PINDEX23 | STATE OF CUSTOMER EXPERIENCE IN THE NORDICS

THE BATTLE OF THE MIND

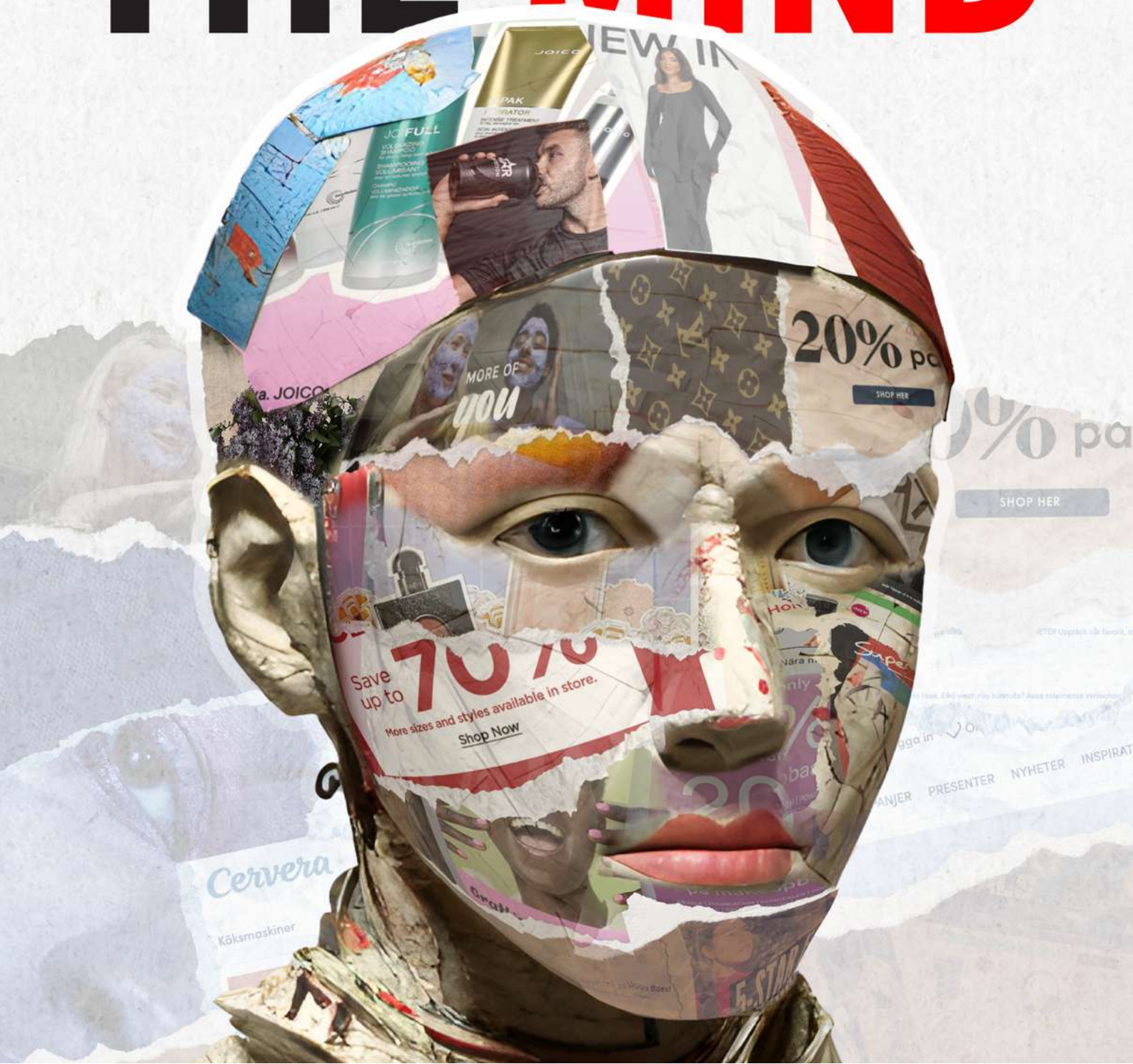


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Methodology

We manually analyzed 150 e-commerce and retail brands in the Nordics to gain these data points. The survey took place between March 2023 and June 2023.

Countries represented: Sweden, Norway, Denmark, Finland

150	7,000+	99	90
Brands analyzed	Data points	Loyalty programs	Newsletters

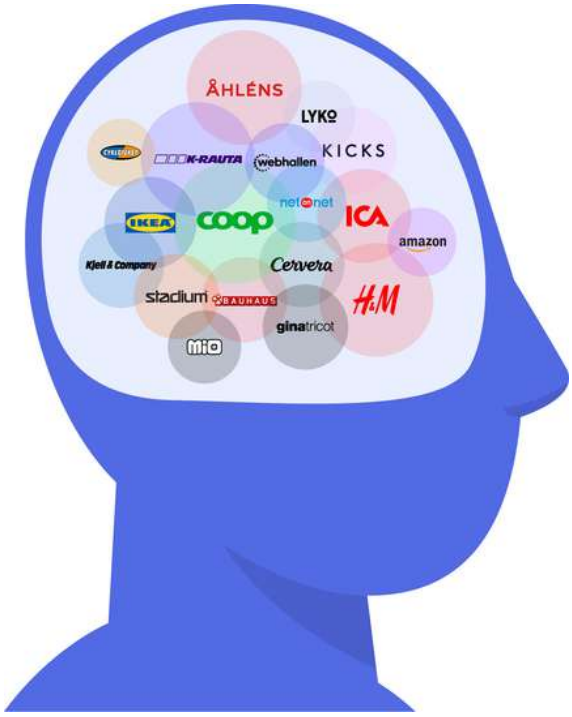
The Battle of The Minds, Hearts, And Wallets of Nordic Consumers

Customer loyalty is dying. Here's why:

The average person is a member of 17 (!) loyalty programs, but is only actively engaged in 6.

And the number of loyalty programs have almost doubled since last year.

All of your customers are browsing with 25+ tabs open, and over 75% of them won't hesitate to go to your competitor if they find a better deal.



If your prices and program benefits closely resemble those of your competitors, your customers' wallets belong to the brand with the best deal.

It's a conversion-led and acquisition-focused business model that works very well in a good economy. But it fails to build meaningful connections with your customers, and it won't create a reason for them to come back.

Discounts are a great way to incentivize action without spending a lot of money. But they train your customers to only buy when a deal is available, and if they are distributed to *everyone*, they will do more harm than good.

The top brands do things differently. They're focusing 80% of their efforts on retention, instead of acquisition. Most of their marketing is targeted, which allows them to get a higher ROI from the same or lower budget. They are simply focused on increasing the monetary value of their existing customer database.

They are **experience-led** brands.

Experience-led growth is based on four strategic pillars:

1. Building an owned audience
2. Profiling customers over time
3. Creating experiences based on customer profile data
4. Generate retention using experiences

When executed correctly, these pillars enable you to give your customers a better experience over time, and always meet them where they are.

> "80 percent of the value creation achieved by the world's most successful growth companies comes from their core business—principally, unlocking new revenues from existing customers."
>
> McKinsey & Company

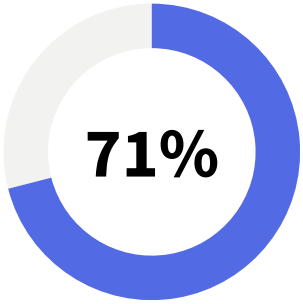
By focusing on increasing engagement, participation, and retention, your customers will spend more time with your brand and conversions will naturally follow.

Instead of using paid media as the primary way to stay top of mind, experience-led brands create multi-channel experiences designed to change habits and behaviour. Because customer loyalty cannot exist without a change in behaviour.

In this year's report, we'll reveal the secrets of how the top CX leaders in the Nordics operate, which tactics they use, and how they use zero-party data (*self-submitted customer data*) to create experiences that keep customers coming back for more.

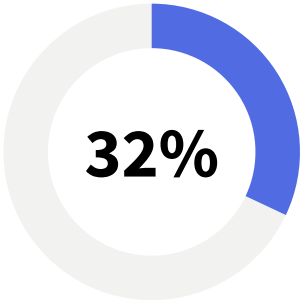
We'll check out real-life success stories and cool trends to uncover the secrets that they don't want you to know.

Why Personalization Is Important



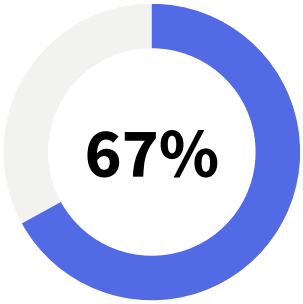
71% of consumers expect personalization

(McKinsey, Next in Personalization 2021)



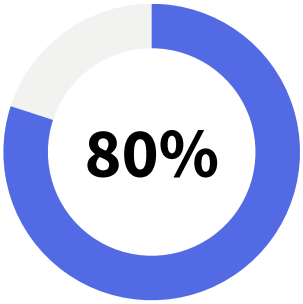
32% of customers would stop doing business with a brand they love after one bad experience.

(PwC, Future of CX 2022)



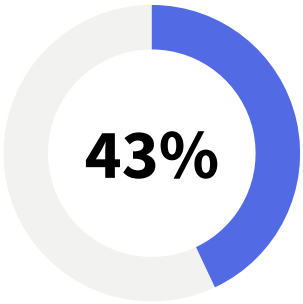
Returning customers spend 67% more than new customers

(Business.com)



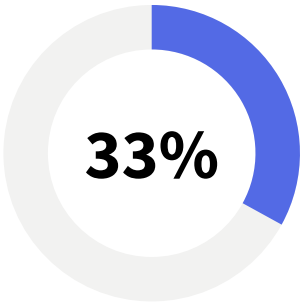
Members account for 80% of Sephora's total transactions

(McKinsey, 2023)



43% remember negative brand interactions for >5 years

(Sinch, What's in store?, 2022)



33% of all online purchases are made by repeat customers

(Yotpo, 2022)

Capturing attention

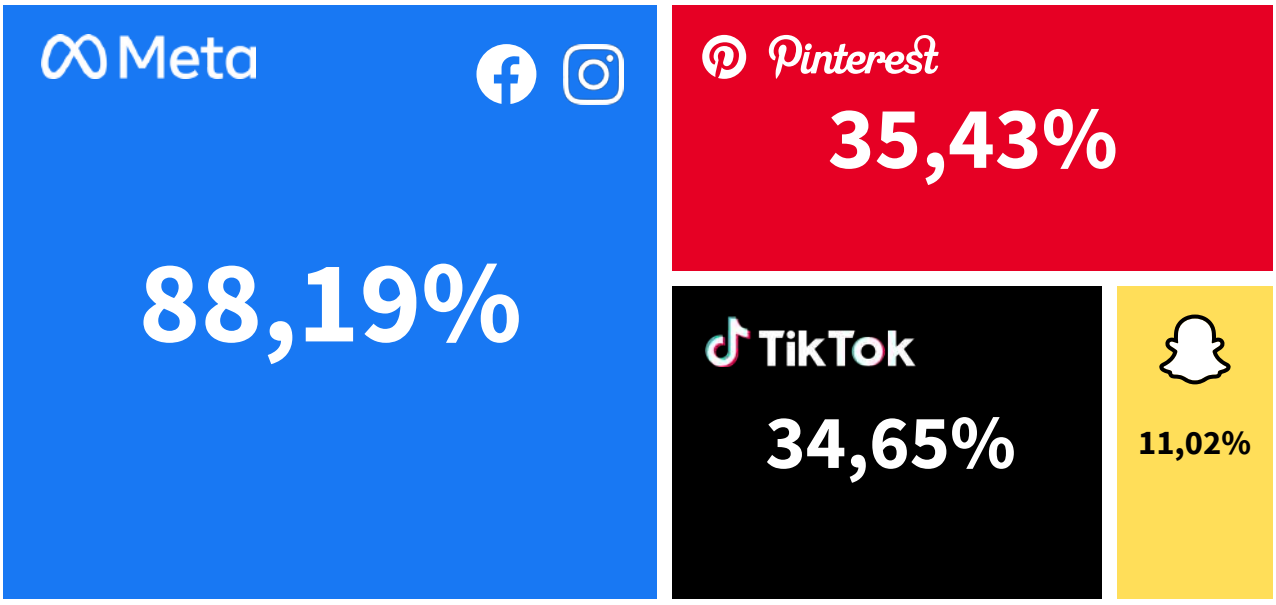
We live in a 3-second world. But we don't have short attention spans. We have short consideration spans. With the amount of marketing messages we are bombarded with every day, we have become very good at filtering out what we think is important to us... and what's not.

