're collecting and using customer data"

reports Deloitte.

Brands must relay on

first-party data

to improve areas such as customer targeting and marketing personalization.

First-party customer data is quickly becoming one of the most vital assets your business can own,

writes Deloitte.

The offshoots are:

➢ **Richer customer insights** leading to more compelling experiences and greater customer spend.

➢ **More accurate predictions** of buying behaviors so you're not wasting time and money on irrelevant campaigns.

➢ **Less guesswork** and easier decision-making as evidence replaces hunches.
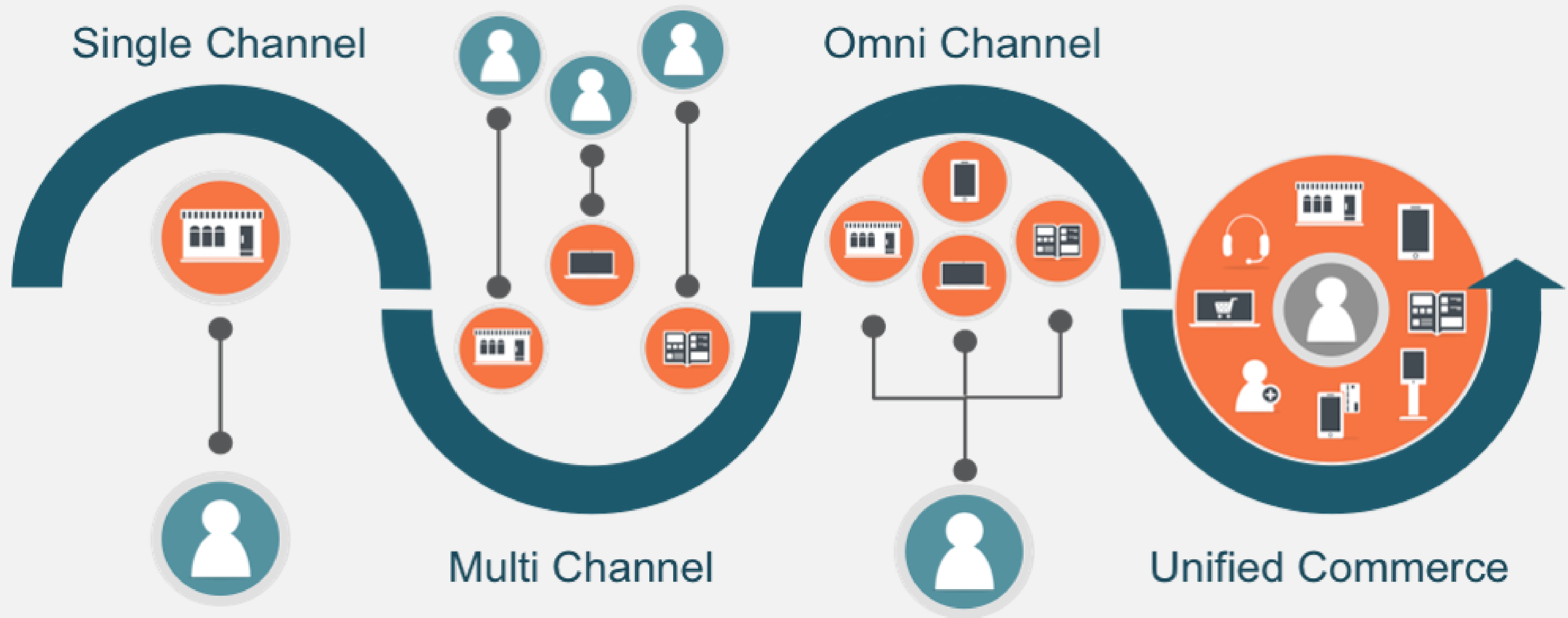
We now live in a challenging...

"UNIFIED COMMERCE"

world!

#SHIFT_HAPPENS

#BRANDS_NEED_TO_SURVIVE

THINGS CHANGED. THIS IS A DIFFERENT ERA

Single Channel

Omni Channel

Multi Channel

Unified Commerce

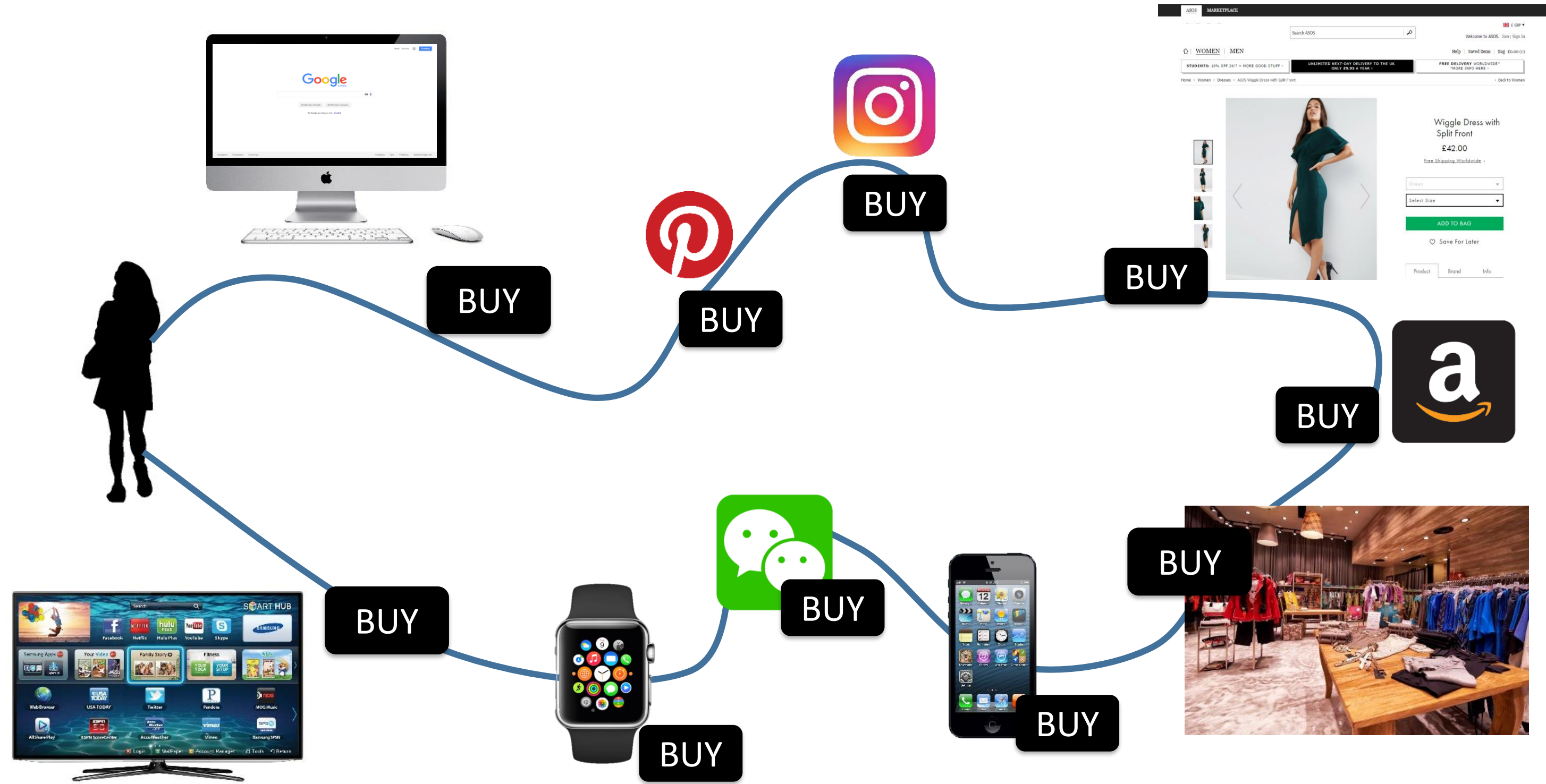1970s   1990s   2010s   Today
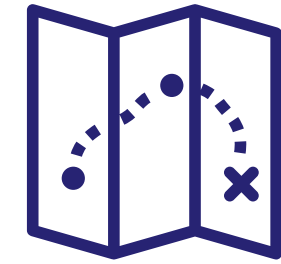
THE GAME HAS CHANGED

"Customer data" are crucial for the UNIFIED COMMERCE
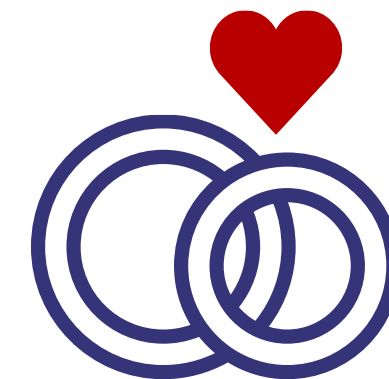
#DATA_IS_GOLD

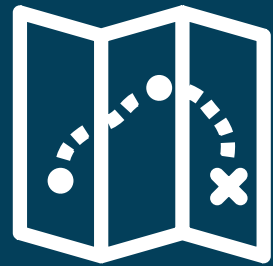# WHAT IS CUSTOMER DATA?

