



POBUCA

The loyal customer of the future:
trends & technology that you must be aware of today!

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01

The reality

The
reality

Non-human interactions & human relationships



What the modern customer wants

- to be identified
- to avoid waste of time
- to collect information on his own pace
- to decide when & how often he will be contacted
- to receive related information only
- to be rewarded



What your company wants

- to increase the CLV
- to pull enough money but not exhaust the customer (vampire concept)
- to invest internal resources wisely focusing on the most promising customers
- to reduce the internal costs
- to predict accurately

02

The goal

The
goal

What will make the difference



Happy marketer &
happy customer

Happy sales team &
loyal customer

Happy agents &
satisfied customer

03

Marketing

(How the journey starts!)



Touchpoints

Website, social media accounts, stores, e-commerce sites, mobile app.



Data collection

Identifying personas and segments.
The myopia effect.



Customer journeys

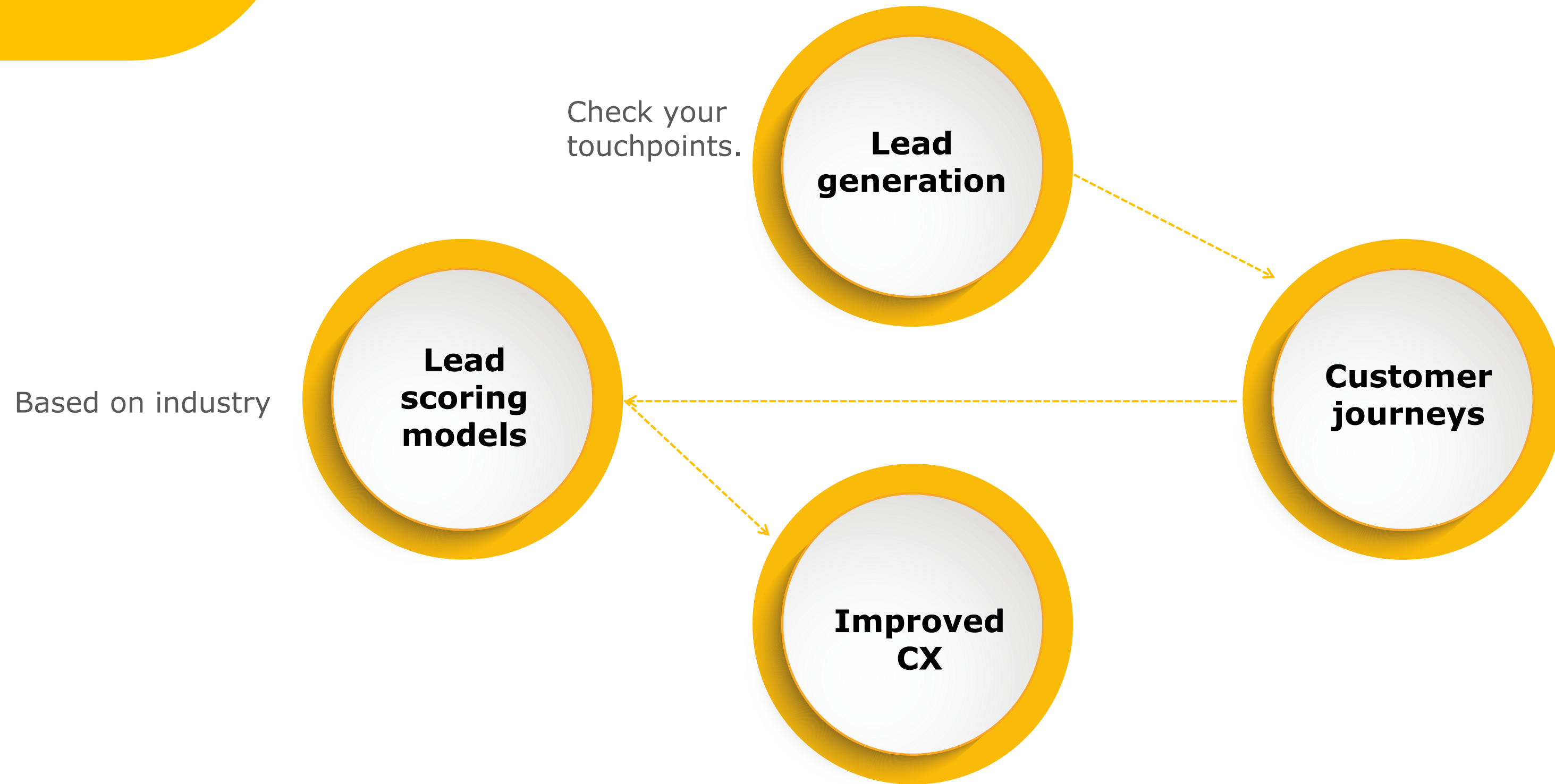
Automated & personalized customer journeys based on interest and profile.