No matter what channel or tactic you use, you only have around 3 seconds to capture the attention of a potential customer with *any* message. This is important because most customer journeys begin long before the first purchase is even made:

- You meet a friend who wears a new dress. You ask them where they bought it.
- Your child has suddenly found a new interest (painting? play-doh?).
- You see a heartbreaking story on social media that reminds you to finally book a health check.
- An influencer showcases some outdoor furniture, which makes you want to upgrade your existing ones.
- You're trying something new, and all your new friends use certain products.

Whatever the case, if your brand is not one of the alternatives that your prospects are considering when they get to the tipping-point of actually purchasing... your chance of getting into their wallets is slim to none.

This is the most common social pixels used by the surveyed brands:



Building your audience

Every marketing activity aims to drive sales. But at any given time, only 1-3% of your audience are actively looking to buy. Without a strategy for growing your audience and turning visitors and followers into subscribers... you're letting go of the 97% of people who browse in the dark, or are considering your brand for a future purchase.

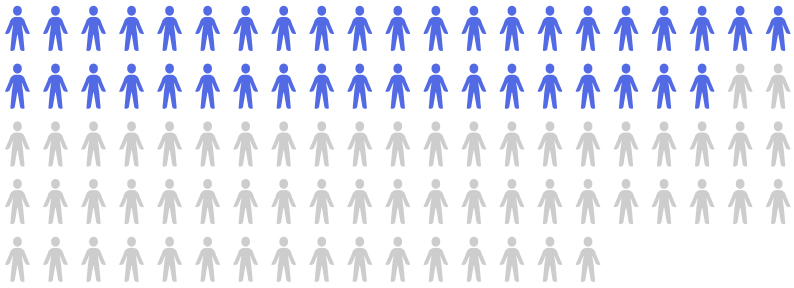
Your customers will inevitably find themselves on your website at some point. And they usually expect things like:

- Free shipping (and shipping options)
- A discount
- Easy checkout
- Simple navigation

You already know this. But I bet you didn't know that 60% of the brands featured in this year's report choose not to greet new customers with a special offer.

39,9%

USE WELCOME OFFERS +37% (2022)



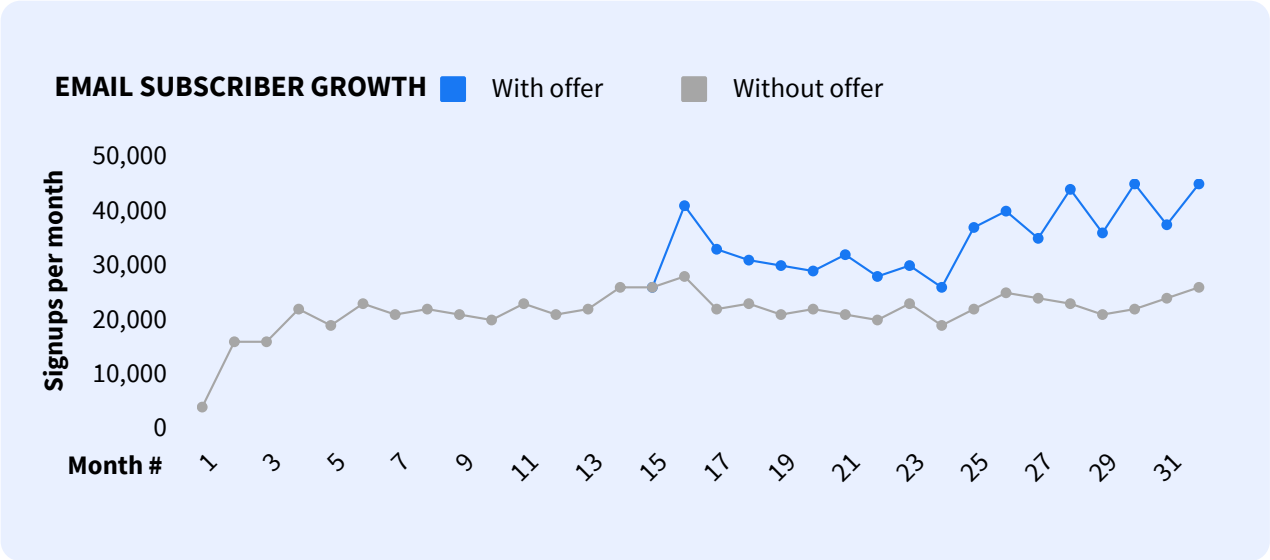
Having a welcome offer can significantly impact how fast you can build your owned audience.

A strong welcome offer will convert between 5-7% of visitors to subscribers, and a whooping **11-22%** of those who sign up to claim the offer will make a purchase in the same session.

Customer acquisition has a lot of costs associated to it and one way to recoup those costs is by using your audience-building layer to turn paid traffic into email subscribers.

Growing revenue via email requires an engaged list that is constantly growing. We've found that the brands who are hesitant to use aggressive tactics like popup offers don't know the side effects of not using them.

Below is an example of a brand who used a 15% discount welcome offer to capture new subscribers. Since implementation, that offer boosted their monthly audience growth by 50% compared to before when their main source of new subscribers was their checkout (only new purchases).



We can also see that top performing brands have 4-8 ways to capture an email address. The low performers have one or two (usually only one, if you don't count the checkout as a way to capture an email).

HOW TOP PERFORMERS GROW THEIR AUDIENCE

- Footer signup form
- Exit intent signup offer
- Welcome offer popup
- Pre-launch campaigns
- Quizzes and tests
- Abandoned checkout saver
- SMS signup forms
- Out-of-stock notifications
- Membership signups

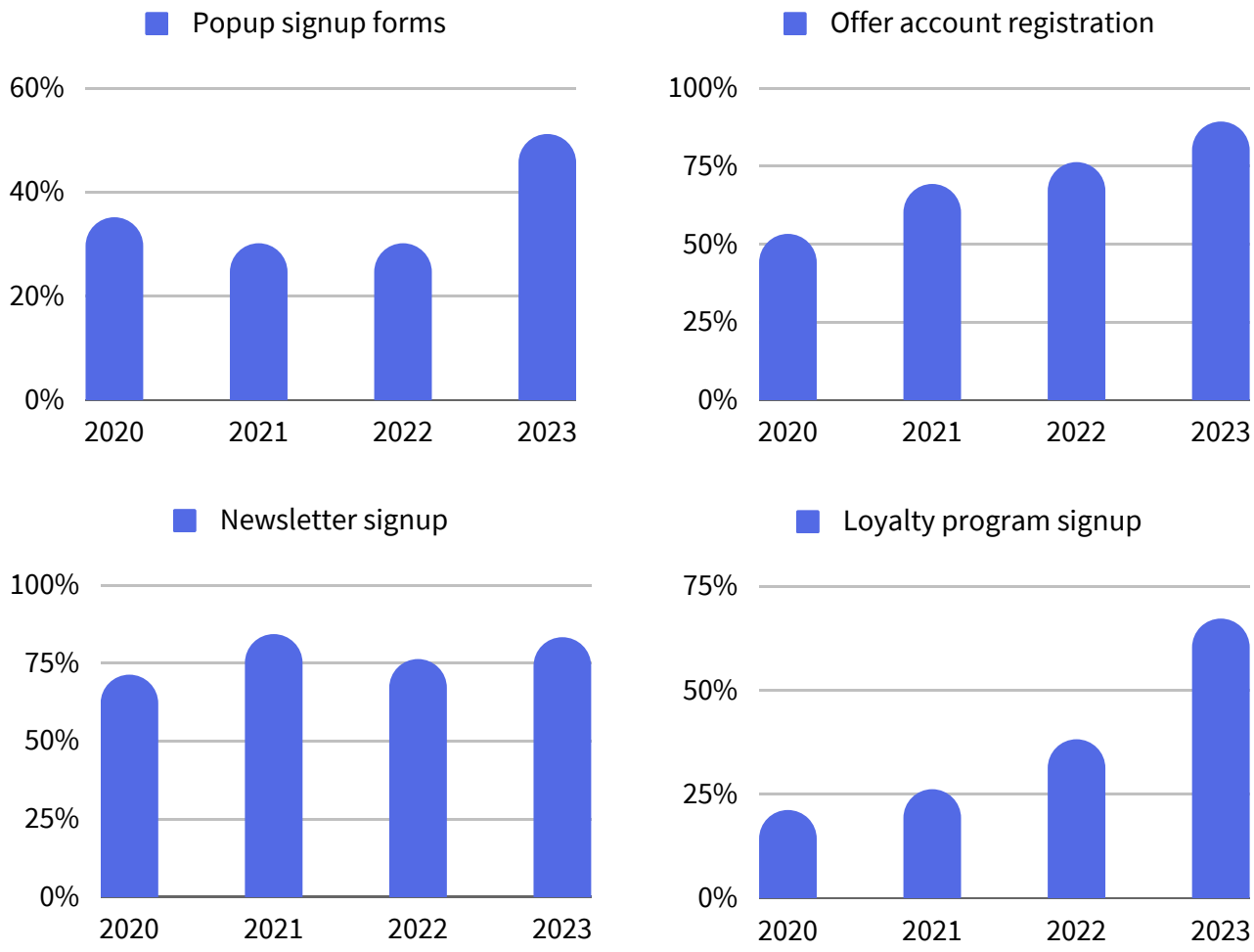
HOW LOW PERFORMERS GROW THEIR AUDIENCE

- After purchase
- Footer signup form

Why do these brands work so hard to capture email addresses? The main reason is because an email unlocks targeted communication across all owned channels (email, sms, website).

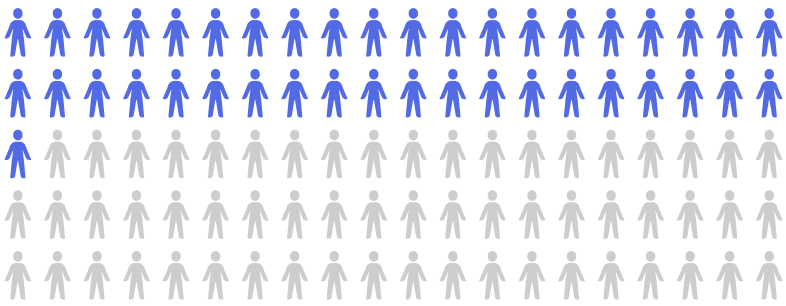
If you don't know who your visitors are, the only data you can use is their web activity and traffic source. But if you have their email, you can pull data from their customer profile with purchase history, geolocation, previous web activity, subscriber or customer status, and much more.

Let's take a look at the strategies and activities the nordic brands use to grow their audience.



40,6%

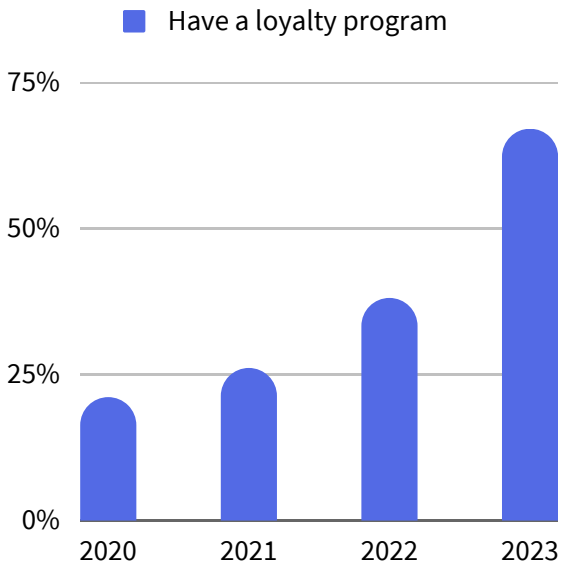
USE OUT OF STOCK NOTIFICATIONS TO GROW THEIR AUDIENCE



Creating a better, more relevant customer experience is becoming a top priority for e-commerce brands as they work hard to transition from growth-mode to a profitable business model.

One thing that stands out in 2023 is the remarkable surge in the adoption of loyalty programs.

This increase reflects the commitment to improving the customer experience, but it also reflects the aggressive strategies brands use to drive membership signups and the use of benefits like free shipping, as a way to get people to register as a member.



One can only speculate the reason behind why. One reason can be that brands are switching from growth-mode to profitability. Another reason can be because a loyalty program gives you A LOT more customer data to work with, and insights into your customers shopping behaviour.

We've spoken about this for years, but the real value of a loyalty program for a brand is that they get more data that they can use to create relevant marketing, promotions, and offers.