DEMOGRAPHICS

TRANSACTIONAL

BEHAVIORAL

DEMOGRAPHICS

- Name

- Contact info

- Marital Status

- Age group

- Sex

- Spending Capacity

- Etc

TRANSACTIONAL

- Average Basket
- Average Annual Spending
- Frequency (Transactions/year)
- Product Categories
- Transactions with discount
- Transaction Store
- Transaction Date/Time
- Conversion Rate
- etc

BEHAVIORAL

- Seasonality

- Price Sensitivity

- Brand Lover

- Social Media Engagement

- Sales Channel Preference

- Social Media Preference

- Etc

Collecting Data
on the CLOUD

QIVOS CLOUD
PLATFORM

A Customer Data and Loyalty Platform (SaaS) that enables marketers to identify shoppers in the real world, analyze their behavior and connect with them in real time like the way they do in the digital world.
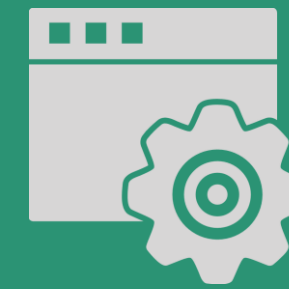
QIVOS CLOUD
Unified Customer Profile

CONNECTED WITH:

QIVOS CLOUD   EN

Loyalty members

Summary   Details

RJ   Richard Jameson

Member since	Card Number	Total points
22-07-2016	9011110000683	36436
Birth date:	Schema	Reserved points
09-02-1981	Marks&Spencer FOOD	0
Mobile	Registration store	Available points
7303825695	Kings Cross	36436
Email	Member source	Lifetime points
richardjameson@gmail.com	-	37686
QIVOS ID	Category	
93851ad7-9b3c-11ea-80b6-0ac3f3f63948	Silver	

Customer insights
Customer data
  • Customers
  • Invoices
  • Transactions
  • Tickets
  • Data quality
Loyalty model
Campaign management
Customer operations
Automation center
Administration
Utilities

[Consent] [Create ticket] [Adhoc points] [Anonymize] [De-activate]

MTV Value	Ave Monthly Spend	Total Spend	Customer Interations	Last Usage	Preferred store
Sports Content	86 British Pound	6514 British Pound	One visit per 63 days	03-11-2020	Down town store

GDPR COMPLIANT

LS Retail

salesforce

emarsys

Magento

MailChimp

Microsoft

QIVOS CLOUD

PLATFORM OVERVIEW

Collect data from all sources

Powerful identity matching and management

Nontechnical users can extract customer segments

Deliver customer profiles to other systems in real time

Deliver offer/product recommendations in real time

Coordinate customer treatments across channels

Support compliance with privacy regulations
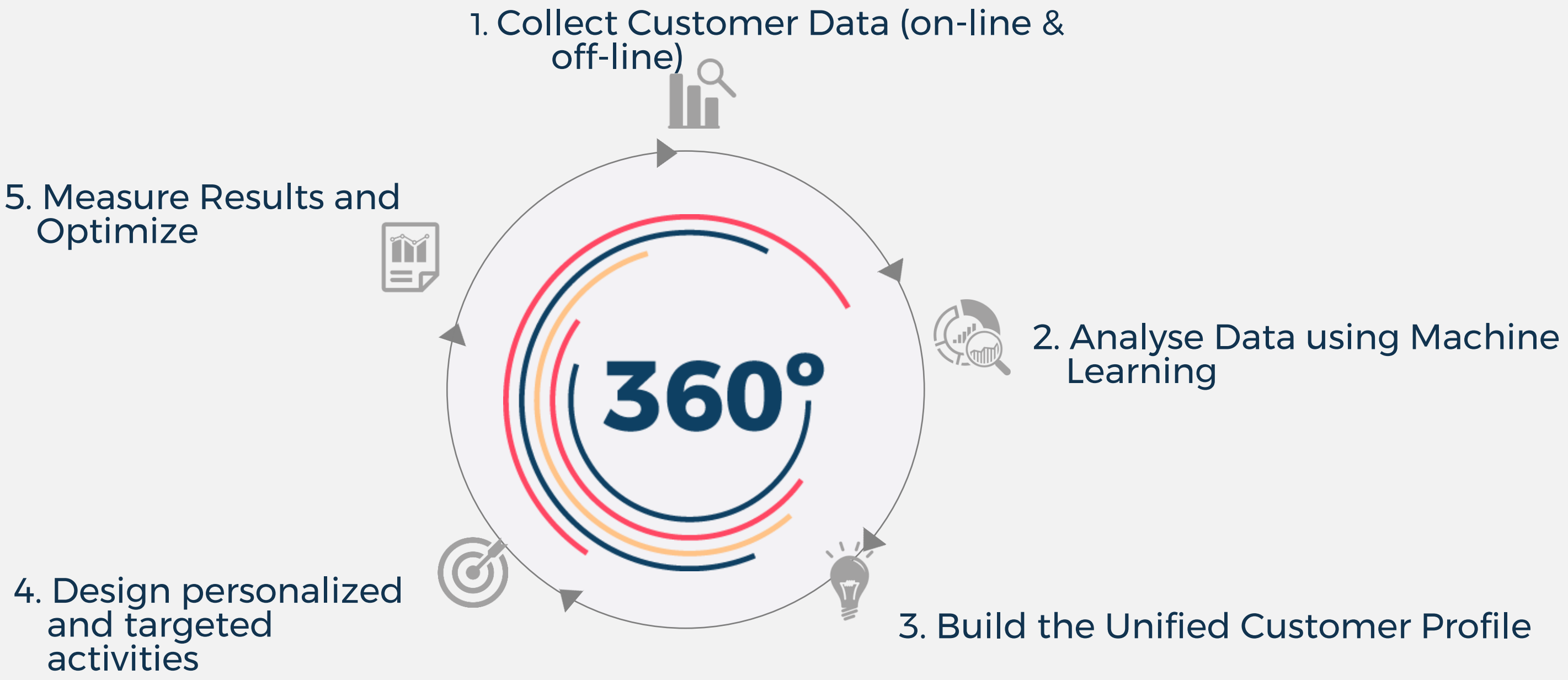
Nontechnical users can create predictive models

Retain full detail of all collected data

KPIs & BUSINESS PRACTICES

A PROVEN APPROACH

1. Collect Customer Data (on-line & off-line)

2. Analyse Data using Machine Learning

3. Build the Unified Customer Profile

4. Design personalized and targeted activities

5. Measure Results and Optimize

360°

Increase Customer Lifetime Value – CLV
up to 80%

Personalized Campaigns

based on the customer data

can increase:

Purchase Frequency   **up to 35%**

Average Basket   **up to 15%**

Customer Lifecycle   **up to 20%**

TIME TO CREATE VALUE in 4 STEPS

1

Identify

Loyalty Program, Mobile device and other tactics to identify your consumers in the real world

2

Get Data

Real world behavior captured and translated into meaningful marketing data

SALE %

join our new loyalty program!!

HEY SARA! BUY THE BLUE DRESS

HEY SARA! WHY DON'T YOU BUY THIS BAG TO MATCH IT WITH YOUR DRESS

3

Analyze

For the first time understand your consumers TOTAL behavior (online and real world). Personalize and recommend
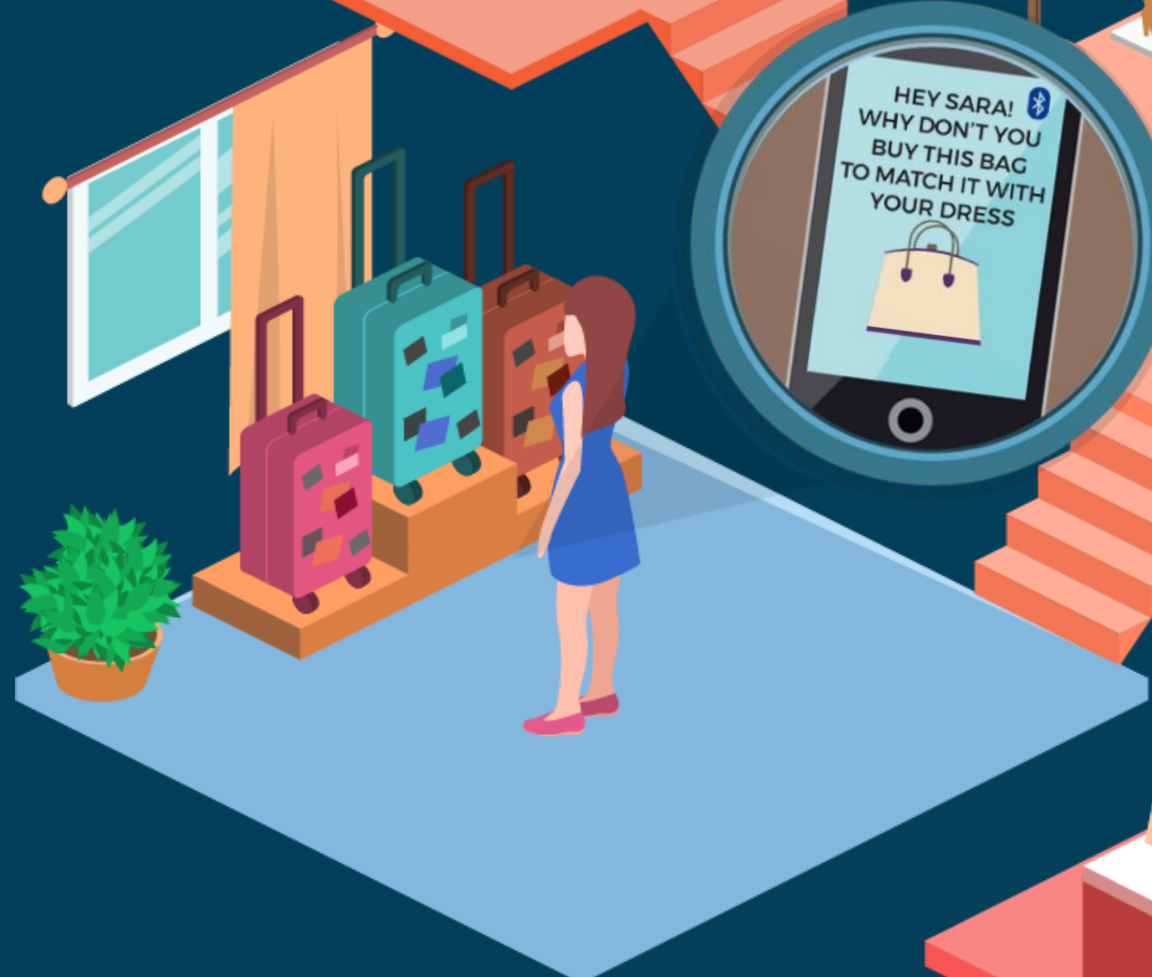
4

Act

Real-time marketing messages to the consumer, to the till, to the shop assistant. Nurturing that continues once your consumer leaves the store.