Lead cultivation

Ranking and scoring based on reactions to increase the value of the lead.

Turning MQLs to SQLs.



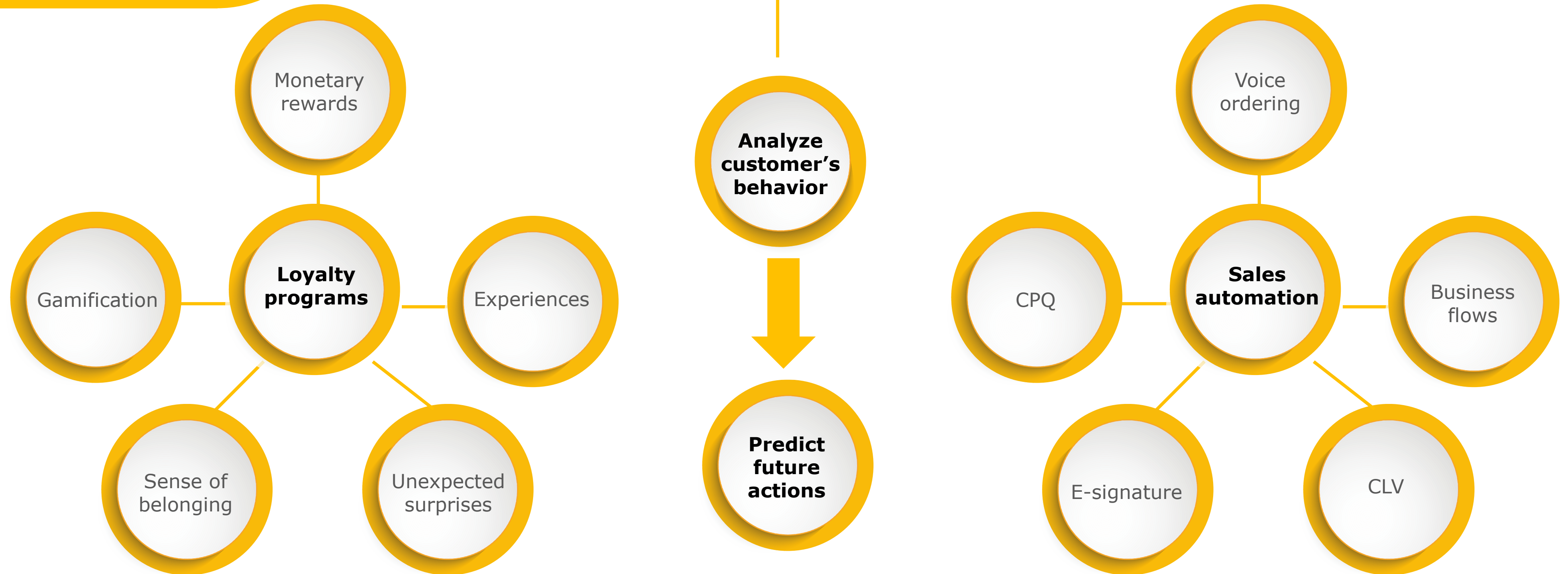
04

Sales

(Loyal customer and sales targets!)

Sales

Personalized experience & processes



Sales

Our loyalty programs

everest[®]

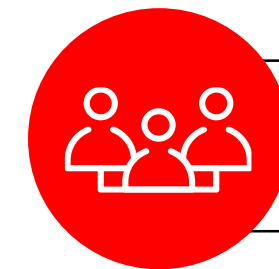
BITeCLUB

64K
MEMBERS

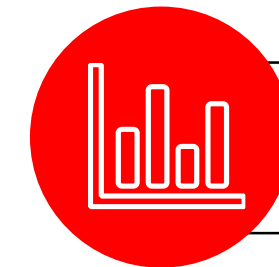
CUSTOMER
ENGAGEMENT

LOYALTY

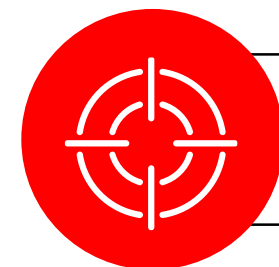
USAGE:



Loyalty members
>60K in less than a year



Average spending
Greatly increased



Member engagement
Versus non-loyalty members



Personas & segmentation

FEATURES

- Pobuca Platform for CRM, Marketing & Service
- Omni-channel campaigns
- Loyalty & Touchpoints
- Integration with POS & e-commerce & mobile
- Gamification
- Machine learning profiling & product recommendations