The challenge, however, lies in understanding and keeping members engaged. That's where the next parts come in.



Olof Törnqvist
CEO Triggerbee

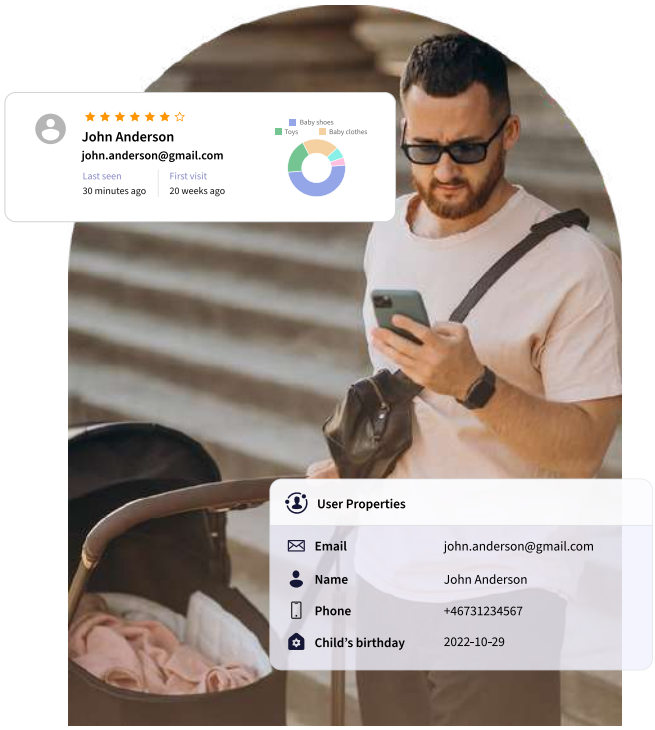
Many online retailers are switching gears from growth to profitability. Those who have invested in growing their audience and using their customer data to build better relationships are ahead of those who have only focused on making sales. They have built a target audience that they can have meaningful and relevant communication with, like offers and product updates.

Profiling

Profiling your audience means understanding their characteristics, preferences, and behaviors.

To do this, you need to identify and use natural touchpoints - interactions or channels - to gather data that will help you engage your audience.

Since the early days of the internet, the most efficient way of targeting your audience was using cookies. Small files containing data about your behavior and activity on a website.

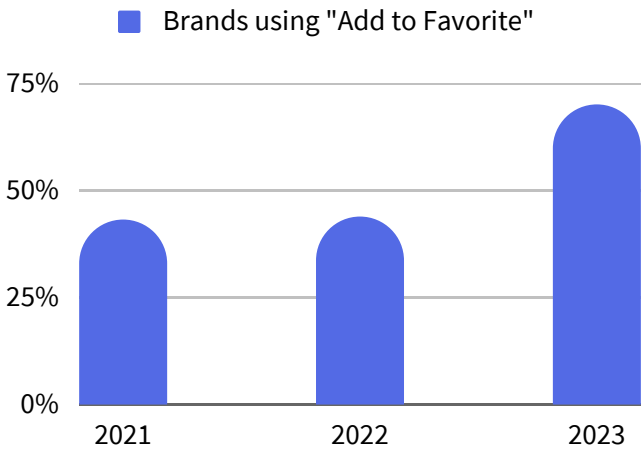


But if your goal is to improve the experience, you need a combination of both behavior, interests, and CRM data. These data sources combined gives you the full view of your customer and enable you to fully control every interaction in the customer journey.

One example of an underused interaction is the "Add to favorite" feature. While more than 69.9% of brands use the feature, we have only found *two* brands that uses the data from favorited items in their marketing.

1,3%

BRANDS USE FAVORITED PRODUCTS FOR PERSONALIZATION



Brands are sitting on a goldmine of data, pulled from various sources:

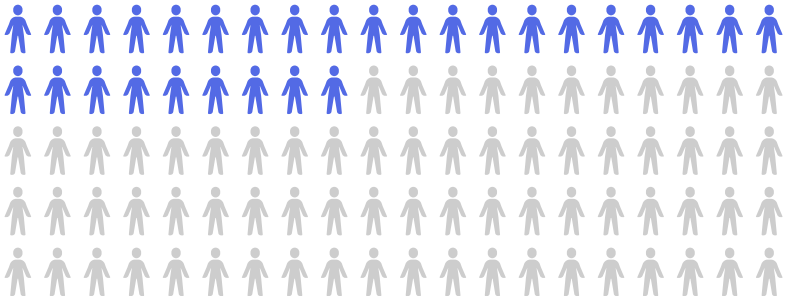
1. **Purchase data:** Product categories, price levels, discounts, and more.
2. **Web Actions:** Website visits, clicks, and time spent.
3. **Demographics:** Age, gender, etc
4. **Location:** Knowing where customers are for targeted regional campaigns.
5. **Support:** Learning from customer service to enhance experiences.
6. **App Insights:** Studying app use to make it better and more innovative.
7. **Reviews:** Getting sentiments and suggestions for improvements.
8. **Emails:** Tracking open and click rates for valuable insights.
9. **Loyalty Programs:** Revealing behaviours of repeat customers.
10. **In-Store Behaviour:** What they buy in-store, when, and why.

Even with all this data, many brands just use it to segment their newsletters, and they almost never ask customers for more data than they get from a purchase.

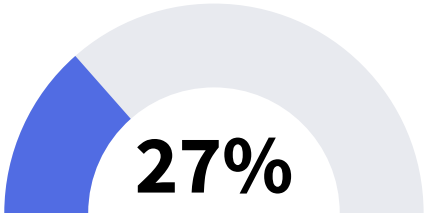
But that's a big mistake. Most customers willingly give their birthdays, favourite brands, sizes, preferences as long as they are rewarded.

29,4%

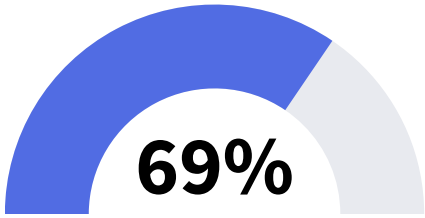
ASK THEIR CUSTOMERS FOR PREFERENCES



Out of the brands asking their customers to submit preferences (29,4%), 27% collect their customer's favourite brands, styles, sizes, etc. 69% ask for brand-specific preferences such as the nearest store.



Ask customers to submit their favorite brands, styles, or categories

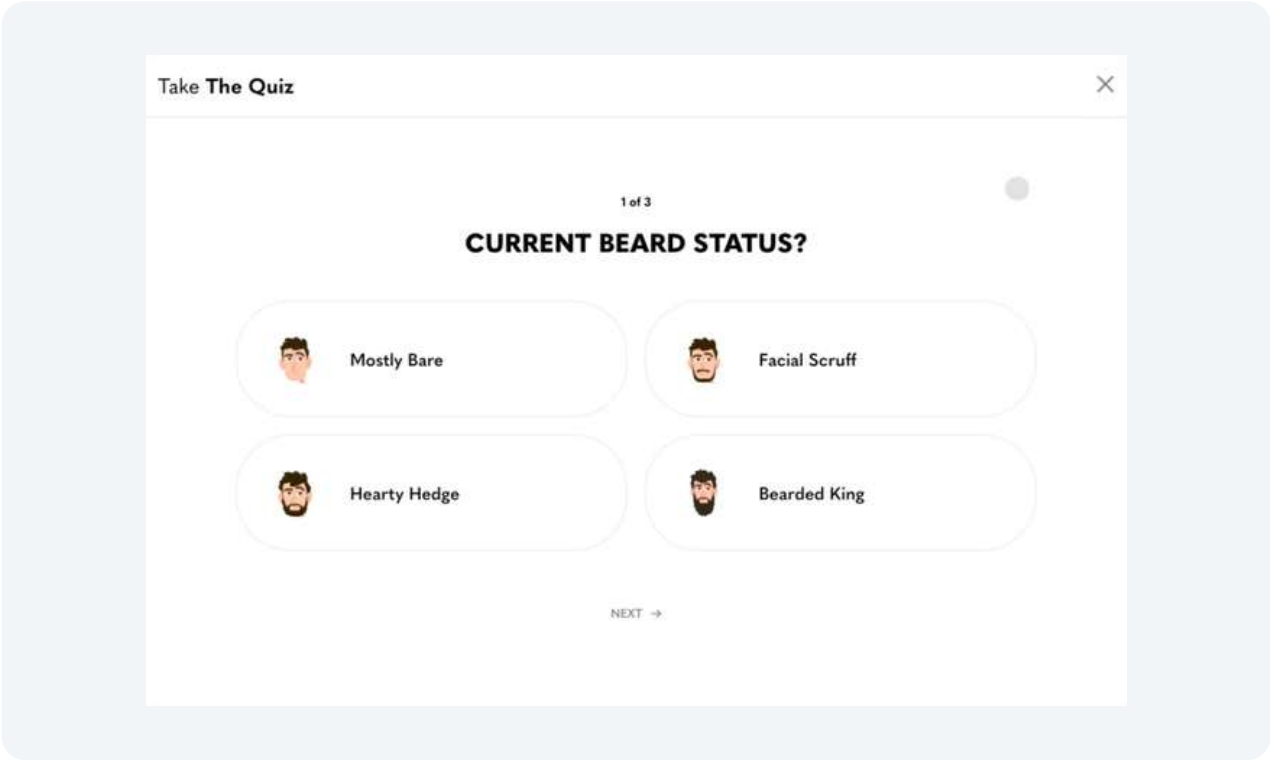


Ask customers to submit brand-specific preferences (i.e. nearest store)

This is all ultimately about engaging your audience with helpful and relevant experiences, content, and offers that address their specific needs.

Here are some examples of strategies and tactics you can use in the profiling layer...

Quizzes: Quizzes allow you both to 1) find your most engaged customers, and 2) collect valuable data about them which can be used immediately in your marketing and communication materials. Even if your visitor doesn't leave their email address at the end, their responses are most likely saved.

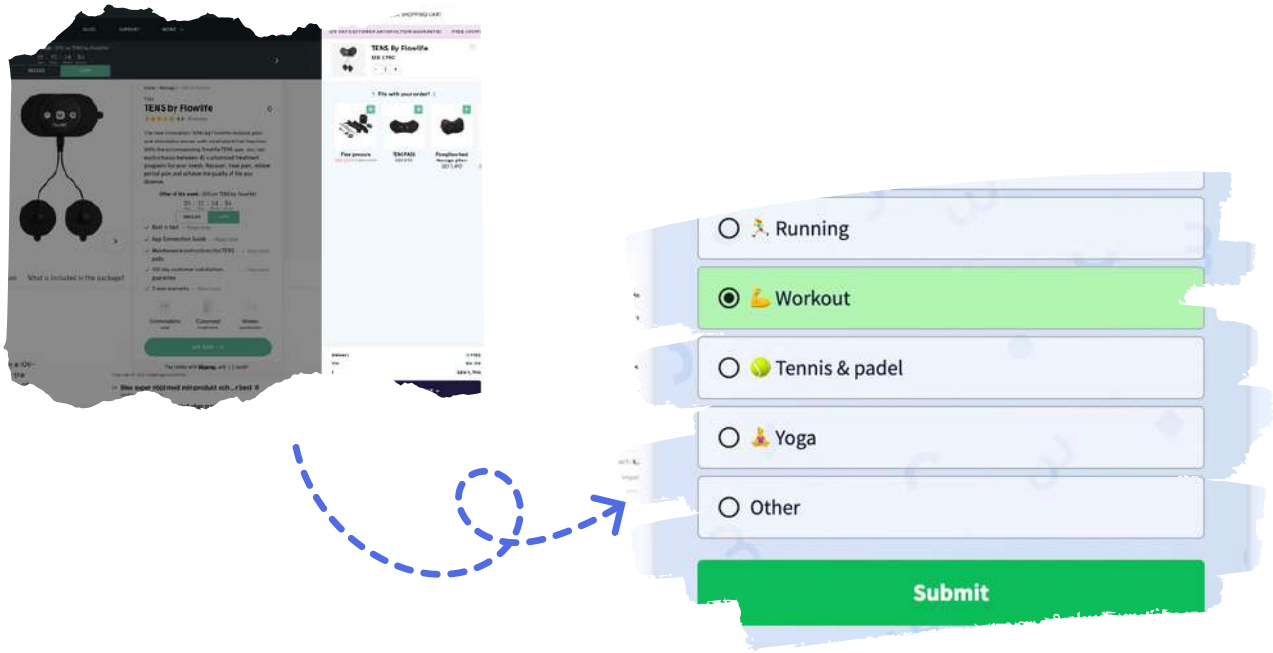


Onsite quiz by The Beard Club

Buyers Guides: Creating informative buyers guides or comparisons not only provides value to your audience but also allows you to observe their interactions and choices. By analyzing the engagement and behavior around these guides, you can gain insights into specific product preferences and tailor your offerings accordingly.