SALE

SALE %

1. **Identify Customer**

Mechanisms to choose from:

Loyalty Program
Mobile App
Rewards Scheme
e-Receipt
Self Check-Out

Set goals

Define model

Design processes

2. Get data

Mechanisms to choose from:

POS Integration
E-shop Integration
Microsite
Mobile App
Proof of Purchase

3. Analyze

Machine Learning

Mechanisms to choose from:

RFM Analysis
MTV Analysis

Next Best Offer
Product
Recommendation
Churn Analysis

Find here the
RFM Whitepaper

Customers' historical data

Product categories aiming to identify

Other RFM & MTV customer characteristics

Proprietary algorithms

Customer's behavior prediction

Personalized product recommendations

4. ACT

Mechanisms to choose from:

**Automated Plans
Ad Hoc Campaigns
Promos
Affiliations**
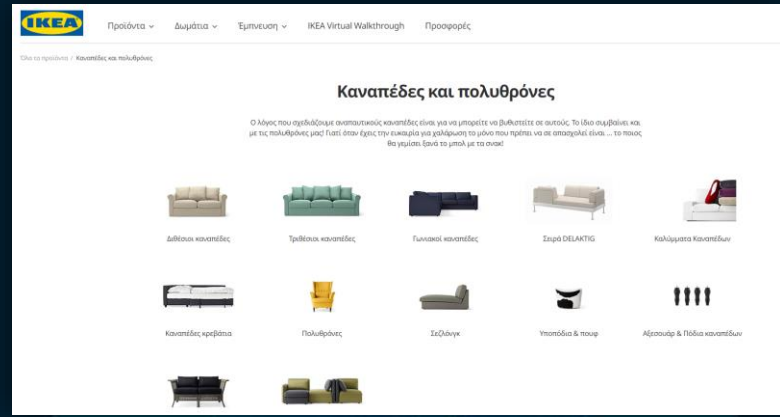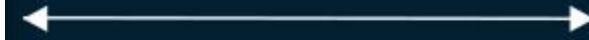
Campaigns

Personalized SMS with product discounts and links that lead to the full promotion

THE BACK STAGE

CUSTOMER ANALYTICS

BEST PRACTICES

- Translate insights into actionable decisions
- Create advanced customer segments
- Analyze rich loyalty insights
- Perform multiple analyses

RFM & MTV - BASKET ANALYSIS - CROSS/UP/DEEP SELL EARLY WARNINGS - FRAUD DETECTION

WE HELP YOU GAIN & USE DATA TO GUIDE ALL LOYALTY INITIATIVES FORWARD.

R F M   A N A L Y S I S   C Y 1 8

RFM Analysis

RFM Analysis / Standout

INDICATORS	CY18
Members	56 | 0,02 %
% of total spending	0,53 %
Av. Age	49,03 years old (47 members)
Av. CL	4,84 Y | 58,05 M
Frequency (based on visits)	37,54 times
Av. basket (based on visits)	278,83 €
Frequency (based on transactions)	63,55 times
Av. basket (based on transactions)	164,68 €
Annual Spending	10.466 €
Lifestyle - Purchase Behavior (Based on HFB & Pr. Range Area)	13,68 % Kitchen | 9,02 % Living Room Sitting | 7,14 % IKEA Food | 5,40 % Lighting and Home electronics
	6,02 % Swedish Food Market | 5,45 % Sofas | 3,56 % Armchairs, footstool & sofa tables | 2,79 % Mattresses and accessories

RFM Analysis / Star

INDICATORS	CY18
Members	304 | 0,09 %
% of total spending	2,63 %
Av. Age	47,66 years old (228 members)
Av. CL	3,56 Y | 42,75 M
Frequency (based on visits)	12,40 times
Av. basket (based on visits)	779,11 €
Frequency (based on transactions)	19,14 times
Av. basket (based on transactions)	504,72 €
Annual Spending	9.659 €
Lifestyle - Purchase Behavior (Based on HFB & Pr. Range Area)	15,79 % Kitchen | 9,06% Living Room Sitting | 7,80 % Beds & Mattresses | 6,54 % Bedroom furniture
	6,06 % Sofas | 5,40 % Mattresses and accessories | 4,00 % Wardrobes | 3,87 % Kitchen fronts

RFM Analysis / Gold

INDICATORS	CY18
Members	2.765 | 0,77%
% of total spending	9,67 %
Av. Age	46,89 years old (2.130 members)
Av. CL	3,58 Y | 42,99 M
Frequency (based on visits)	9,58 times
Av. basket (based on visits)	407,32 €
Frequency (based on transactions)	14,04 times
Av. basket (based on transactions)	277,95 €
Annual Spending	3.902 €
Lifestyle - Purchase Behavior (Based on HFB & Pr. Range Area)	12,46 % Kitchen | 8,94 % Living Room Sitting | 6,81 % Beds & Mattresses | 5,51 % Bedroom furniture
	5,79 % Sofas | 4,43 % Mattresses and accessories | 3,15 % Armchairs, footstool & sofa tables | 3,06 % Kitchen fronts

RFM Analysis / Silver

INDICATORS	CY18
Members	13.827 | 3,87 %
% of total spending	21,00 %
Av. Age	45,55 years old (10.697 members)
Av. CL	3,78 Y | 45,38 M
Frequency (based on visits)	8,01 times
Av. basket (based on visits)	211,63 €
Frequency (based on transactions)	11,46 times
Av. basket (based on transactions)	147,82 €
Annual Spending	1.695 €
Lifestyle - Purchase Behavior (Based on HFB & Pr. Range Area)	11,21 % Living room seating | 7,93 % Beds & Mattresses | 6,49 % Bedroom furniture | 5,32 % Store and organise furniture
	7,42 % Sofas | 4,93 % Mattresses and accessories | 4,09 % Storage | 3,80 % Armchairs, footstool & sofa tables

RFM Analysis / Bronze

INDICATORS	CY18
Members	59.382 | 16,63 %
% of total spending	35,26 %
Av. Age	44,81 years old (46.147 members)
Av. CL	3,82 Y | 45,81 M
Frequency (based on visits)	5,68 times
Av. basket (based on visits)	116,59 €
Frequency (based on transactions)	7,92 times
Av. basket (based on transactions)	83,60 €
Annual Spending	662 €
Lifestyle - Purchase Behavior (Based on HFB & Pr. Range Area)	9,17 % Living Room Sitting | 7,44 % Beds & Mattresses | 6,77 % Bedroom furniture | 6,18 % Store and organise furniture
	5,40 % Sofas | 4,91 % Storage | 4,59 % Mattresses and accessories | 3,77 % Armchairs, footstool & sofa tables

RFM Analysis / Yellow

INDICATORS	CY18
Members	237.221 | 66,43 %
% of total spending	30,30 %
Av. Age	45,47 years old (181.880 members)
Av. CL	3,85 Y | 46,21 M
Frequency (based on visits)	2,94 times
Av. basket (based on visits)	48,41 €
Frequency (based on transactions)	3,88 times
Av. basket (based on transactions)	36,71 €
Annual Spending	142 €
Lifestyle - Purchase Behavior (Based on HFB & Pr. Range Area)	8,17 % IKEA Food | 7,80 % Decoration | 7,34 % Lighting and Home electronics | 7,31 % Home organization
	6,30 % Restaurant | 4,53 % Storage | 3,93 % Chests & other furniture | 3,28 % Clothes & shoe organisers & accessories

RFM Analysis / Bronze

INDICATORS	FY17		HY18	
Members	68.652		69.840	
% of total spending	12,15 %		12,32 %	
Av. Age	49 years old		51 years old	
Gender	84 % women		88 % women	
Av. CL	4,87 Y | 54,83 M		4,94 Y | 56,89 M	
Frequency*	Overall: 2,56 times	↑	Overall: 2,74 times	
	W/out Food: 2,57 times		W/out Food: 2,65 times	
Av. basket*	Overall: 48,86 €	↓	Overall: 49,71 €	
	W/out Food: 41,52 €		W/out Food: 41,22 €	
Annual Spending	102,48 €	↑	103,57 €	

H I G H L I G H T S

The overall and w/food **frequency increased** in HY18 (vs. FY17) by **3,84 % and 3,79 %** respectively

The overall and w/food **av. Basket decreased** in HY18 (vs. FY17) **by 2,56 % and 2,99 %** respectively

MTV Analysis / Legends

(Very High Spenders, Top 2 RFM Segments, Clothes/Accessories/Children B, All Seasons, Old Members)

Members	**1,31 %	1.350**
Av. Age	38,56 years old
Gender	57 % women |43 % men
Av. CL	22,43 M	1,94 Y
RFM	76,60 % Standout| 23,40 % Star
Frequency *(based on visits)*	13,04 times
Av. basket *(based on visits)*	56,88€
Frequency *(based on transactions)*	12,07 times
Av. basket *(based on transactions)*	48,63€
Average Annual Spending	971 €
Spending Type	Very High Spending |11,2 % of total
Purchase Behavior *(PG1 & PG2)*	*PG1*: 51,80 % ΕΝΔΥΜΑΤΑ |39,87 % ΥΠΟΔΗΜΑΤΑ *PG2*: 45,59 % ΑΝΔΡΙΚΑ	25,16 % ΓΥΝΑΙΚΕΙΑ
Seasonality *(High->Low)*	33,79 % Autumn	23,65 % Winter 22,99 % Spring |19,58 % Summer
Promotional Response	21% of their total spending (Medium)

LOYALTY CAMPAIGN MANAGEMENT

BEST PRACTICES

- **Design** unique customer engagement campaigns

- **Execute** omnichannel campaigns

- **Monitor** performance

- **Analyze** results & perform fine-tuning actions

Find here the ROI Whitepaper

WE HELP YOU BUILD LOYALTY MARKETING CAMPAIGNS FULLY ALIGNED WITH YOUR MARKETING PLAN.

