

A man in a dark suit, white shirt, and grey tie is pointing his right index finger directly at the camera. The background is a plain, light grey color.

# Be Customer Smart

Mobile Apps as a Key Component in Customer Experience

- Case Retail

Ilkka Huotelin smama mobile day 27.9-17

# We Offer a Unique Combination of Expertise

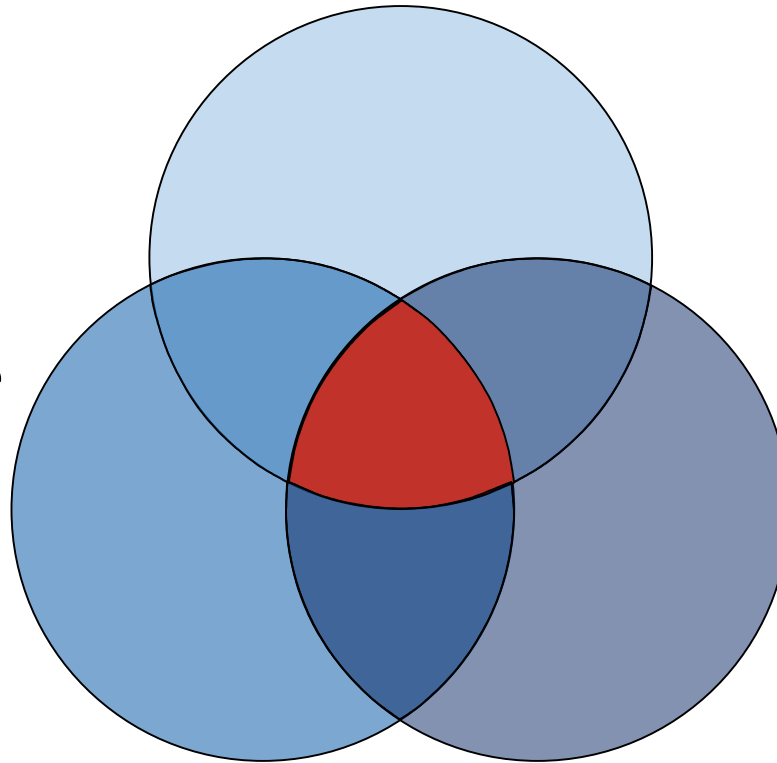
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## 1. Business Driven

Start from business objectives and deliver concrete results

## 3. Analytical expertise

Use advanced analytics and big data to deliver unique solutions



## 2. CX expertise

Understand customer needs and find customer focused solutions

**= Be Customer Smart**

Customer focused proactive solutions that drive the business forward

# How do you choose where to shop?

Possible differentiators for retailers

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**Price** – limited

**Place** – can work

**Promotion** – limited

**Product** – limited

**Practicality** – solve every day problems in a sticky way and customers will be loyal



# Problem to solve: make following a diet easier

- Religious
- Health
- Ideology
- Fashion
- Specific goal

How to plan what to buy and to eat everyday



Nutrition Facts	
Serving Size 2/3 cup (55g)	
Servings Per Container About 8	
Amount Per Serving	
<b>Calories</b> 230	Calories from Fat 40
% Daily Value*	
<b>Total Fat</b> 8g	<b>12%</b>
Saturated Fat 1g	<b>5%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 37g	<b>12%</b>
Dietary Fiber 4g	<b>16%</b>
Sugars 1g	
<b>Protein</b> 2g	

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<b>7%</b>	<b>Sodium</b> 160mg
<b>12%</b>	<b>Total Carbs</b> 37g
<b>14%</b>	Dietary Fiber 4g

# Mobile app for diet planning

Get it right and customers will stick to your app and shop

HOMEBRAND 1BPROFEN TABLETS 24PK 200MG	\$	1.65
*SELECT TUNA THAI RED CURRY 95G		
Qty 2 @ \$0.79 ea		1.58
GREENSEAS TUNA SANDWICH 95G		
Qty 2 @ \$1.00 ea		2.00
*SELECT TUNA MAYO AND CORN 95G		
Qty 2 @ \$0.79 ea		1.58
MINCE BEEF REGULAR LRG KG 3		6.42
BREAST FILLET RSPCA APPROVED CHKN		4.45
BACON MIDDLE RASHERS ky		3.26
SELECT LIGHT THICKENED CREAM		2.30
SELECT TACO SHELLS 12PK 168G		2.50
VALCOM RICE PAPER 22CH 150G		1.90
SELECT CANNED CHICKEN SHOKED 85G		
Qty 2 @ \$1.00 ea		2.00
15 SUBTOTAL		\$29.64



Customer Experience key -» our expertise  
Otherwise the customers stop using the app

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# Contact Information

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Do you need more information?  
We are glad to continue the conversation.

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