Post-Purchase Interest Collection: Collecting information about your customers interests, favorite brands, or topics will both enrich your CRM profiles and enable you to create better audience segments. Collect this data using surveys, feedback forms, or personalized recommendations based on their previous purchases.

> Post-purchase is a great time to ask someone qualitative questions, as they've already invested in your product(s) and brand.



Engagement Campaigns: Launching campaigns to increase customer engagement, such as interactive contests or gamified experiences, can provide insights into customer preferences and motivations. This engagement data helps you refine the customer profile and further shapes future marketing strategies.

Themed Engagement: Creating themed campaigns or content that aligns with specific events, seasons, or trends can help drive customer engagement and gather insights about their interests and preferences within those contexts.

Surveys: Surveys are a huge part of profiling your customers and visitors. By integrating surveys at key points in the customer journey, you can gather data directly from your target audience, refine customer profiles and uncover the hidden motivations and blockers you won't find anywhere else.

And as a very successful man once said...



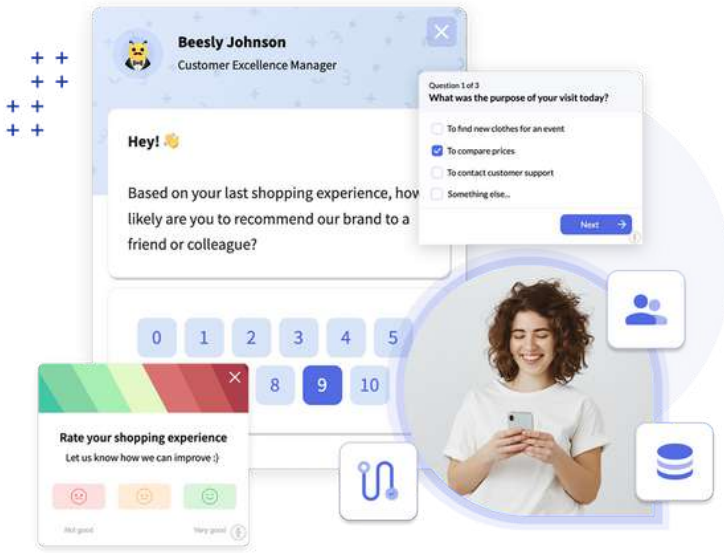
"Your most unhappy customers are your greatest source of learning"

Bill Gates

Strategically used surveys will help you uncover what makes your customers happy or unhappy, and are one of your most important tools when planning a redesign och big change.

It's common practice to use a post-purchase NPS survey. But only a few brands use **post-signup surveys** to find out why people are signing up for their newsletter or loyalty program. Asking new signups "why?" will help you find out what they expect, and what to improve.

If you want to create a better experience, you need to start with understanding your customers. These insights form the foundation for the experience layer, where the data is activated to show, hide, include, and exclude content.





Zalando is one of the largest fashion marketplaces in Europe, and they have built an impressive customer experience across their website and app.

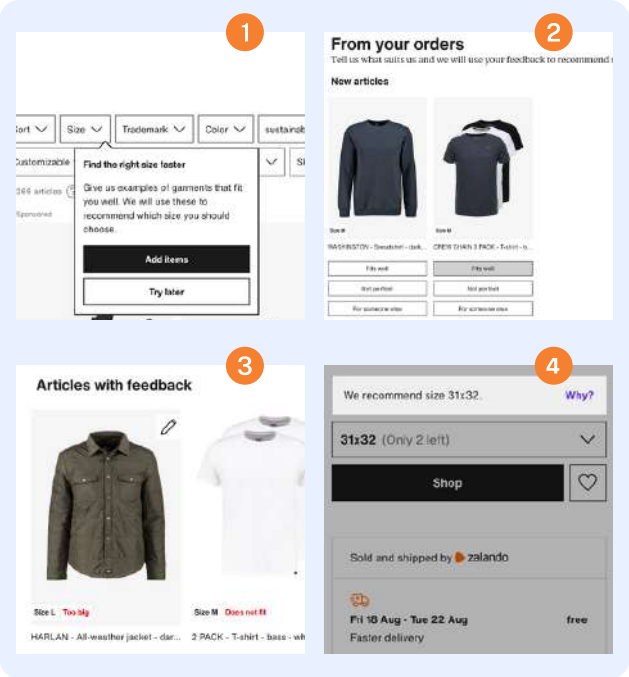
They use rendering engines to deliver different experiences based on customer intent, member profile, previous purchases, and self-reported customer data (*aka zero-party data*)

This allows them to personalize the experience for every visitor.

In this mini case study, we'll break down their customer journey, how they collect data, and how they put it to work.

Size Advisor

Zalando's Size Advisor feature uses data from your previous purchases, feedback on delivered items, and averages from product reviews to provide accurate size recommendations for you.



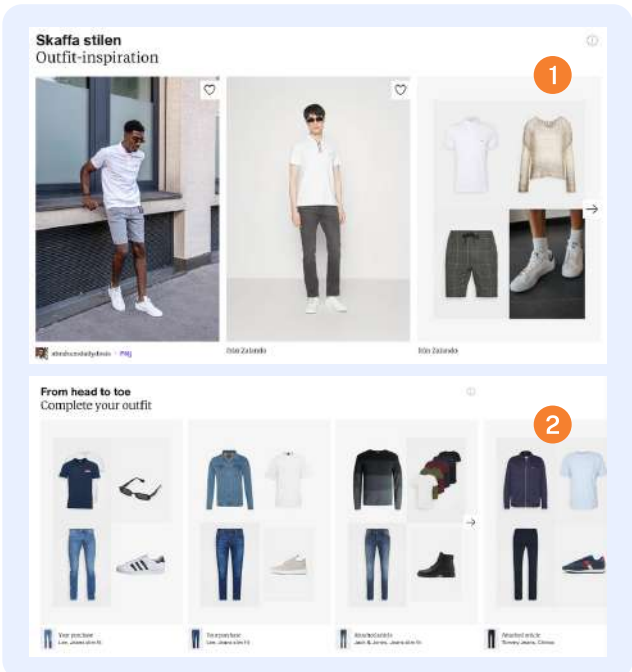
1. You are asked to add size feedback on your previously bought items.
2. Simply select 1 out of 3 options to rate how the product fits.
3. See how you rated your previous items.
4. Your recommended size is pre-selected based on your previous feedback on size.

Size is a critical metric for Zalandos recommendations. It is one of the few parameters that can make or break a purchase.



Algorithmic Fashion Companion

Zalando have a digital, scalable outfit recommendation tool, based on machine learning and AI, providing customers with unlimited outfit suggestions.

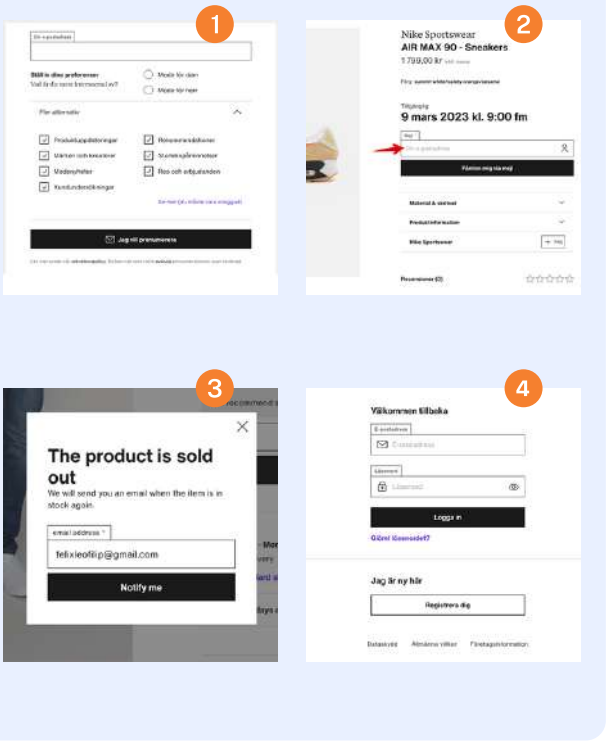


1. Single outfit recommendations on the product page you are currently visiting.
2. Multiple outfit recommendations based on previous purchases, shown on the homepage.

Email capture

Zalando knows the value of capturing emails. They use natural touchpoints throughout the customer journey to capture your email.

1. A highly customizable footer signup
2. Pre-release signup
3. Out of stock reminders
4. Pre-purchase account registration



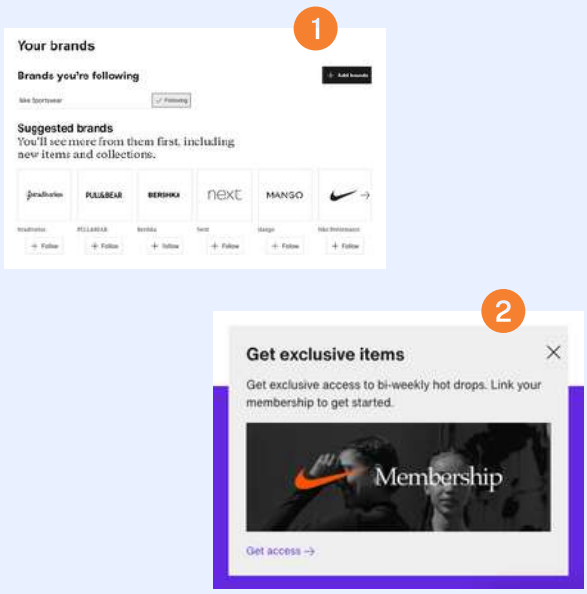
Between **11-22%** who sign up for a welcome offer, complete a purchase in the same session. An offer is often the cheapest way to encourage conversion.



Brand partnerships

Zalando understands the weight of brands and the connections people have with them, letting members follow brands and get tailored experiences.

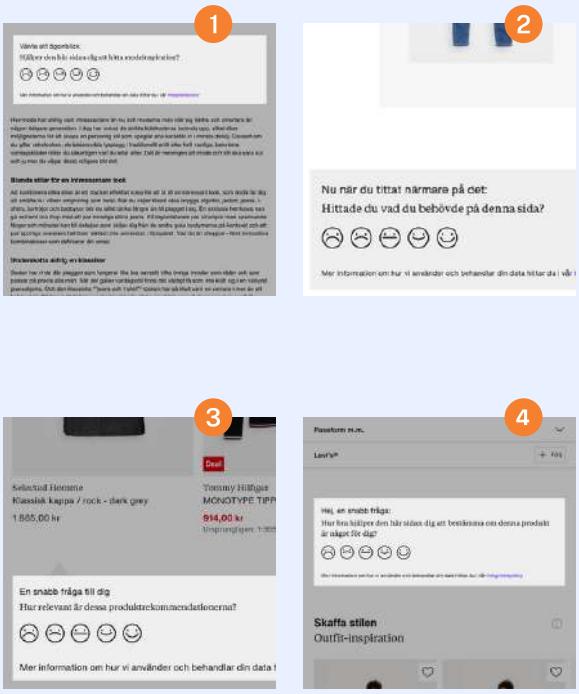
1. On the profile, you have the option to follow all brands associated with Zalando to get the latest updates first.
2. Zalando also partners with brands, pushing members to join a linked loyalty program for exclusive offers.



Frequent micro surveys

By running micro surveys across their website Zalando has created a feedback loop which helps them constantly find out what works, and what to improve.

1. Category page micro survey
2. Outfit recommendation survey
3. Product recommendations survey
4. Product page survey



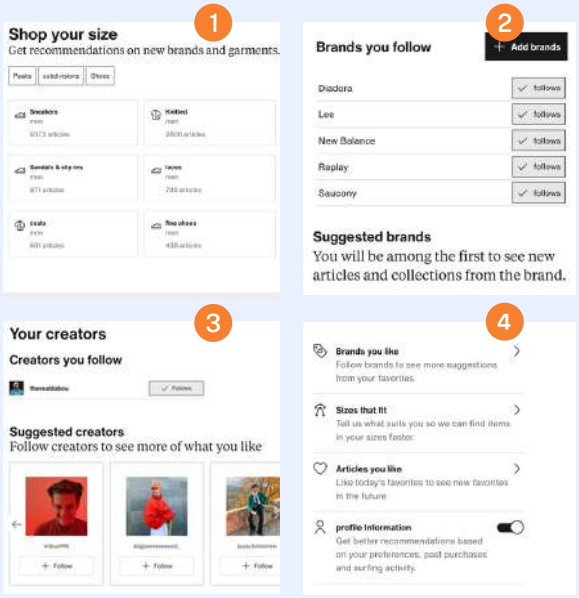
Using micro, CSAT and post-action surveys at different steps of the journey, will teach you more than your standard NPS or massive quarterly survey.