Marketing Calendar

Holidays (2020)

JAN 2020
- 01 New year
- 06 Epiphany
- 20 Blue Monday

FEB 2020
- 04 World Cancer Day
- 14 Valentine's Day

MAR 2020
- 02 Clean Monday
- 08 International Women's Day
- 20 International Day of Happiness
- 25 25th of March

APR 2020
- 01 April's Fools Day
- 19 Orthodox Easter

MAY 2020
- 01 1st of May
- 10 Mother's Day

JUN 2020
- 08 Holy Spirit
- 21 Father's Day

JUL 2020
- 30 Friendship Day

AUG 2020
- 15 Dormition of Virgin Mary

OCT 2020
- 28 28th of October
- 31 Halloween

NOV 2020
- 19 International Men's Day
- 27 Black Friday

DEC 2020
- 02 Cyber Monday
- 22 First Day of Winter
- 25 Xmas
- 31 New Year's Eve

Monthly Campaigns

Jan
Birthday!
Earn extra reward points!
So close to redemption!
IKEA Family Anniversary!
VIP check-in
TGIF. Thank God it's IKEA Family Friday
IKEA Family Decorator-Free service

Feb
Birthday!
Earn extra reward points!
So close to redemption!
IKEA Family Anniversary!
VIP check-in
Best CRM cashier
TGIF. Thank God it's IKEA Family Friday
Pick your own Sales Day

Mar
Birthday!
Earn extra reward points!
So close to redemption!
IKEA Family Anniversary!
VIP check-in
Update your data and win
Best CRM cashier
Messenger chat bot
TGIF. Thank God it's IKEA Family Friday
Woman's day @ IKEA Family

Apr
Birthday!
Earn extra reward points!
So close to redemption!
IKEA Family Anniversary!
VIP check-in
Early warning alert
Messenger chat bot
TGIF. Thank God it's IKEA Family Friday
IKEA Family Decorator-Free service
Affiliations" 1st concept: "Cooking @IKEA

May
Birthday!
Earn extra reward points!
So close to redemption!
IKEA Family Anniversary!
VIP check-in
Long time no see !
Messenger chat bot
TGIF. Thank God it's IKEA Family Friday
Pick your own Sales Day

Jun
Birthday!
Earn extra reward points!
So close to redemption!
IKEA Family Anniversary!
VIP check-in
Update your data and win
Best CRM cashier
Messenger chat bot
TGIF. Thank God it's IKEA Family Friday

Jul
Birthday!
Earn extra reward points!
So close to redemption!
IKEA Family Anniversary!
VIP check-in
Early warning alert
Messenger chat bot
TGIF. Thank God it's IKEA Family Friday

Aug
Birthday!
Earn extra reward points!
So close to redemption!
IKEA Family Anniversary!
VIP check-in
Update your data and win
Messenger chat bot
TGIF. Thank God it's IKEA Family Friday
Pick your own Sales Day

Sep
Birthday!
Earn extra reward points!
So close to redemption!
IKEA Family Anniversary!
VIP check-in
Update your data and win
Messenger chat bot
IKEA Family Decorator-Free service
TGIF. Thank God it's IKEA Family Friday

Oct
Birthday!
Earn extra reward points!
So close to redemption!
IKEA Family Anniversary!
VIP check-in
Early warning alert
Best CRM cashier
Messenger chat bot
TGIF. Thank God it's IKEA Family Friday
Affiliations" 1st concept: "Cooking @IKEA

Nov
Birthday!
Earn extra reward points!
So close to redemption!
IKEA Family Anniversary!
VIP check-in
Black Friday Combo
Long time no see !
Messenger chat bot
TGIF. Thank God it's IKEA Family Friday
Pick your own Sales Day
Black Friday Combo

Dec
Birthday!
Earn extra reward points!
So close to redemption!
IKEA Family Anniversary!
VIP check-in
Update your data and win
Santa's Bedtime Stories
New Year, New Home" #ligoflouriakoma
Messenger chat bot
TGIF. Thank God it's IKEA Family Friday

CRM

Campaigns.

"So close to redemption!"

200 Gift points to members who have not collected the necessary points & are close to redemption.

Don't miss out!

Rationale: Ensure that all redeemable points are used up and not carried over to 2021 or expired.

Who	When
Members ~ 9.629 1.550–1.749pts: 7.407 6.050–6.249pts: 2.161 17.800–17.999pts: 61	Every month
Why Demonstrate the program's value for customers |People forget	**Channel** Viber/Sms
Objective Increase av. basket, av. visit & retention rate	**Probability** Up to 10% Response rate in 10 days
Cost ~ 264 €	**ROI*** ~83 €

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ROI is equal to the incremental revenue growth per € spent

THE FRONT END

CASE STUDIES

1. Galerie de Beauté

2. OVO Energy

CASE STUDY
«CLUB DE BEAUTÉ» … CREATING MEMORABLE BEAUTY EXPERIENCES

The loyalty program at a glance

- Presence in 43 stores nationwide & e-shop

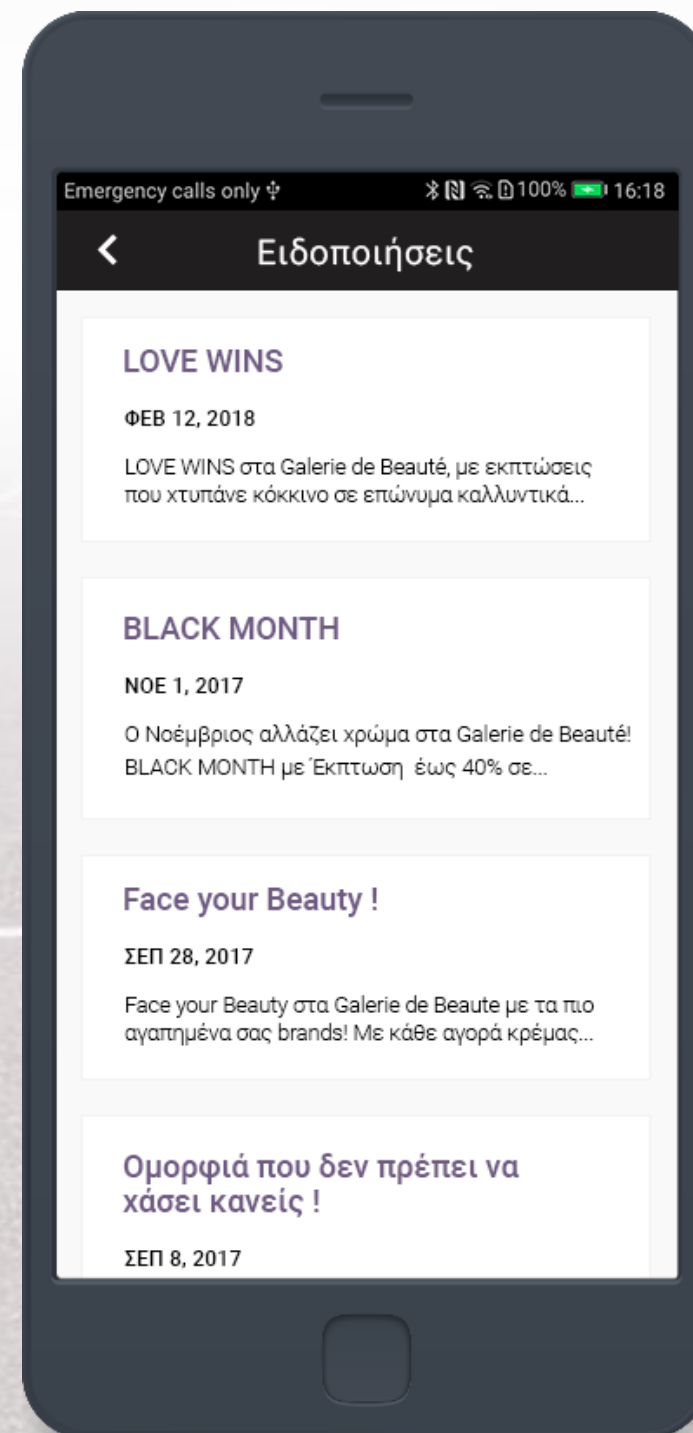- Simple & Fast registration process

- Unique benefits and privileges for all the available brands, with added perspective value

