Hudson’s Bay & Comarch

Innovative approach to customer loyalty via exclusive privileges & personal assistance
HUDSON'S BAY

Linking tradition with innovation
HUDSON’S BAY NETHERLANDS

Recruitment campaign ‘Join the heartbeat’

Collaborations

10 stores open in 2017

nacarat

SHOW TIME

OH YES!

IT'S HAPPENING

La PLACE
OUR OFFER

PERSONALIZATION
- Personal service and communication
- Unique experiences (nail bar, hair salon, beauty school)

DIGITALIZATION
- Cross-channel interactions & seamless mobile experience
- Sales associate app for better serving customers
CLUB
HUDSON'S BAY

Experience over points & discounts
CHALLENGES

NO BRAND AWARENESS
• Unknown to Dutch customers

NO CUSTOMER DATABASE
• No stores nor e-commerce

NO CRM & MARKETING TEAM
• Only 1 FTE

HARD DEADLINE
• Less than 10 months before store opening
EXPERIENCE OVER DISCOUNTS

Strategy focus was acquiring new program members and collecting data about customers’ preferences in terms of brands, products, employees and communication channels to be able to reach out to them using highly personalized communications and a unique customer experience.
CLUB
HUDSON’S BAY

MEMBER REWARDS

- Digital member card
- Save points with every transaction
- Redeem points for services
- Redeem points with partners
- Member monthly offers
- 10% cosmetics discount
- Hudson’s Bay credit card
- Participation in workshops
- VIP treatment at events
- The first to know
- ...
The mobile app is the vital communication channel for all that is Hudson’s Bay. Both members and non-members are able to interact with the latest Hudson’s Bay content via the app. Members have the additional advantage of being able to not only redeem points for rewards, but also have instant access to benefits, services and content for members only.
APP BENEFITS

- Account
- Preferences
- Points overview
- Transactions
- Digital receipt
- Style profile
- Key card
- Vouchers
- Rewards
- Chat sales associates
- In-store navigation
- Beacons message
- Geo location
- Smart watch integration
- Personal appointments
- Push messages
- Events
- Location-based services rewards
CUSTOMER EXPERIENCE

The technologies in practice
COLLECTING CUSTOMERS’ PREFERENCES
UNIQUE SERVICE APPROACH

PERSONAL CHAT

SALES ASSOCIATE NOTIFICATION OF MEMBER ARRIVAL

INDOOR NAVIGATION

NEW PRODUCT IN STORE

PERSONAL SALES ASSOCIATE APPOINTMENT BOOKING

Hudson's Bay
PREFERRED STORE EMPLOYEE SELECTION

- Mijn Hudson's Bay
- Favorite Sales Associate List

- Sara Bosco
- Purteil 1940
- My reviews
- My vouchers
- Rewards
- Last time we met
- My contacts
- Interests
- Favorite sales specialist

- Favorite sales associates
  - Carmine Groostein
    - Department: Jewellery & Accessories
    - Dr. Weissland and Reijn 31 and 49, Amsterdam
  - Hans Jansen
    - Department: Handbags
    - Dr. Weissland and Reijn 21 and 49, Amsterdam

Hudson's Bay
COMARCH
PERSONALIZED MESSAGE FROM EMPLOYEE
LOCATION-BASED COUPONS & VOUCHERS

HUDSON'S BAY

COMARCH
IN-DOOR NAVIGATION & ASSISTANCE
IDENTIFIED CUSTOMER PREFERENCES

Anne likes when you talk to her gently, with no rush.

She likes lavender colour and scent.

She can wait for when the tailor finishes small workarounds. Her sister lives nearby.
PERSONALIZED 1 TO 1 MESSAGE FORM
**EVENT TOOL**

**WHAT IS IT?**

- Tool for booking events
- Tool for personalized CRM campaigns
- Store appointments via employees
- Manageable by store employees
- Confirmation e-mails for customer
- Customer appointments from home/mobile
BEHIND THE CURTAINS

Comarch solutions
**COMPREHENSIVE SET OF POWERFUL IT TOOLS**

SOFTWARE + HARDWARE + SERVICES

**COMARCH FOR HUDSON’S BAY**

- Comarch Loyalty Management
- Comarch Mobile Application
- Location-Based Services Platform
- Comarch Beacons
- Comarch Hosting
- Technical Consulting Services
LBS - WHERE THE DIFFERENCE LIES

A new technology that can help you to improve your customers’ shopping experience and optimize loyalty program results.

Targeted communication and offers are now based on a new dimension – place & time – that make a huge difference.
Offer Mechanism via Beacons to a Customer's Mobile App

1. Location information broadcast from beacon (or GPS or WiFi)
2. The phone receives location info and sends it to server
3. Customer insights are captured. Content and offers are generated
4. Context aware info sent to Customer (offers, discounts, vouchers)
LOCATION-BASED SERVICES ENABLE

- Micro-targeting
- Seamless omni-channel experience
- Influence buying behavior
- Increase customer loyalty
KEY TO SUCCESS

- Real-time, omni-channel loyalty engine
- Dedicated business intelligence tool
- Rich mobile application content

Location-based services are just the cherry on the cake!
THANK YOU

Geert Crooijmans – head of crm @ hudson’s bay