Customer accounts

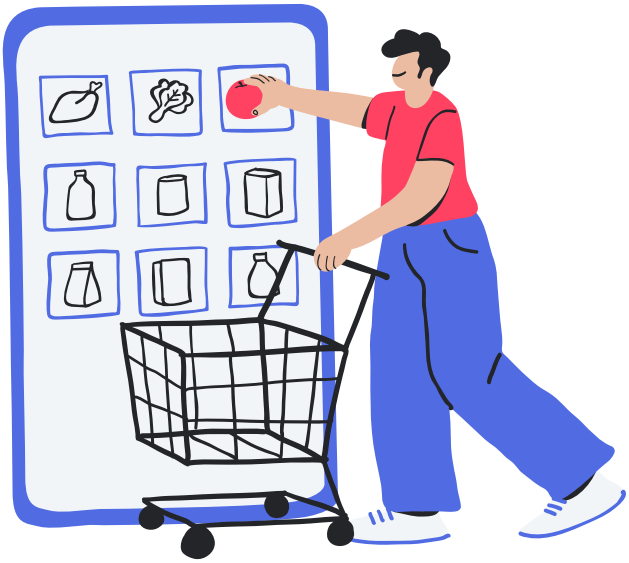
Zalando's user accounts is where they capture the most important zero-party data about their customers' preferences.

1. Recommendations based on your size can be found on your profile
2. You can keep up with your favorite brands on Zalando by following them
3. Creators with personal wardrobes are available to follow for inspiration
4. Rich membership profiles with personalization settings



Experiences

Your **online experience** is one of the few things that *truly* sets you apart from your competitors.



Your competitive edge hinges on the quality of your online interactions. Successful CRO now revolves around figuring out your audience's desires and preferences.

Imagine visiting a website that instantly recognises you from your previous visits, knows your preferences, lets you pick up where you left off last time, and tailors current deals to match your purchase history.

You would be surprised by the simple steps you can take to achieve a better experience, even without millions of dollars in budget.

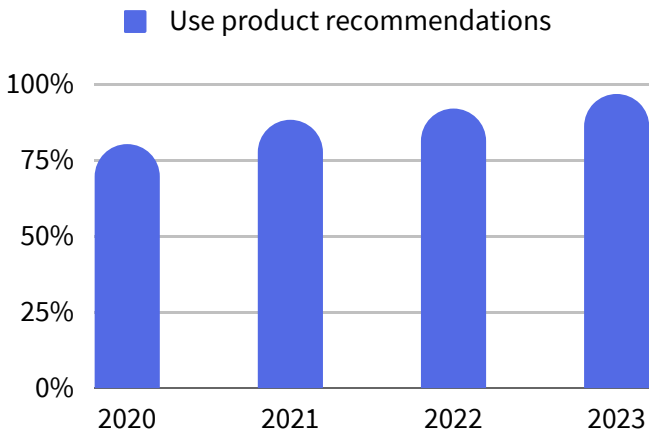
The only secret to creating relevant customer experiences is that you need to use the customer data you already own.

And the best place to start is by segmenting your audience. Start by sending out segmented email campaigns. Then move on to segmenting your website traffic.

Adding {FNAME} to your email can increase the opening rate by 10%

By making use of adaptive elements, personal greetings, personalized recommendations and so on, you can create experiences that keep customers coming back for more.

In fact, 96,5% of the brands we analyzed in this year's report use product recommendations on their websites. 72% of them use recommendations on product pages and only 24,5% on both the home page and product page.

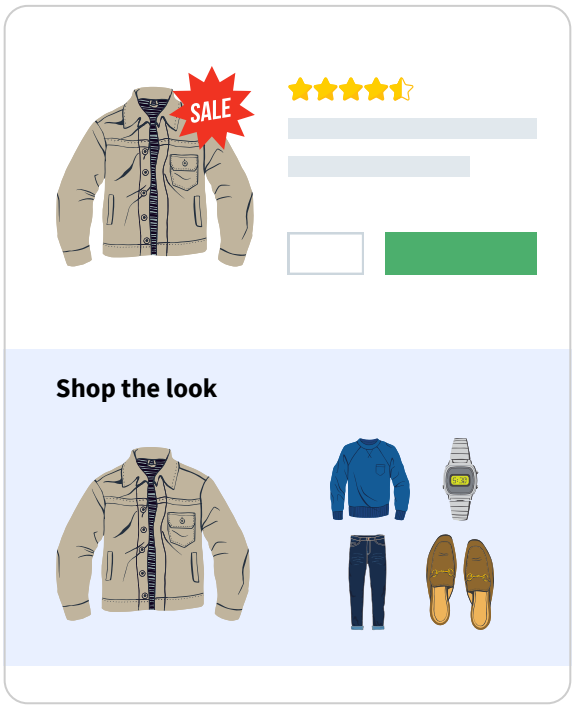


72%

RECOMMEND PRODUCTS ON THE PRODUCT PAGE ONLY

24,5%

RECOMMEND PRODUCTS ON THE HOME PAGE AND PRODUCT PAGE



Note: Simply adding random product recommendations to your store won't magically *improve* the experience.

It just simplifies the navigation within certain product categories and helps people discover product alternatives.

Complementary recommendations are used by 48,3% of the participating brands in this year's report. You might know these as "Complete the look", or "Frequently bought together". These recommendation types are generally more valuable because they are more closely tied to what the customer wants to buy.

48,3%

USE COMPLEMENTARY RECOMMENDATIONS



Prominent PINDEX winner **KICKS** offers an exceptional customer experience with many features that improve convenience, personalization, and engagement.

Customers can enjoy a smooth experience throughout their journey, with KICKS' integration of personalized content, loyalty club and community elements, among many other things.

They simply know how to build a community and a relationship with their customers, through serving helpful, unintrusive features on their website.

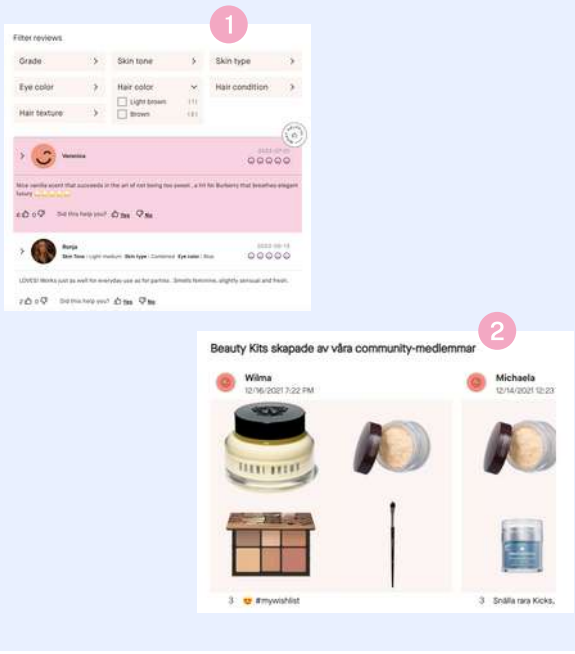
Here's how they do it.

Community

While the community focus KICKS has is especially important for retention, the overall experience is improved by the many ways it plays into the customer's journey.

1. You can filter customer reviews based on physical features such as eye and hair color, for a more relevant match

2. Community members can share beauty kits related to the product you're viewing



Implementing community features can change the way people interact with your website, with the guidance provided by active members.



Email capture

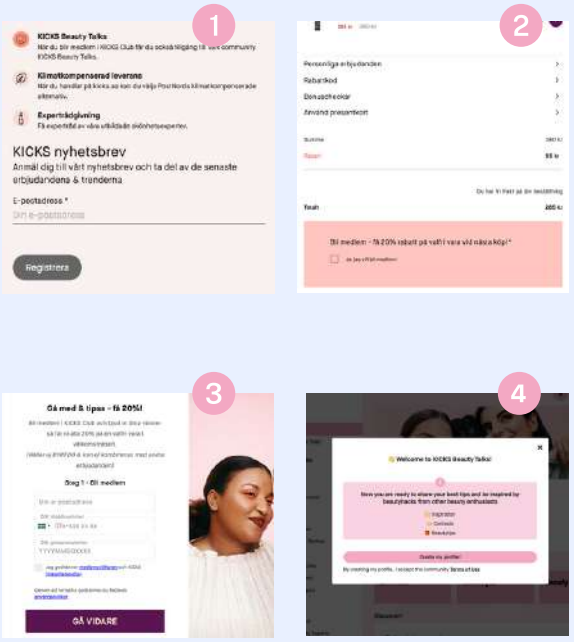
KICKS uses their loyalty program as the main offer, and their other offers focuses on driving new membership signups.

1. Footer signup form

2. Membership promotion in the checkout

3. New visitor welcome offer

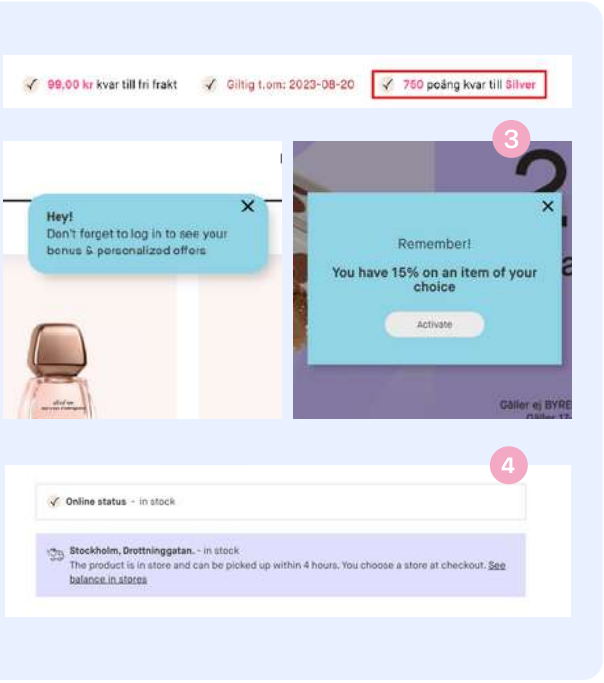
4. Beauty Talks community



Personalization... EVERYWHERE

From tailoring the product pages with loyalty data to reminding returning members to log in, KICKS are making sure to make their VIP's feel seen.

1. Members see tailored product pages
2. Log in nudges for returning members
3. Reminders of unused membership offers
4. Physical store preference auto-selected



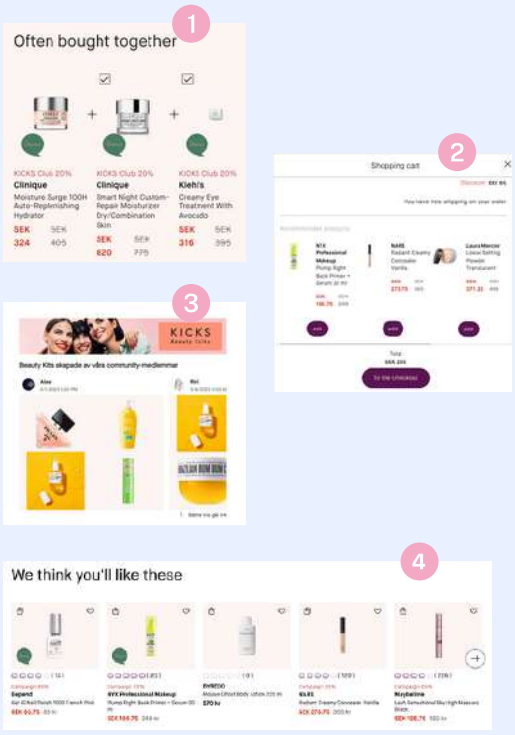
Your customers expect you to treat them differently based on where they are in their journey.



Recommendations

KICKS uses product recommendations at different places and stages of the journey.

1. "Products bought together" encourages customers to consider adding more items.
2. You get recommendations in the shopping cart based on your selected product(s).
3. Community-driven recommendations showcased on the product page
4. Product recommendations based on the user's activity.