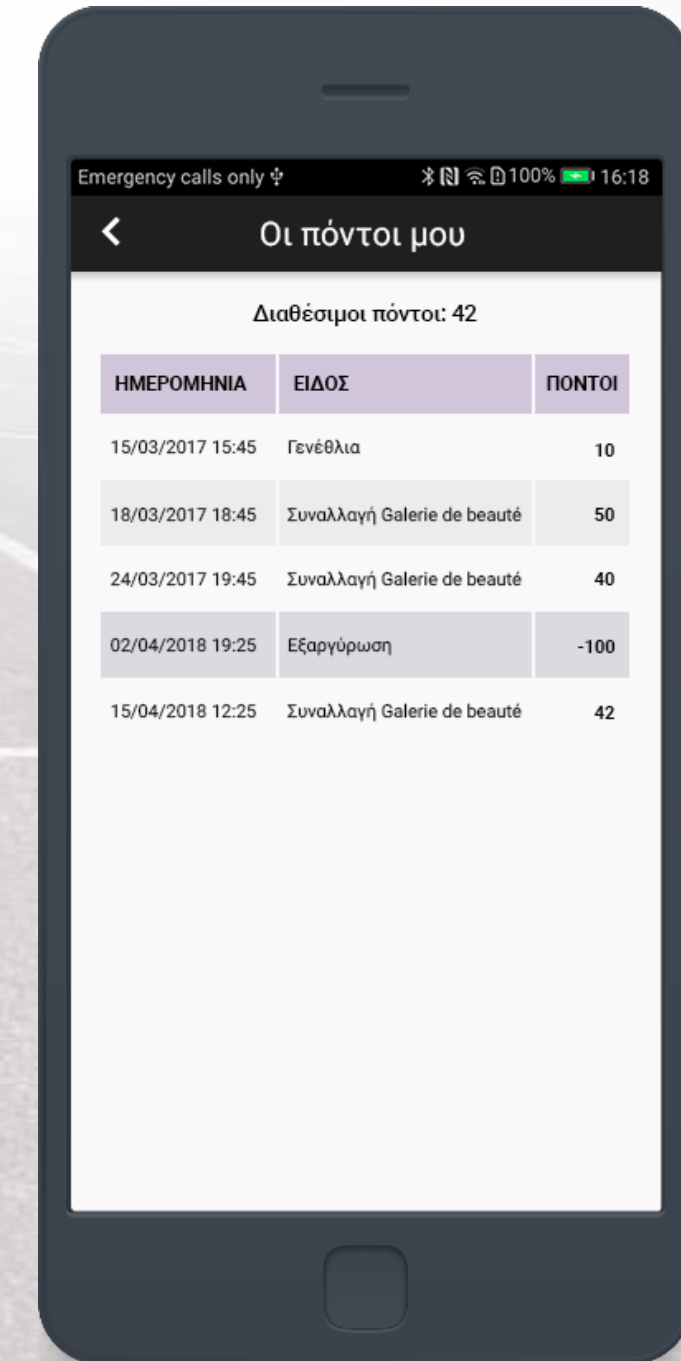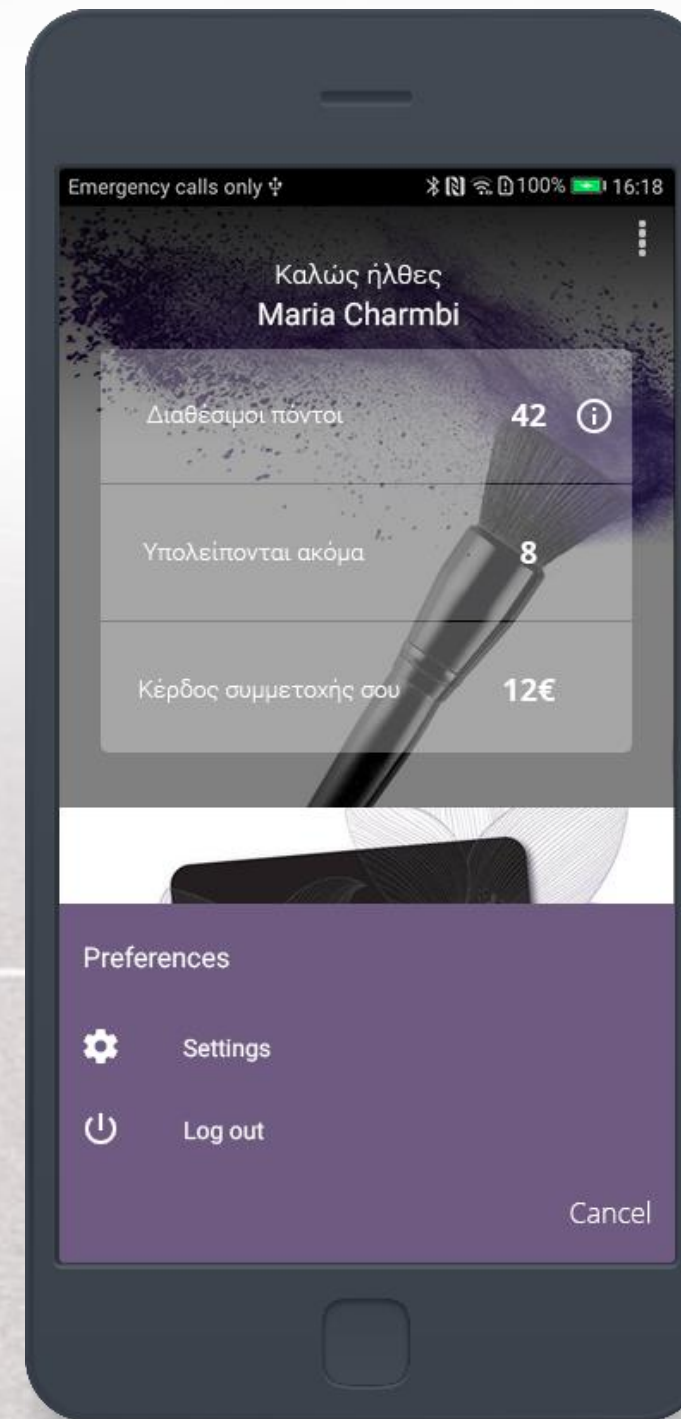- Personalized experience through direct communication between GDB and the customer
