SERVICE INNOVATIVE

Complimentary Experience

CORPORATE / MANAGEMENT DEPARTMENT

Today's Agenda!

○ **Situation Analysis**

○ **What is our challenge?**

○ **Creative Solutions**

○ **Planning & Implementation**

○ **Concerning Issues**

Situation **Analysis**

3 Major Brands Average Drop Off Rate from **Jan 2017- Oct 2017**

Drop Off
82%

Colla Health

Drop Off
82%

Linhzhimin

Drop Off
80%

Trylagina

What Is Our **Challenge?**

Challenge of facing the crisis

HOW TO
BRING THEM
BACK?
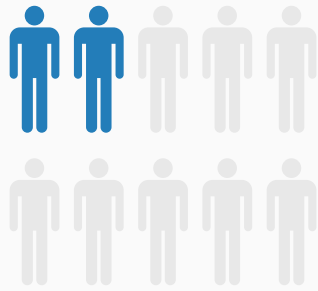
20%
Loyalty Clients
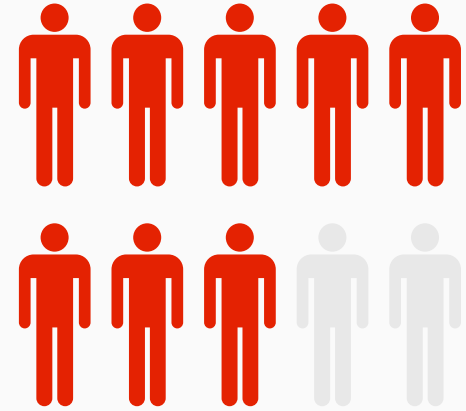
80%
Drop Off Clients

Creative **Solutions**

Take action to the crisis

Opportunity to do **Research**
(Pin point to the real target)

Opportunity For **New Brand**

COMPLIMENTARY EXPERIENCE

Increase **Brand Loyalty**

Turn **Drop Off** to **Profit**

Project **Goals**

Objectives of 'Complimentary Set' project within 3-tiers period

TIER

01

20% 👍

Of drop off turns to **new brand's customers** in the first tier

TIER

02

80%

Of customers in the first tier continue purchasing our products as **second-tier customers**

TIER

03

80%

Of second-tier customers still purchasing our products as **third-tier customers**

Project **Goals**

Objectives of 'Complimentary Set' project within 3-tiers period

Suppose we have **1000 clients** drop off from the first order

TIER

01

20% 👍

TIER

02

80%

TIER

03

80%

First-tier

We get **200 clients** back from drop off

Second-tier

160 clients come back to purchase again

Third-tier

128 clients come back to purchase again after first purchase

Creative **Solutions**

How 'Complimentary Set' will looks like

1.

Complimentary Bag

With Thank you card
(Including voucher code)

Creative Solutions

How 'Complimentary Set' will looks like

2.

Complimentary Box

With Thank you card
(Including voucher code)

Creative Solutions

How 'Complimentary Set' will looks like

2.

Reference

Implementation Areas

How to implement the different tools for different areas

COUNTRYSIDE

Complimentary BOX
By **normal shipment**

BANGKOK

Complimentary BAG
By **messenger only**

Departments Concerned

'Complimentary Set' concerning parties

Customer Service Department

Cleary defined how to communicate with client and keep follow up their client along the process

Business Development Department

Cleary matching brands:

1. How to communicate with **product owner**

2. Set standard for **product selection**

Logistic Department

Cleary defined how to process & shipping the gift to client

Product Development Department

Prepare and support ESS items rely on its marketing plan

Strategic Planning Department

Cleary analyze result in various business dimension:

1. Customer satisfaction

2. Financial result

3. Product Standard evaluation

Etc.

Project **Implementation**

The process of how 'Complimentary Set' will implemented

2. Approval & Cooperate

Request sent to Logistic team after approval

4. Shipping gift set & Inform Client

Gift set sent to client

1. Request

Call center / Customer service sending request [Rely on script]

3. Prepare Order

Logistic team prepare request order to be sent to client

5. Follow Up Result & Collect Data

Call center keep contact with client to service & follow up the result

Project **Planning**

Draft timeline for 'Complimentary Set' project in the first phase

	Period	Jan	Feb	Mar	Apr	May
1. Concept Summary	5 Jan - 24 Jan	20 days				
2. Design Process	25 Jan - 10 Feb	16 days				
3. Production & System Development	11 Feb - 7 Mar		25 days			
4. Implementation	8 Mar - 22 Apr			45 days		
5. Evaluation (1st tier)	23 Apr - 23 May					30 days

Concerning **Issues**

Causing issues that may effect the project's result

Budget

Control cost per lead along production & implementation process

System & Process

Accuracy system and easy to implement process

Communication

Clarify both
- **Internal communication**
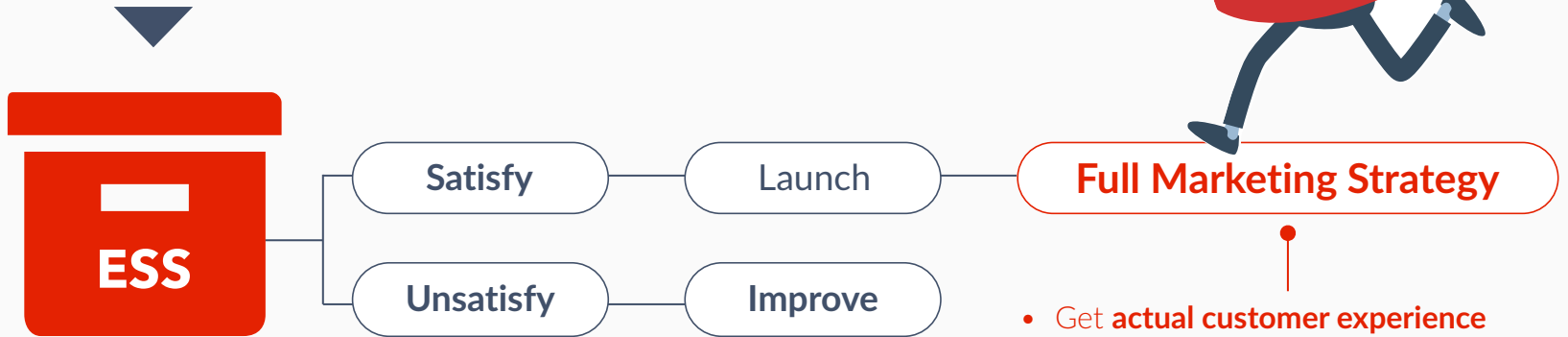- **External communication**

Research & Evaluation

Get accuracy database for **Implementation Improvement**

New Opportunity

How this project will lead us to the new business dimension

Lead to new model in **Product Development Process**

(Pilot & Pin point to the real target)

ESS

| Satisfy | Launch | **Full Marketing Strategy** |
| Unsatisfy | **Improve** | |

- Get **actual customer experience**
- Get **actual market survey**
- Avoid **price-point mismatching** problem

THANK YOU FOR **ATTENTION**