Retention

I want to share a powerful quote with you from Howard Schultz, the CEO of Starbucks:



"The cost of losing your core customers and trying to get them back in a down economy will be much greater than the cost of investing in them and trying to keep them."
- Howard Schultz, CEO Starbucks

These words hold a lot of meaning, especially when it comes to how businesses should treat their loyal customers.

Here's the thing: making customers stick around requires deliberate effort and care. It's not something that happens automatically or because you start sending out a special type of email campaign.

When you have built your audience, profiled them, and started building out your experience layers to give them a relevant journey – it's time to build your retention strategy.

This often means rethinking how you communicate in your owned channels. Because in the end, it's about keeping your best customers engaged and exposed to your brand when they're not on your website, knowing how to tap into, or create triggers that make them think of you, and come back when they need something from you.

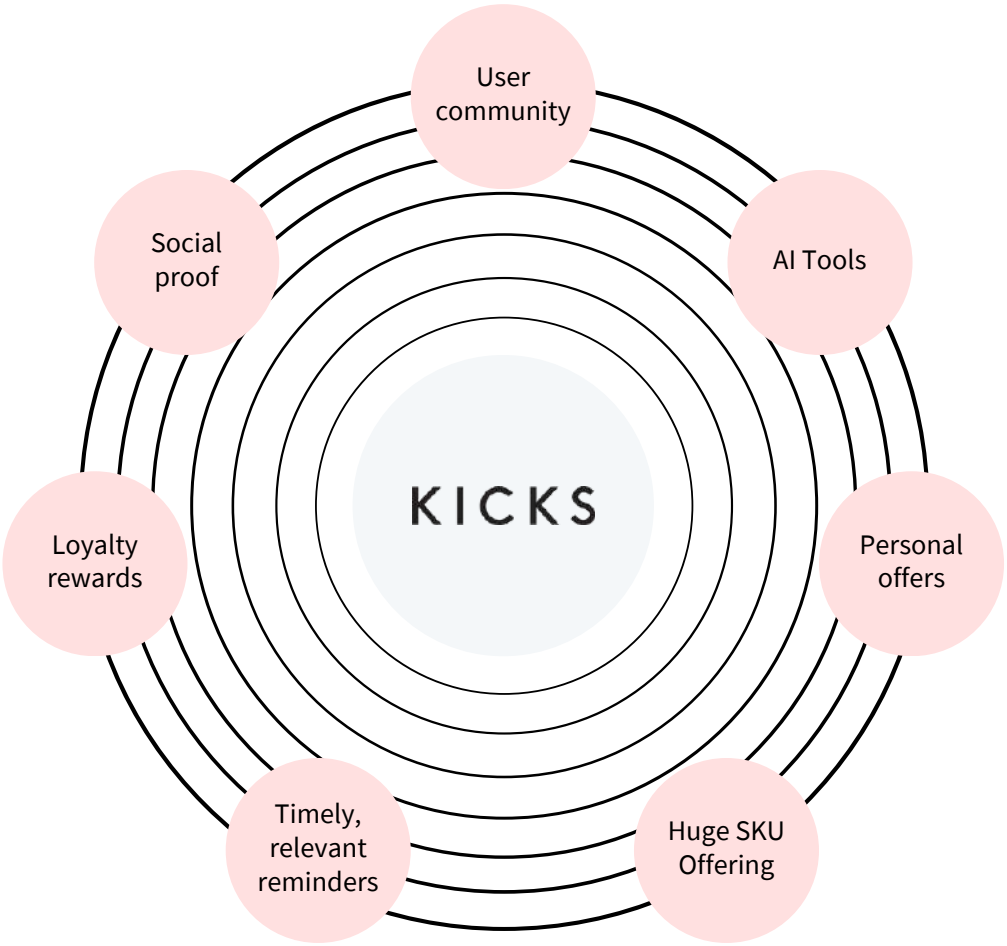
Let's take a look at how KICKS does this.

KICKS Retention Flywheel

KICKS have built a self-sustaining flywheel for their loyalty program with over 2 million members, around the idea to be the main source of all things beauty.

Here's a rough model of how it works:

- **Selection:** A huge product selection brings customers in
- **Service:** Digital AI tools and in-store staff
- **Loyalty:** Customers join the membership program to get good deals
- **Community:** Members are invited to their community Beauty talks
- **Belonging:** Users share tips and knowledge and reviews products
- **Data:** KICKS collects 0 and 1st party data about users and customers
- **Rewards:** They use data to send out personalized promotions
- **Loopback:** Customers spend bonus points to purchase products



Amazon's Retention Flywheel

Amazon is known for their scale and wide product selection (why they're called "The Everything Store"). But they have also mastered the art of retention and keeping customers coming back for more. Amazon's flywheel is similar to KICKS, but is more focused on price and having a wider offering that stretches beyond products and goods.

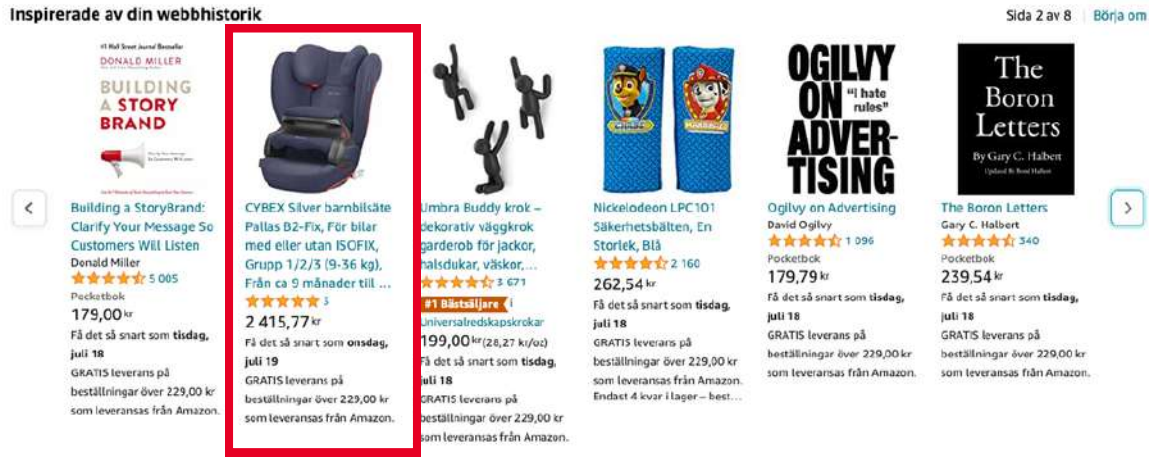
- **Sellers:** Third-party sellers creates competition and more products.
- **Selection:** More competition means lower prices and higher activity.
- **Service:** The wide selection and low prices lead to repeat purchases.
- **Traffic**: Traffic from repeat customers attracts third-party sellers.
- **Lower cost structure:** Sales growth enables lower-cost structure.
- **Lower prices:** Lower business costs enables lower pricing for sellers.
- **Satisfaction:** Low prices further leave the customer satisfied.
- **Benefits:** Customers join Prime for fast shipping, streaming, etc.

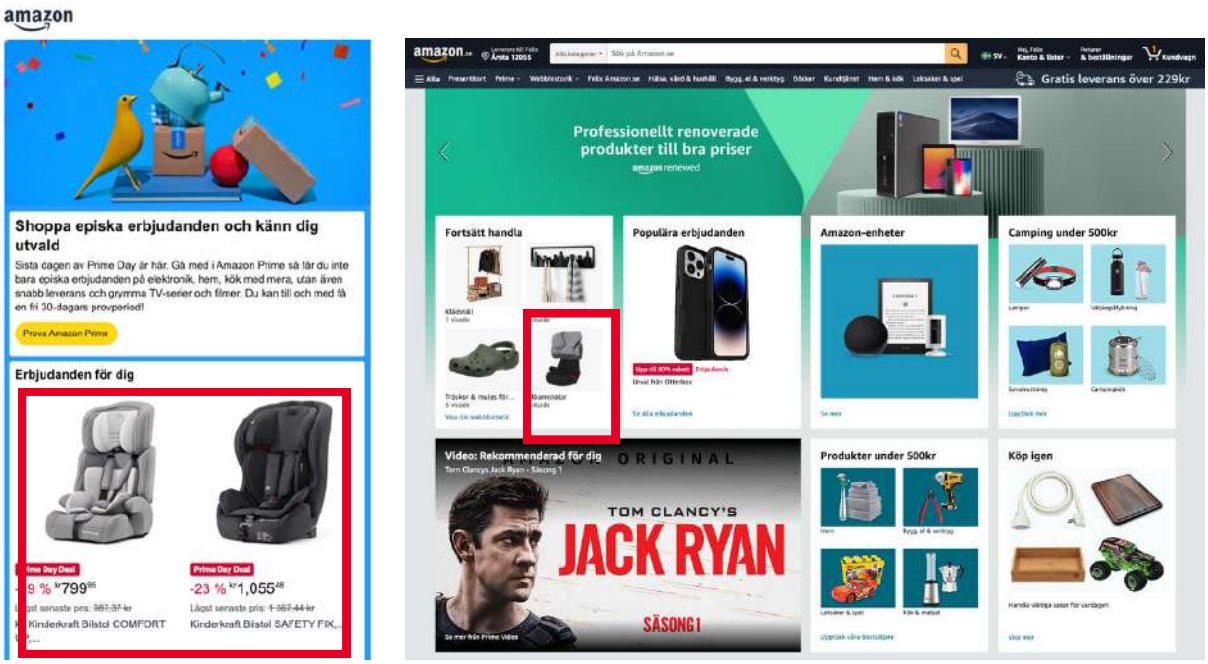


Amazon is unique in how they use your browsing activity and data from your customer profile to create a seamless experience across their owned channels.

For example, if I visit the website, I can pick up where I left off and they show me product recommendations based on my browsing and purchase history.

Pay close attention to the **baby car seat** in the pictures below, and how it follows me across different parts of the site, channels, and even appearing as a main offer for me during Prime day.





The retention flywheel is the foundational thesis for growth.

By adding layers of specific tactics to support each part in the flywheel drives engagement and increases the effectiveness of your marketing. Here are a few examples of tactics the Nordic retailers use to create and improve retention:

- Browsing abandonment reminders
- Email reminders based on web activity
- Refill or buy again-campaigns
- "Keep shopping" on the website to help you pick up where you left off
- Profile-based website content
- Quizzes
- Reminders regarding your loyalty membership















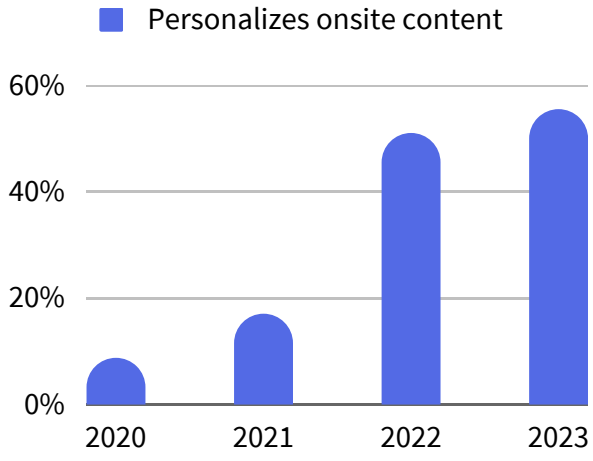
Retention statistics

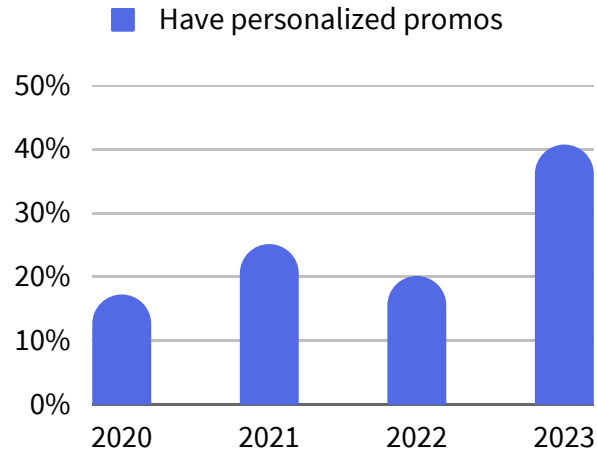
Let's check out how the Nordic retailers are working with retention, and which tactics have grown the most.