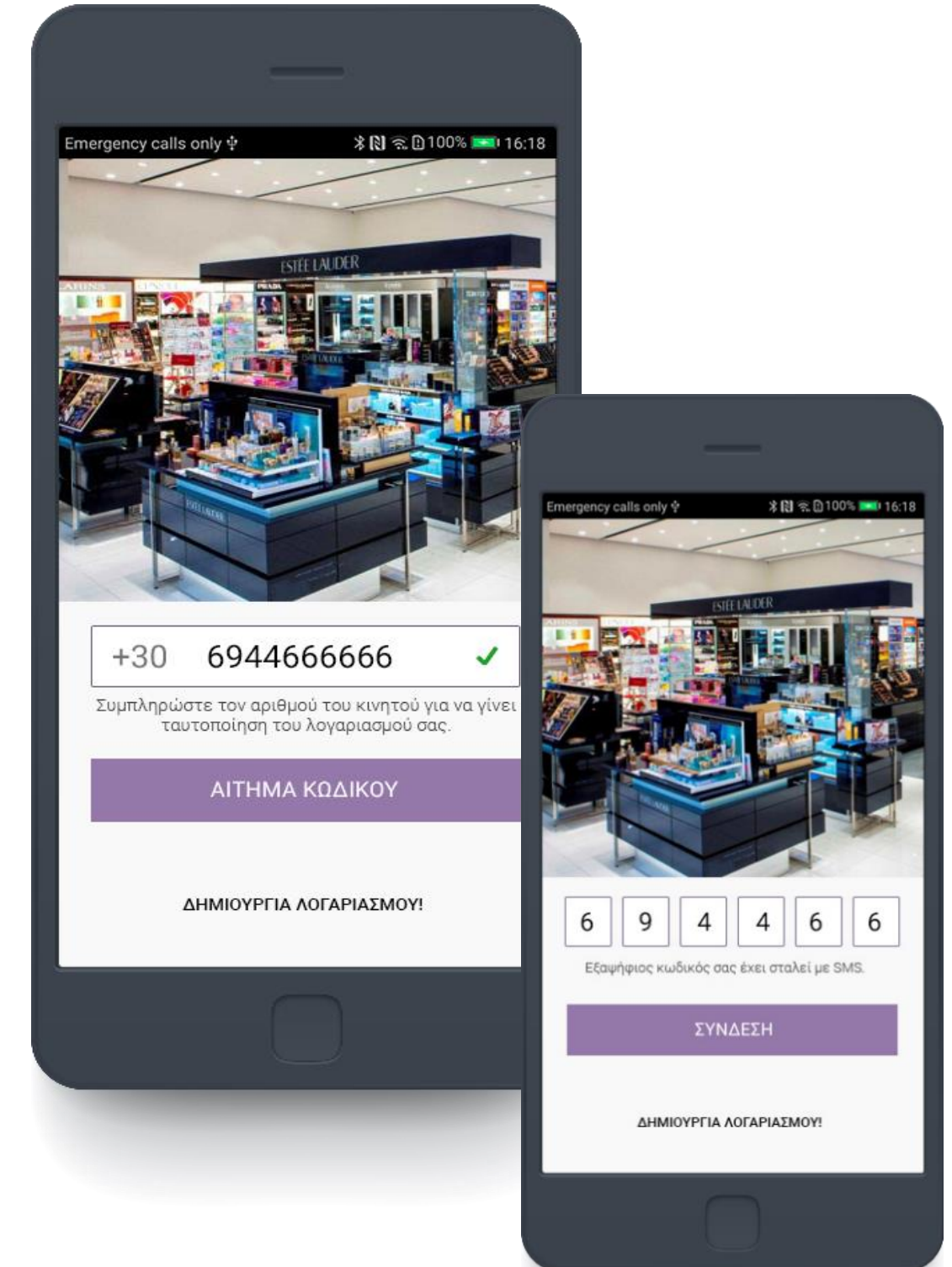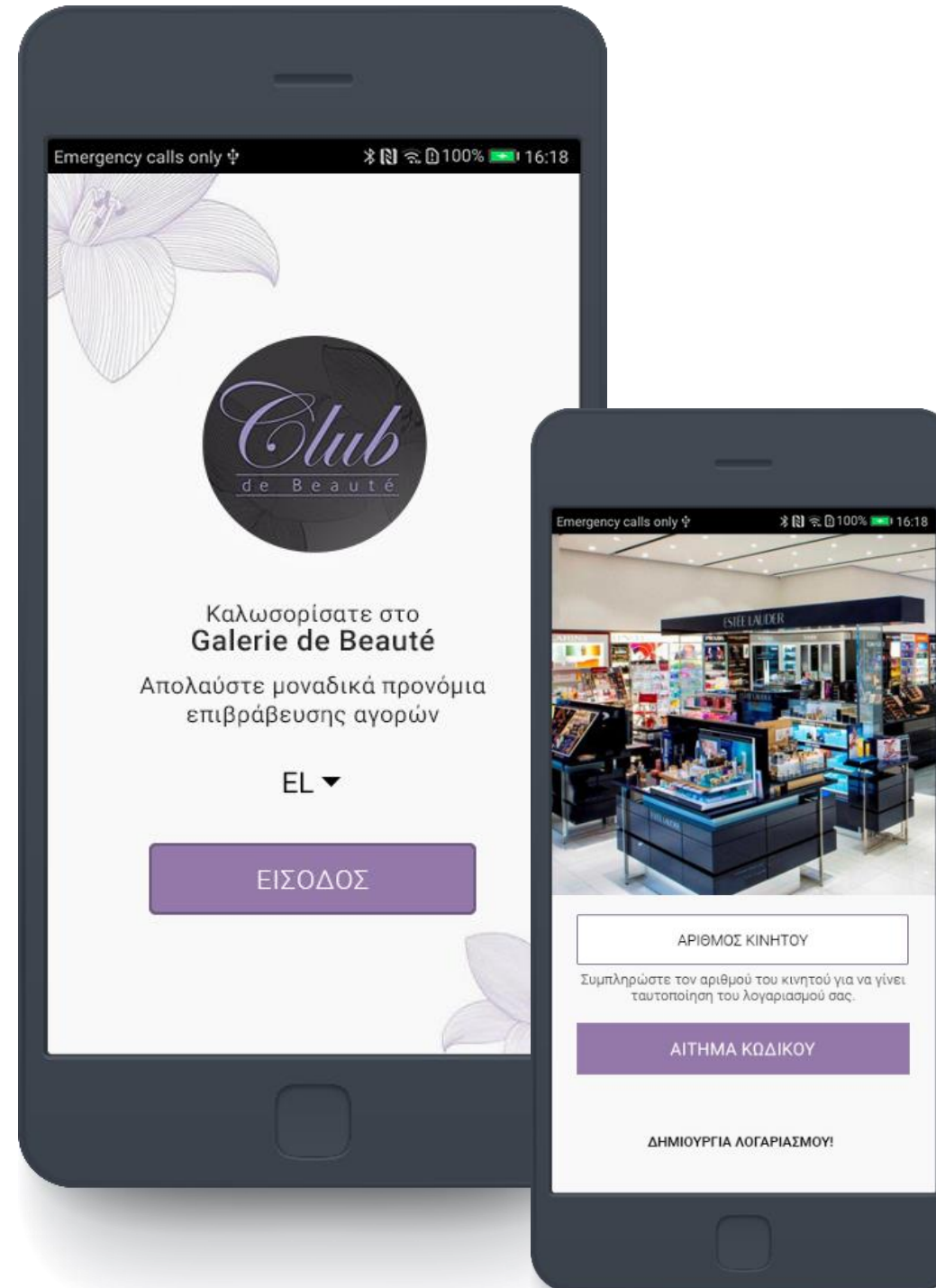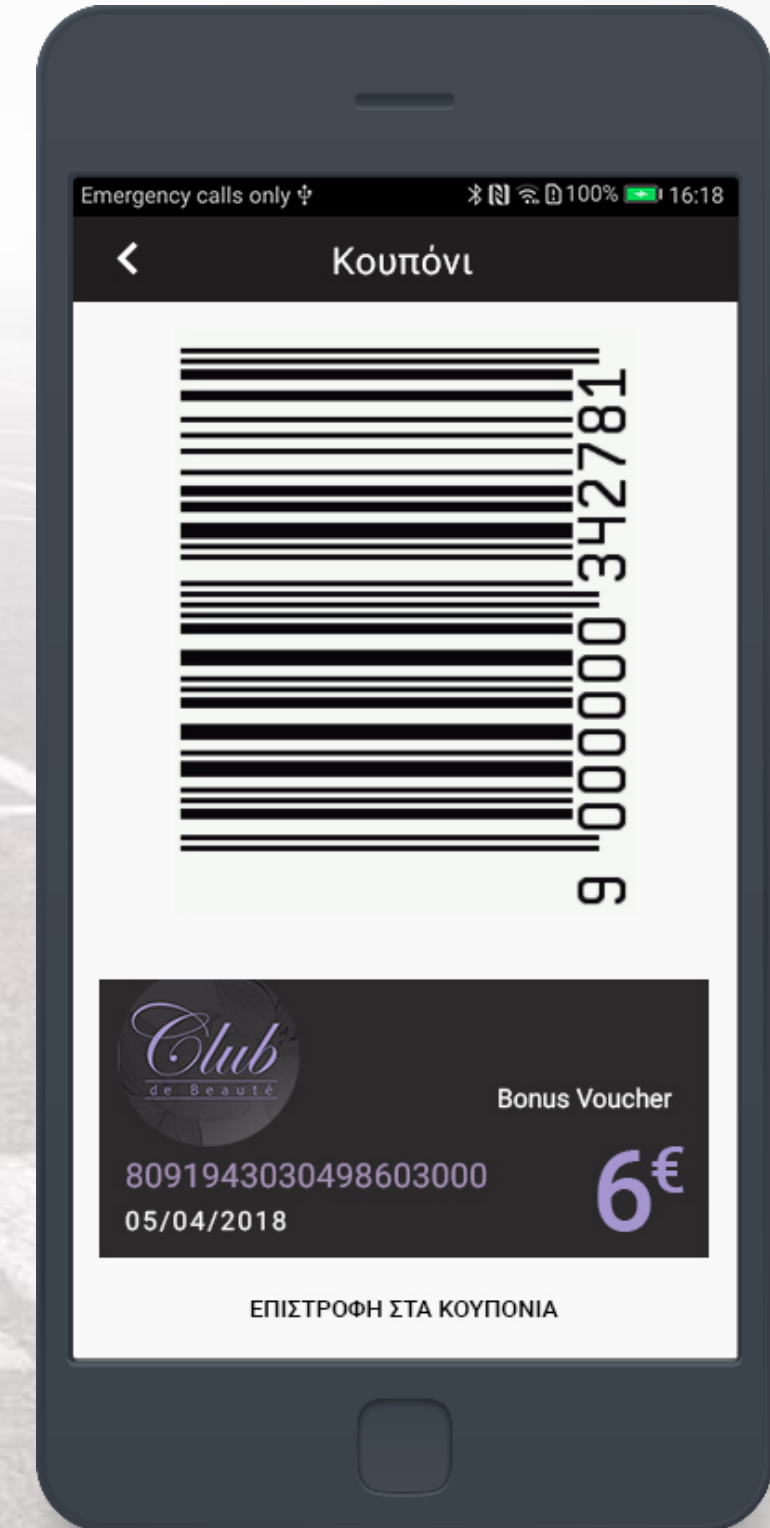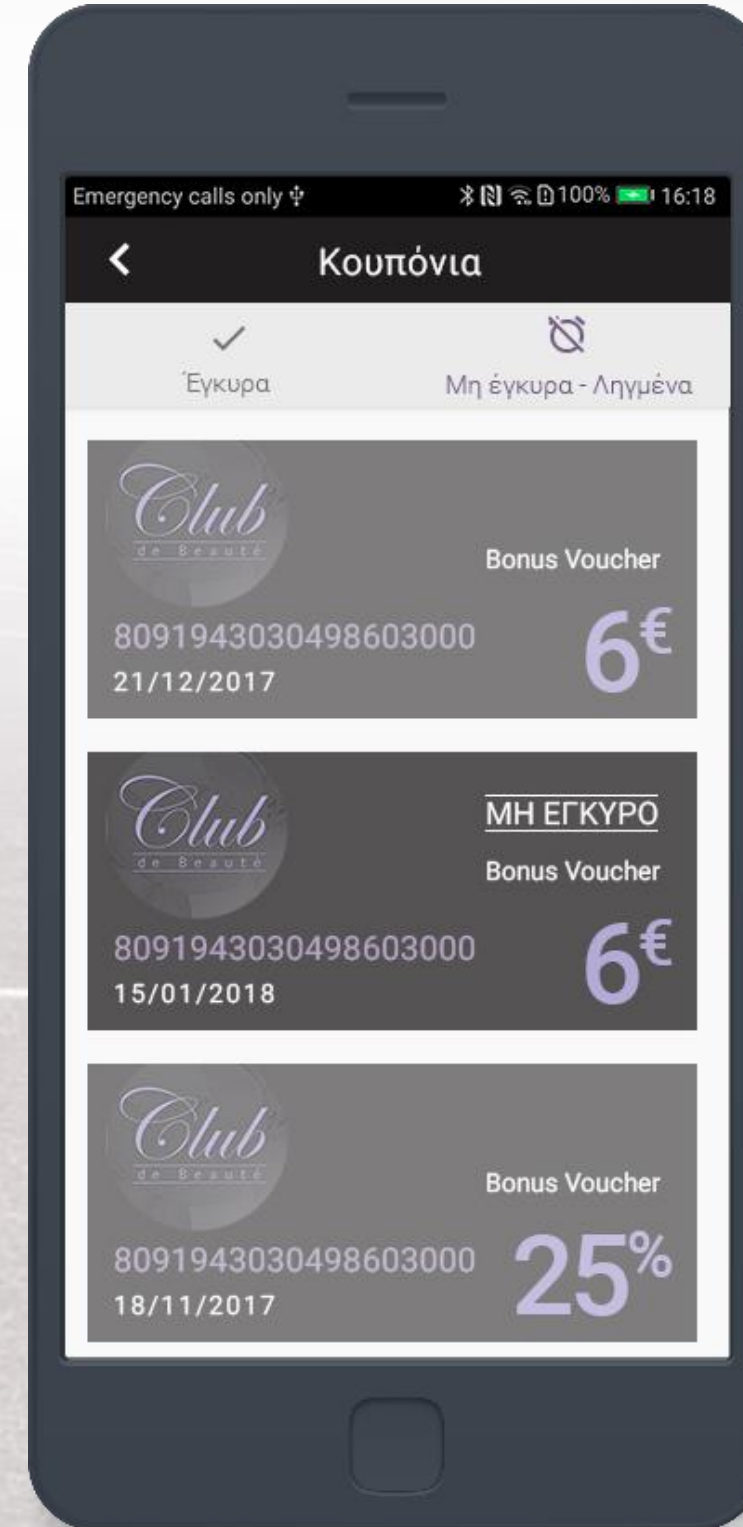
Push Notifications