Sales

Our loyalty programs

GANNT

Microsoft Dynamics NAV
+
LS Nav

82K
MEMBERS

**CUSTOMER
ENGAGEMENT**

LOYALTY

USAGE:

82K

Loyalty members

700

Campaigns sent

~5K

Claimed rewards

~7M

Points collected

FEATURES

- Pobuca Loyalty for CRM & Loyalty
- Microsite, Mobile App, Chatbot
- Omni-channel campaigns (email, SMS, Push, Viber, chatbot)
- Coupon management
- Integration with Navision/LS Retail
- Portal for Franchisees
- Gift Management & Logistics

Sales

Personalized experience & processes



Happy customer

- Gets all the information that he needs in real time (via telephone or portal/app).
- Spend less time for bureaucratic issues & paperwork.
- Tailor-made service & rewards.
- A unique and recognized customer.

Happy sales team

- All information stored in one place (deep analytics, relative info to costumers).
- Valuable leads (SQLs).
- E-contract generation.
- E-offer generation.
- Cross-sell/ up-sell recommendations.
- Financial limit based on estimation.

05

Customer service

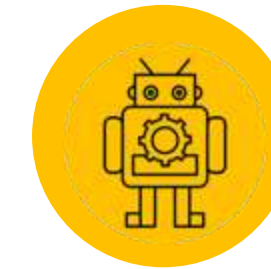
(Focus on LTV !)

Customer service

Human or non-human communication? What loyal customers prefer?



Cases prioritization



Bot first, then escalating to the agent.



Dialers and CTI



Dedicated agent.



Chatbots



Customer voice



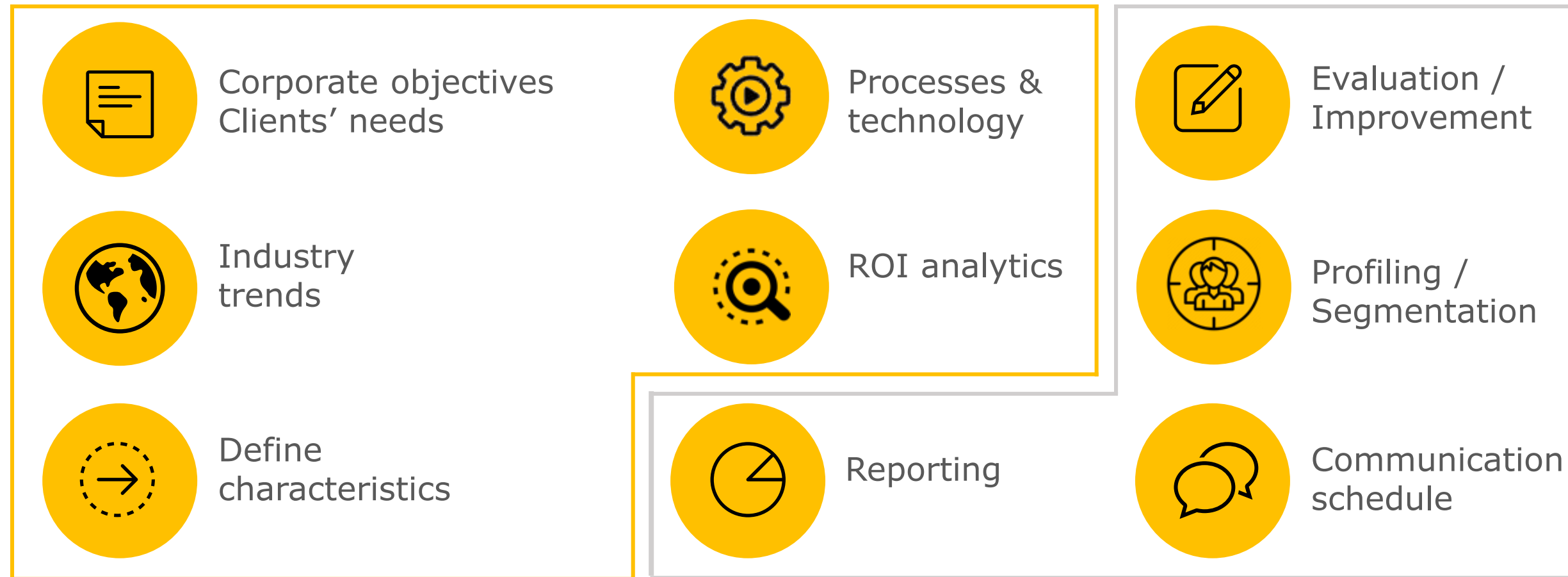
Different treatment to each customer based on the data/analytics.

06

**Be prepared,
keep your pace**

Be prepared,
keep your pace

Plan and execute properly



Behavior analysis / Predictive analytics

Reports and algorithms

KPIs

Metrics

Thank you!