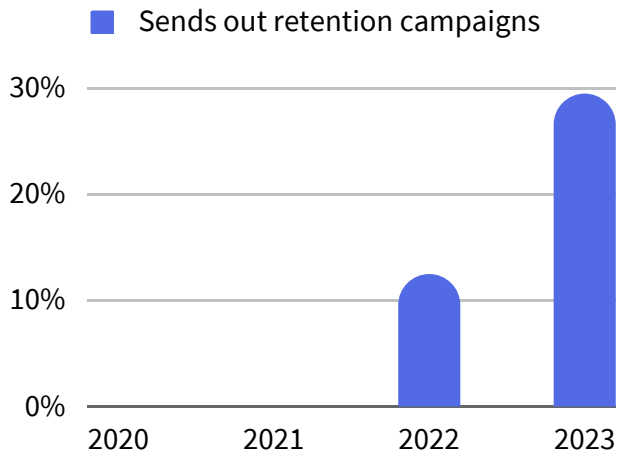


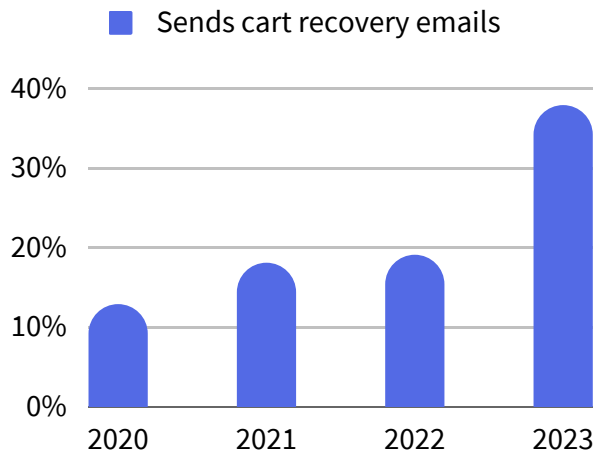
Loyalty programs are getting more and more common, especially among the fast growing and large brands. 67% of the brands analyzed have a loyalty program in some form, and 37% of the loyalty programs have points-based rewards.



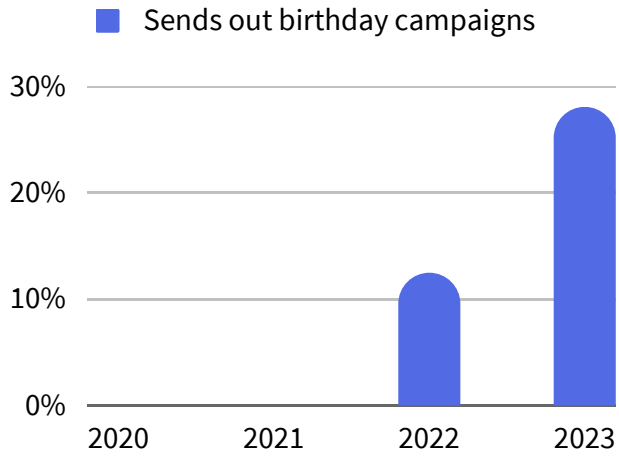


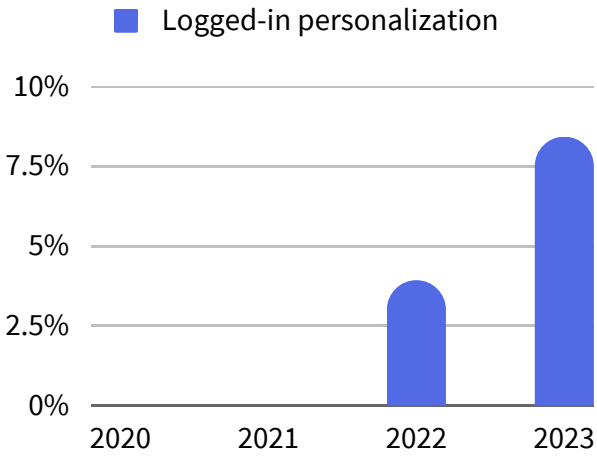
Both personalized onsite content and personalized promos have grown in the last year, with 55% of brands having some form of personalized content on their website, and 40% use personalized promotions. This is likely due to the growth of loyalty programs.





We have also seen a huge increase in brands sending out retention campaigns and cart recovery emails. Retention campaigns we've looked at include "We miss you", birthday emails, and different forms of winback-style messaging.





Wrapping up, it's important to highlight the remarkable upswing in the number of available loyalty programs.

What's catching our attention is how brands are adjusting their priorities. It's no longer just about selling more; it's about becoming profitable. This shift unmistakably aligns with the challenging economic landscape.

This emphasizes how loyalty programs relate to the overall economy. Businesses want to grow and be strong, and these programs help them do that.

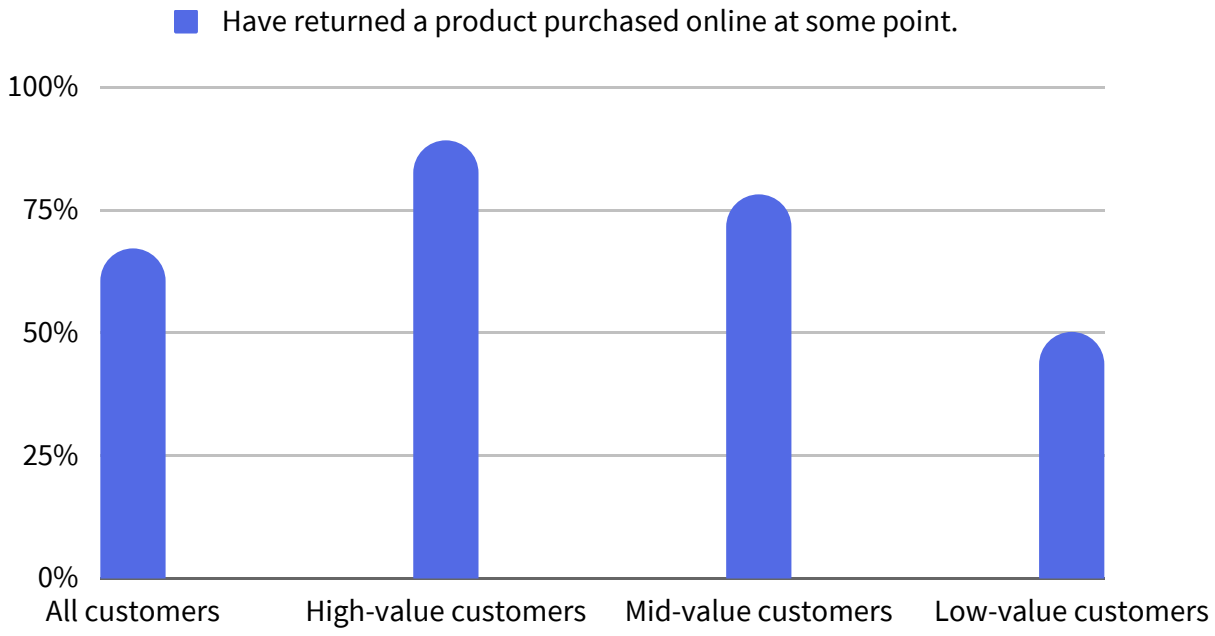
Online Return Statistics From Reclaimit

The customer journey is not over when you have been paid by the customer.

Your brand's approach to returns can greatly influence new customers' decision to make a purchase, their likelihood to return, and their perception of your brand as a whole.

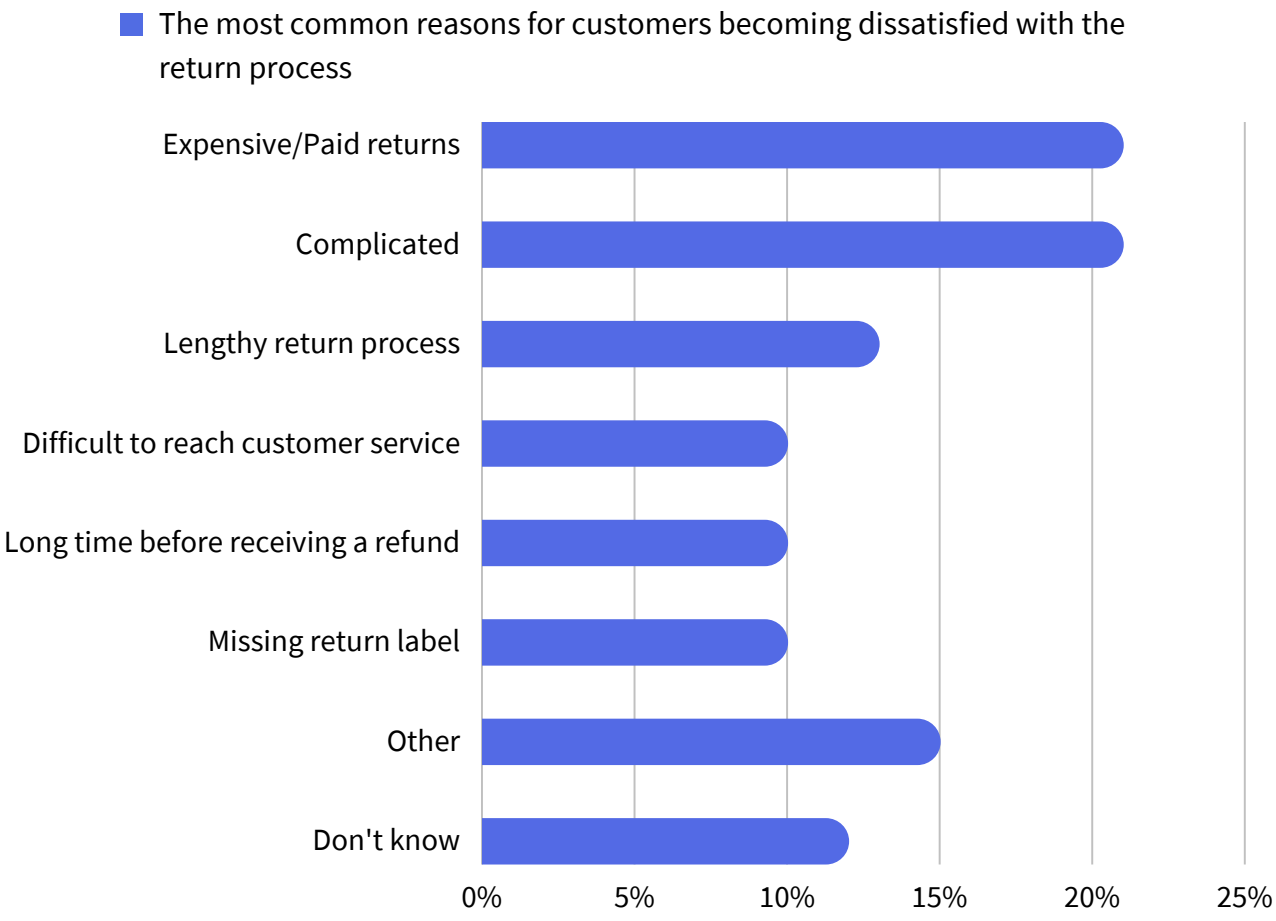
About 67 percent of all online shoppers have at some point sent back an item they bought. And 85% of consumers will not return if they've had a bad return experience.

"Our customers have the opportunity to see their NPS Score increase by up to +32, along with stronger customer loyalty and a threefold higher probability of making repeat purchases after enjoying an enhanced return experience. Additionally, our customers automate more than 90% of manual tasks, leading to savings in both time and costs." – Wilhelm Hamilton, CEO @ Reclaimit



Those who have been dissatisfied with a return mention that the things negatively affecting their experience include high costs or having to pay for the return themselves, as well as the return process being complicated.

The time it takes for returns also leads to dissatisfaction, just like encountering issues when contacting customer service, delays in receiving refunds, and difficulty finding the return label.





Wilhelm Hamilton
CEO Reclaimit

Through straightforward and efficient return management, merchants can also diminish their environmental footprint resulting from our consumption and play a role in a circular economy. Reclaimit facilitates the efficient handling of 'positive returns' – where products are returned, exchanged, resold, or repaired, rather than being thrown away.

Trends in E-commerce

Beyond the carefully analyzed customer experiences of 2023 you've read about so far, there are trends and potential changes that are worth taking note of for the future.



1. Subscriptions

Subscriptions have been a thing for quite some time now, in various forms and for various types of products. But consumable subscriptions have gained traction as a convenient way for customers to get essential products, without having to bother with repetitive ordering.