My Profile

Members have access to:

✓ Information like :
   ✓ Available points
   ✓ Remaining points to next redemption
   ✓ Savings till now

✓ Points log
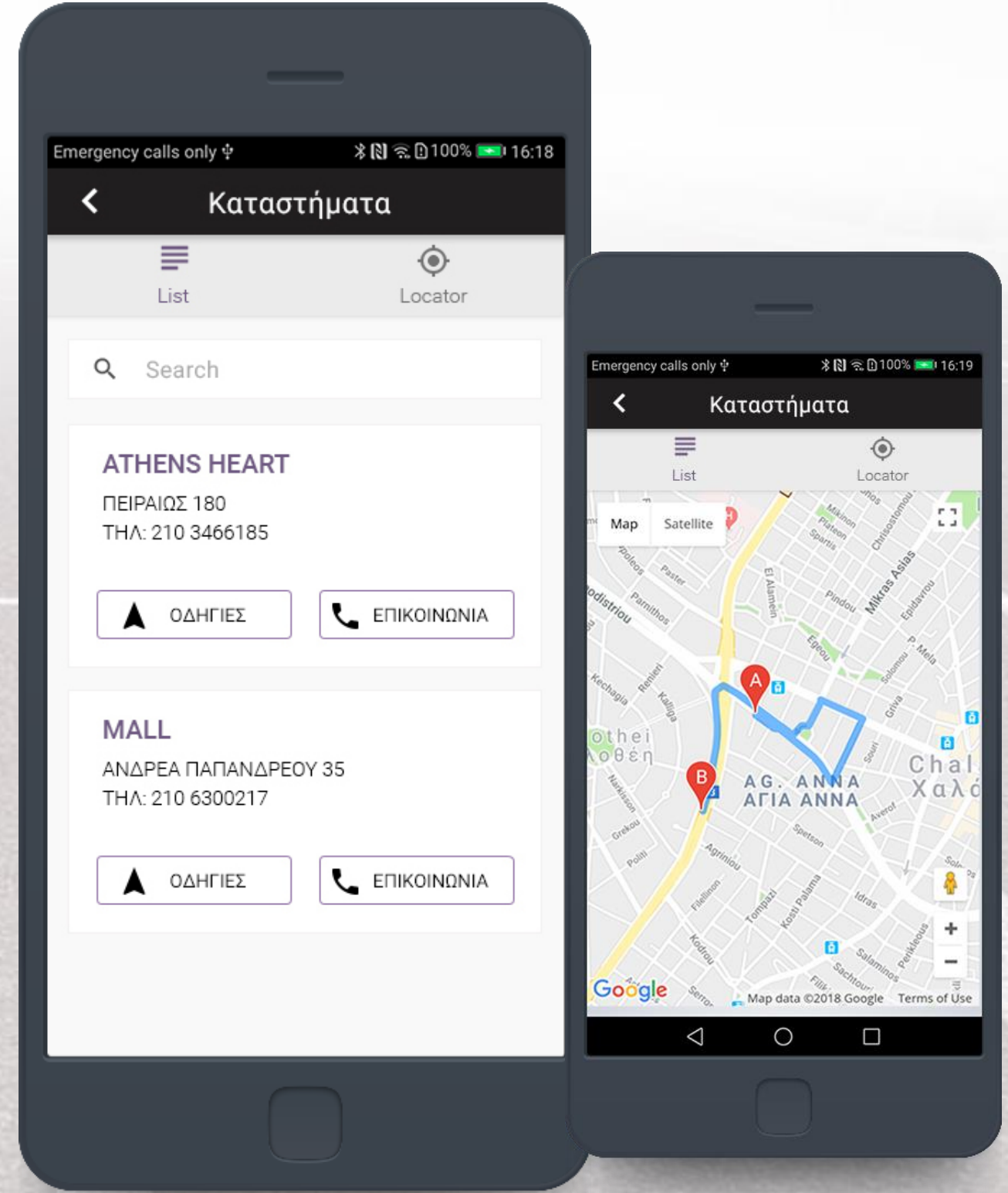
- Valid and redeemed Coupons

- Coupon barcode

Store

- Stores List

- Driving Directions to the Store

OVO Energy

OVO Energy/ About

- ✓ OVO Energy is an energy supply company based in England, since 2009.

- ✓ Welcoming over 3.5 million new members to the OVO family in 2020.

- ✓ OVO is the second largest energy supply company in the country with a customer base of 5 million customers.

- ✓ OVO Energy - the UK's fastest growing energy company – is the first national energy supplier to offer monthly interest rewards to customers.

Boost Rewards / Innovative customer loyalty program

➢ **"Boost Rewards**" is an innovative customer loyalty program, designed and executed by Qivos, to reward OVO customers and **offer a unique customer experience** in the demanding energy sector.

➢ Program's goal is to reward customers, based on the duration that are active in the OVO customer base.

➢ The "Boost Rewards" provide to the members the **sense of exclusivity** and unique privileges, such as:

o By changing tier *, each member can enjoy perks, either quantitative or/and qualitative.

o Rewards and gifts, in which all members can participate, regardless of tier.

o Offers, available to everyone.

*The tier is defined regarding the duration of each member that is registered at Ovo Energy.*

Customer Journey / Incentivize engagement

Members can log in to their personal account, fast and easy, with access to **three main pillars**:

1. **Real time information** about the tier they are in.

