



IKEA Family

Creating customers for life



WHAT IKEA HAS TO SAY

“We realized the time had come to enhance our communication with our target audience; we needed an effective loyalty program to improve our bottom line results. Understanding the complexity of this project, we started looking for a specialist to outsource the entire case. We needed someone who would design, implement, manage, take care of the daily operation and counsel meticulously and efficiently.

Also, during the implementation of this project, other local associates were involved, and we had to make sure they were all managed equally from our local project team. And here is where QIVOS stepped in. Therefore, we proceeded with the implementation of the loyalty program IKEA Family in Greece, Bulgaria and Cyprus.

QIVOS designed, implemented and managed all the involved parties successfully while we enjoyed fully outsourced services [for] the design, implementation and monitoring of our Customer Loyalty Scheme.”
- IKEA



SUMMARY

IKEA Family is a loyalty program, exclusively designed for IKEA Greece, based on the specific needs of its customers. With a quick and easy registration process both at the store and through the company's website, IKEA Family enables IKEA to provide not only unique rewards to its loyal members but a great experience to its customers. Starting from Greece in 2012, IKEA expanded its loyalty program to Bulgaria and Cyprus, currently operating with great success.

IKEA'S PROFILE

IKEA in Greece is represented by the FOURLIS Group of companies. FOURLIS Group has extensive experience in retail and introduced IKEA to Greece by founding the company HOUSE MARKET SA in 1999.

WHAT IKEA NEEDED

The client's requirement was for an end-to-end solution for a customer loyalty program in order to build unique long-term relationships with his customers. QIVOS had to cover all the necessary steps, from the design of the loyalty strategy and the analysis of big data to technical implementation and campaign management execution. An indicative list of services included a business plan, ROI, software as a service platform (SaaS), overall project management and operational program management.

What IKEA needed was a personalized – but at the same time measurable – method for communicating with its customers in order to be able to not only satisfy their needs according to their preferences but also to measure their responses and sales results. As a result, customer experience and customer satisfaction create the top 2 goals on the priorities list.



GOALS

Customer experience

Customer satisfaction

Personalization

Customer loyalty

Better leverage transaction data



THE CHALLENGES

The main challenge was to introduce a loyalty program that has simple yet effective processes that customers can easily follow and engage with, while managing to stand out in a very competitive market. By leveraging insights and new technologies, IKEA aims to get closer to its customers and convert them into loyal ones.

Get to know customers

**Keep the program's processes
simple & effective**

**Utilize new technologies to
enhance customer experience**





QIVOS SOLUTION

We offered a 360-degree customer loyalty management based on our [QIVOS CLOUD platform](#). Our tailor-made multilingual platform is the right technology solution to cover every aspect of customer loyalty management. QIVOS CLOUD integrated to current POS systems to assure a seamless customer experience.

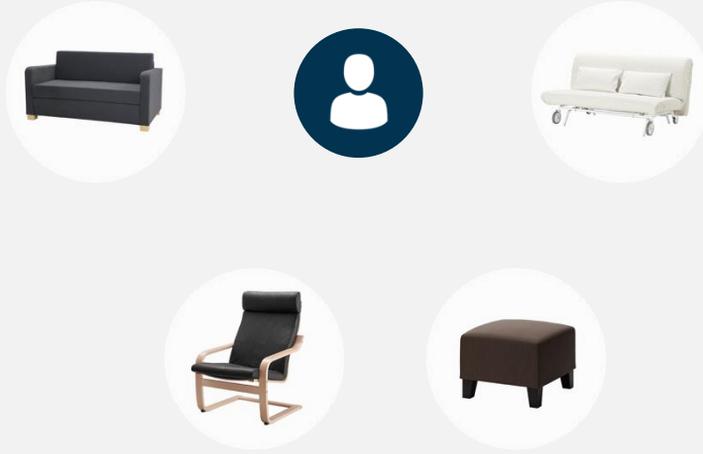
THE METHODOLOGY

QIVOS undertook the full management of this project, which includes:

- [Loyalty strategy](#)
- [Loyalty program implementation](#)
- [Hosting and management](#)
- [Data quality management](#)
- [Customer operations services](#)
- [Campaign management strategy](#)
- [Customer insights](#)



NEXT BEST OFFER PROJECT ARCHITECTURE



Customers that purchased a product from the above product group



Machine Learning Algorithms
Market Basket Analysis
Association Rules Algorithm



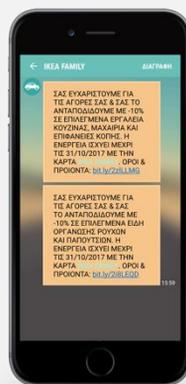
**Upward Value Segment
Migration Analysis / RFM
Segmentation**

1st suggestion: Laundry
& cleaning accessories

3rd suggestion:
Kitchen tools

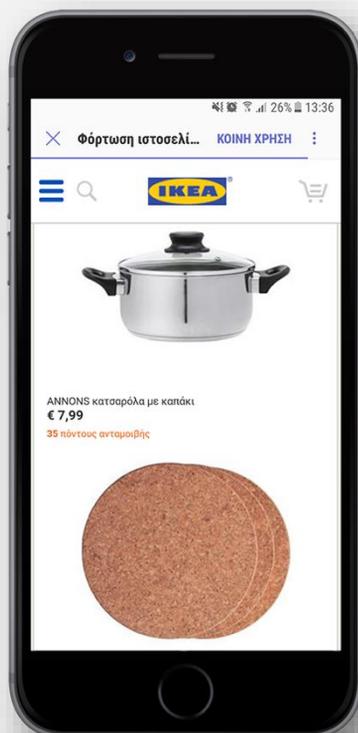
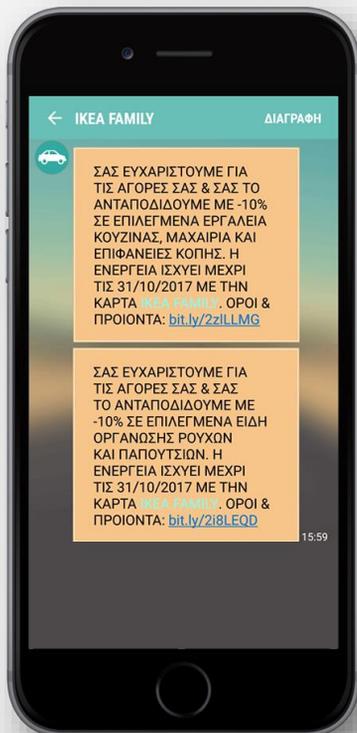
2nd suggestion: Food
Storage & kitchen

NO response



CAMPAIGNS

Personalized SMS with product discounts and links that lead to the full promotion of the program and IKEA's products.



MILESTONES

IKEA launches IKEA Family in Greece: August 2012

Program launch in Cyprus: June 2013

Program launch in Bulgaria: August 2013

Increased promo response rate

Increased customer loyalty & satisfaction

RESULTS

81.382 Registrations in the first semester

213.578 Transactions in the first semester

1.013,097 Registrations up to now*

Improved customer engagement

Improved promo response rate



ABOUT QIVOS

QIVOS is a marketing technology agency that delivers successful end-to-end customer loyalty management through unified commerce. Based on its expertise in customer experience strategies and tailor-made technology solutions, QIVOS helps brands build unique long-term relationships with their customers.

CONTACT US

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