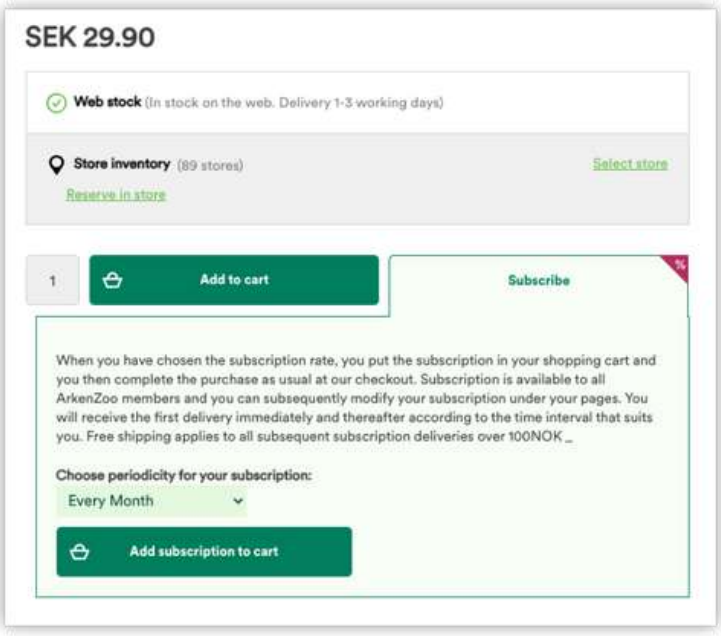
Offering subscriptions is convenient for your customers, but also brings benefits to the business:

- Reliable revenue stream
- Customer loyalty
- Simplifying inventory and logistics planning
- Automatic repeat purchases
- Increasing the intake of valuable data

Amongst the brands we analyzed for this year's report, only a handful offer subscriptions, with most being in the cosmetic and health industry.

4%

OF BRANDS OFFER SUBSCRIPTIONS



2. Price transparency

Consumers have long had to rely on third-party price comparison sites to get a grasp of pricing changes for various products. But the tables have turned.

The EU directive 98/6/EC has added a new article (Article 6a) which states that companies are required to show the lowest price for a product in the last 30 days:

"*Any announcement of a price reduction shall indicate the prior price applied by the trader for a determined period of time prior to the application of the price reduction.*".

Only a handful of participating Nordic stores have this live, which we expect to change in the coming years

2%

OF BRANDS SHOW PRICE HISTORY GRAPHS



Jollyroom price history

3. Accessibility

Accessibility on the internet has been an active and major discussion topic in the past decade, and rightfully so. While some companies have put in the money, time and effort to address various concerns surrounding this, it has still not become a true industry standard.

However, things may be changing soon. The European Commission has further emphasized the importance of making products and services more accessible, including websites. In the next few years, brands will have to meet the demands of the European Accessibility Act to make life easier for millions of people.

We have found that only a handful of e-commerce stores have implemented advanced accessibility options on their online stores, such as proper alt-text usage, contrast mode, and transcripts for i.e. archived Live video.

2%

OF BRANDS HAVE ACCESSIBILITY SETTINGS



4. Environmental trend(s)

There are two ways the environmental trend plays a role in the future of ecommerce:

1. In communications
2. Circular economy

First, we've seen many extreme weather events in recent years. This affects our lives in many ways, even going as far as affecting the way we shop and choose brands and products.

If the summer is surprisingly rainy (Sweden says hello) then perhaps you should start adjusting your recommendations and promotions to match the weather outlook for the coming week.

Second, the world has become *less* circular in recent years. The EU wants to break that trend by introducing Digital Product Passports (DPP).

The DPP is a tool proposed by the European Commission (EC) to create transparency and encourage circularity.

The purpose is for sharing product information across the entire value chain, including data on raw material, production, and recycling.



THE NORDIC CX CHAMPIONS

Get ready to meet the Nordic champions of customer experience!

Analyzed elements include

- **Email communication**
- **Loyalty clubs**
- **Recommendations**
- **Personalization**


1
POINTS: 87/109
KICKS


2
POINTS: 63/109
Cervera


3
POINTS: 62/109
Kjell & Company

Position			Points
4.	Sellpy	Biggest Leap	57/109
5.	GetInspired.no	Best in Norway	56/109
6.	IKEA		55/109
6.	Johnells 1893		55/109
6.	TOKMANNI	Best in Finland	55/109
7.	K-RAUTA		54/109
7.	NELLY.COM		54/109
7.	matas	Best in Denmark	54/109
8.	H&M		53/109
8.	HEMTEX		53/109
8.	SCORETT QUALITY MATTERS		53/109
8.	mio		53/109
9.	Boozt.com		52/109

Position		Points
9.	Elektro importøren	52/109
9.	POLARN O. PYRET	52/109
9.	SKIN CITY	52/109
10.	Interflora	51/109
10.	Skruvat.se	51/109
11.	JYSK	50/109
11.	RVRC	50/109
11.	webhallen	50/109

TRIGGERBEE

Statistics

78,3%



Have a good onsite search feature

25,2%



Save your last searches

69,9%



Offer "Add as Favorite"

51%



Show stock for physical stores

51,3%



Show reviews on product pages

40,6%



Have out-of-stock notifications

96,5%



Have product recommendations

72%



Product rec. only on product page

24,5%



Product rec. on product & home page

48,3%



Have complementary recommendations

45,5%



Have upsells in the checkout

39,9%



Have a welcome offer to acquire customers

82,5%



Good delivery experience (multiple options)

45,5%



Order online, pick up from store

45,5%



Have onsite messages

25,2%



Have personalized onsite messages

19,6%



Use live shopping

18,2%



Have a live shopping archive

82,55%



Recruit subscribers to a newsletter

14,7%



Send out personalized newsletters

92,3%



Send out welcome emails

30,1%



Personalize the welcome email

35%



Personalize campaign emails

8,4%



Have product recommendations in campaign emails

28%



Send out birthday emails

37,8%



Send out abandoned cart emails

8,4%



Have personalized abandoned cart emails

61,7%



Have a loyalty program

37,1%



Use points-based loyalty rewards

5,6%



Have a referral program

40,6%



Use personalized loyalty rewards

29,4%



Sends out retention campaigns

29,4%



Collects customer preferences

34,3%



Grants you access to export/delete your data

93%



Collects cookie consent

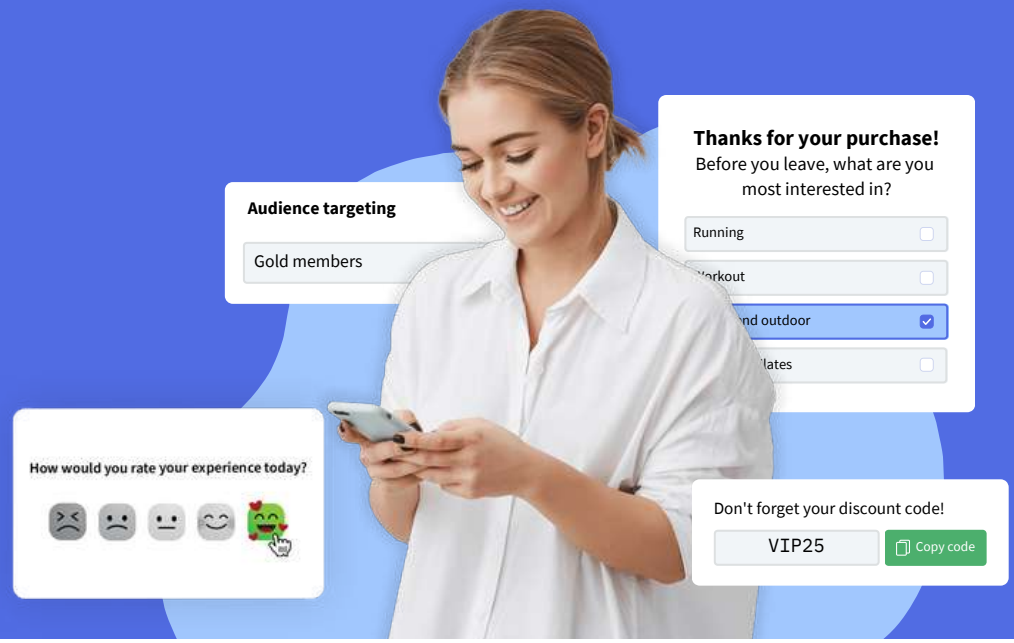
36,4%



Places cookies before user has consented

TRIGGERBEE

Stop treating your visitors like they are all the same.



Smart popups and forms

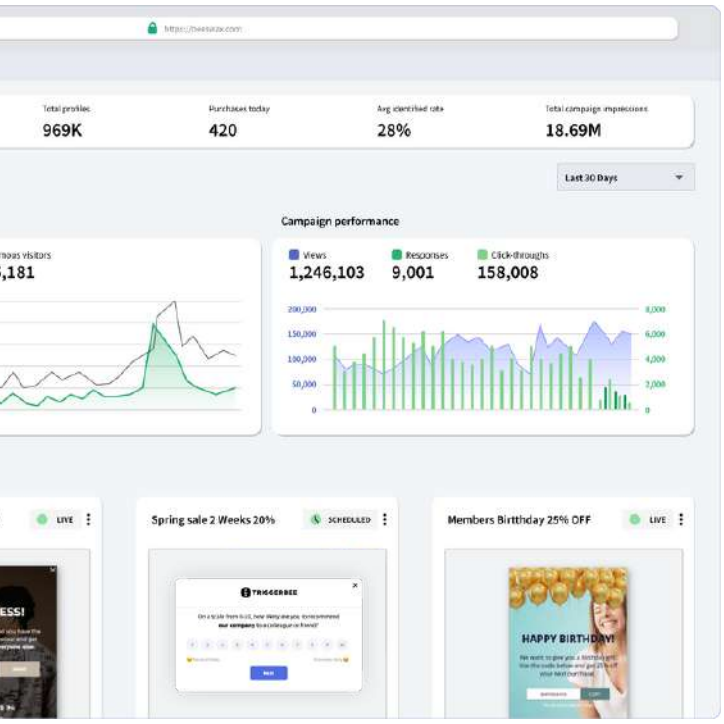
Convert new visitors into subscribers and members without annoying your existing customers

Seamless integration

Enrich your CRM and email tools with web activity and behavior to create better segments

Precise targeting

Target audience segments with the tailored offers and messages based on their customer profile



- Grow your newsletter and loyalty program 300% faster
- Get valuable customer insight with surveys, quizzes and more
- Create and publish web campaigns in minutes, not days
- Choose from 100+ personalization templates to get started quickly



Triggerbee is a provider of personalization software for some of Sweden's largest e-retailers. With Triggerbee you create personalized content for the web e.g. promotions, forms and content to increase conversion and loyalty. Based on customer data from email database, CRM and web activity, you can target content to specific audiences to increase conversion and loyalty, as well as create personalized messages and experiences for each customer and step in the customer journey.

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Retail Calendar 2024

Winter · Spring · Summer · Autumn · Wedding season · EU soccer championship · Summer olympics · Sports holiday

JANUARY

1 New years day 🎆
6 Thirteenth day 🎄
19 Winter Olympics 🏂

FEBRUARY

11 Super Bowl 🏈
12 Sports holiday start 🛫
13 Galentines day 👱‍♀️
13 Semla day 🥥
14 Valentine's day ❤️

MARCH

1 Sports holiday end 🛬
8 Int. Women's day ♀️
10 Ramadan 🌙
29-31 Easter weekend 🍦

APRIL

1 April Fool's 😲
22 Earth day 🌍
30 Walpurgis Night 🔥

MAY

10-26 Hockey World Cup 🏒
17 Norway's national day 🇳🇴
20 World bee day 🐝
26 Mother's day 🤱

JUNE

∓ Graduation period 👨‍🎓
5 Denmarks national day 🇩🇰
6 Swedens national day 🇸🇪
22 Midsummer eve 🌼

JULY

7 World chocolate day 🍫
11-12 Prime day 💸

AUGUST

∓ First day of school 🚃
∓ Pride 🏳️‍🌈

SEPTEMBER

∓ Fall styles 🍂
∓ PINDEX Event 🗣️
27 World tourism day 🏞️

OCTOBER

4 Cinnamon bun day 🥮
10 Mental health day 🧠
31 Halloween 🎃

Breast cancer awareness

NOVEMBER

(12) 10 Fathers day 👨‍🍼
11 Singles day 💝
(24) 29 Black Friday 🏴

Movember

DECEMBER

6 Finlands national day 🇫🇮
(23) 21 Super Saturday 🎁
24 Christmas 🎅
31 New years eve 🎆

Christmas Shopping

TRIGGERBEE


MORE OF
you
20% pa
SHOP HER
Logga in
NYHETER
PRESENTER
KAMPANJER
TOPPLISTA
VARUMÄRKEN
Cervera
Köksmaskiner
Matlagning
Servering
Inredning
Vintage