2. **Rewards and perks** that are available

3. The unique privileges, that they can redeem in an expanded **network of partners.**
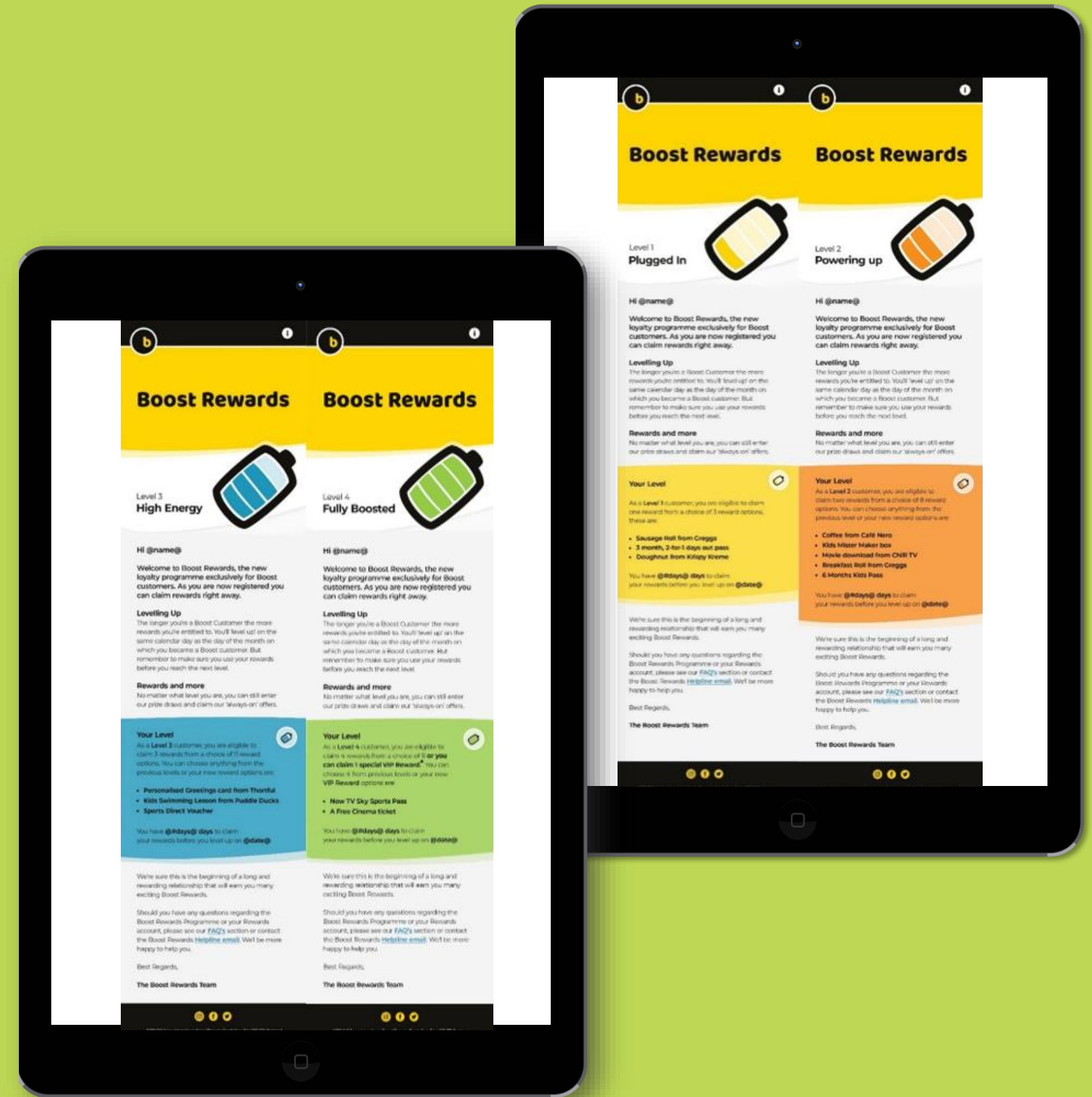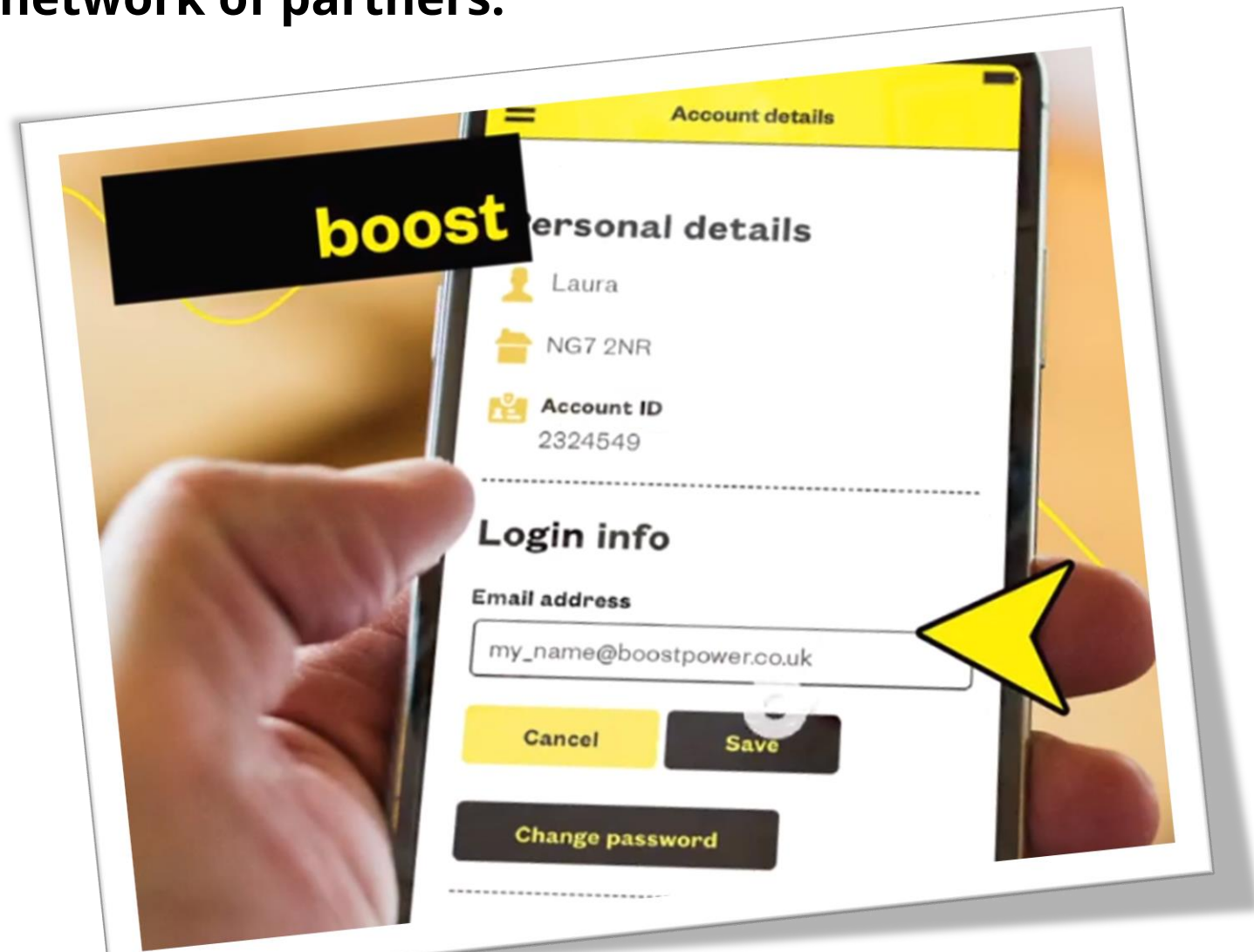
Leveraging Technology : Unified customer profile
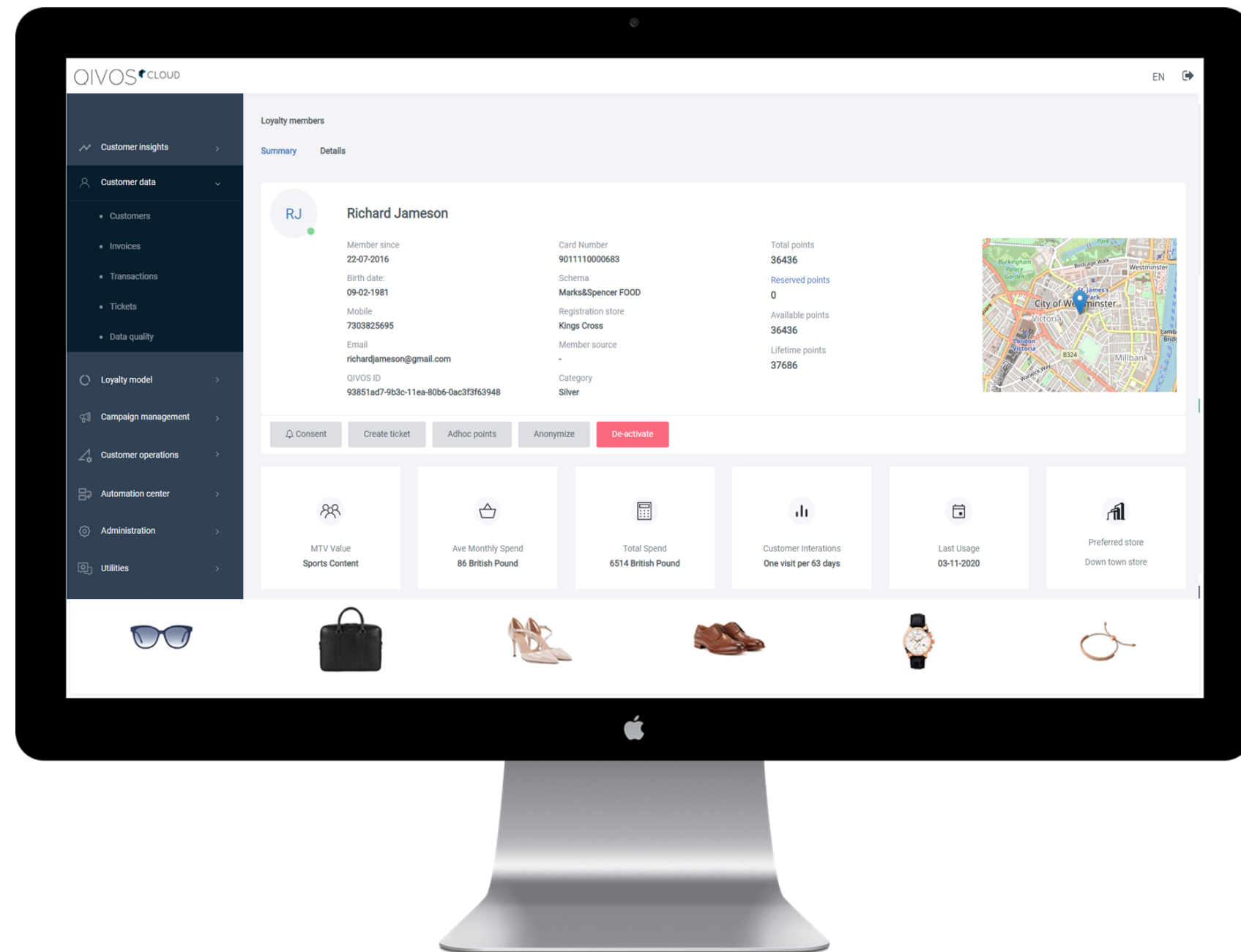
Through the QIVOS CLOUD platform, OVO Energy has the competitive advantage to have the below key tools :

- Unified customer profile and a 360-degree customer view
- Analysis of the customers' behavior based on various modeling techniques, RFM and MTV
- Advanced customer segments

Customer insights enable OVO to build and create a real-time personalized communication with their customers.

It's time to answer the questions

THANK YOU!

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