

CUSTOMER EXPERIENCE

A KEY TO CUSTOMER RETENTION



CABANA
DIGITAL AGENCY

BY 2020, **CUSTOMER EXPERIENCE**
WILL OVERTAKE PRICE AND PRODUCT
AS THE **KEY BRAND DIFFERENTIATOR**
ACCORDING TO THE
CUSTOMERS 2020 REPORT



86%

OF CUSTOMERS WILL PAY FOR A

**BETTER
EXPERIENCE**

JOHN

CABANA
DIGITAL AGENCY



strellson

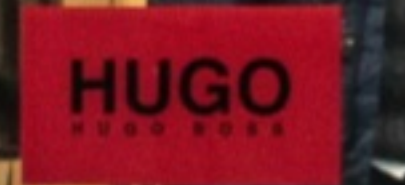
SCOTCH & SODA
AMSTERDAM COUTURE

Nielsen & Co

NN. 07



FRED PERRY



ROYAL REPUBLIC

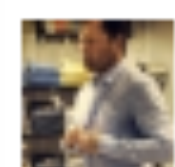
BEN SHERMAN

Superdry.

HUB

Cochrane





John Nielsen

11:29

Hey you! New jackets in, I think you'll like. Similar in style to the green one you bought in 2011. I'll hold one in your size -special price of course 😊 Swing by for a coffee soon



Telia 3G 10:56 AM

Messages

John Nielsen

Edit

Your favorite jeans are in. Still a size 34 or did christmas take it's toll?

Haha, sounds good. Still a 34 and it keeping it that way. I'll stop by tomorrow after work

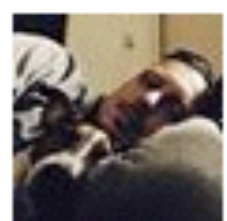
Coffee will be brewing. See you then!

5-STAR REVIEWS



Peter Theglev - 5★ Always super friendly and accommodating service. Wide selection of clothes, cozy atmosphere and always time for a little chat. Also smile if you go without buying anything.

Like · Add Comment · about 4 months ago



Allan Johansson - 5★ Best clothing store in Copenhagen, nothing less.

Like · Add Comment · about 3 months ago



Soren Kaastrup - 5★ The service is top notch!

Like · Add Comment · about 8 months ago



Send



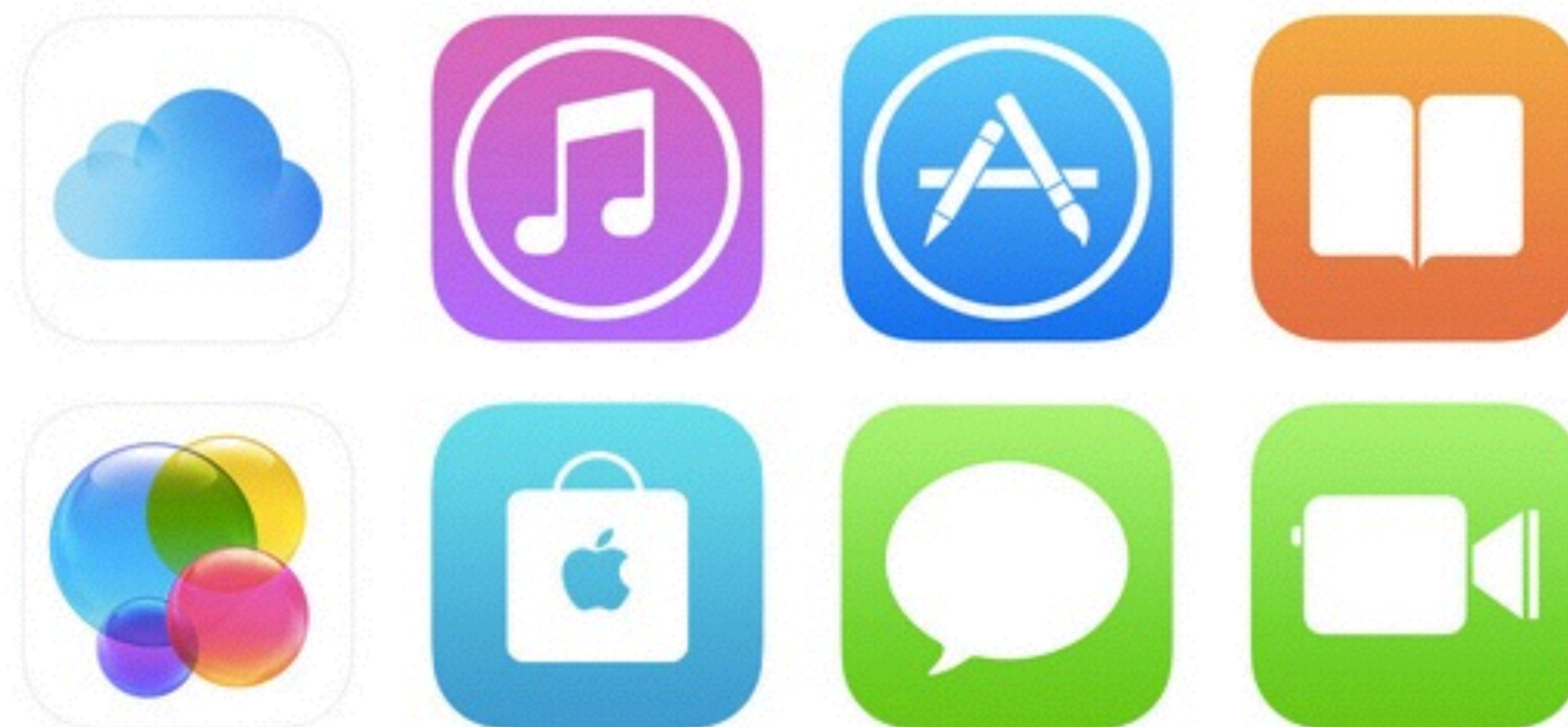
- REVENUE OF
\$74.6 BILLION
NET
- QUARTERLY
PROFIT OF
\$18 BILLION
- **800 MILLION**
ITUNES
ACCOUNTS



What's an Apple ID?

An Apple ID is your user name for everything you do with Apple: Shop the iTunes Store, enable iCloud on all your devices, buy from the Apple Online Store, make a reservation at an Apple Retail Store, access the Apple Support website, and more.

[Learn more about Apple ID](#) ▶



PLATFORM REQUIREMENTS



MEASURE



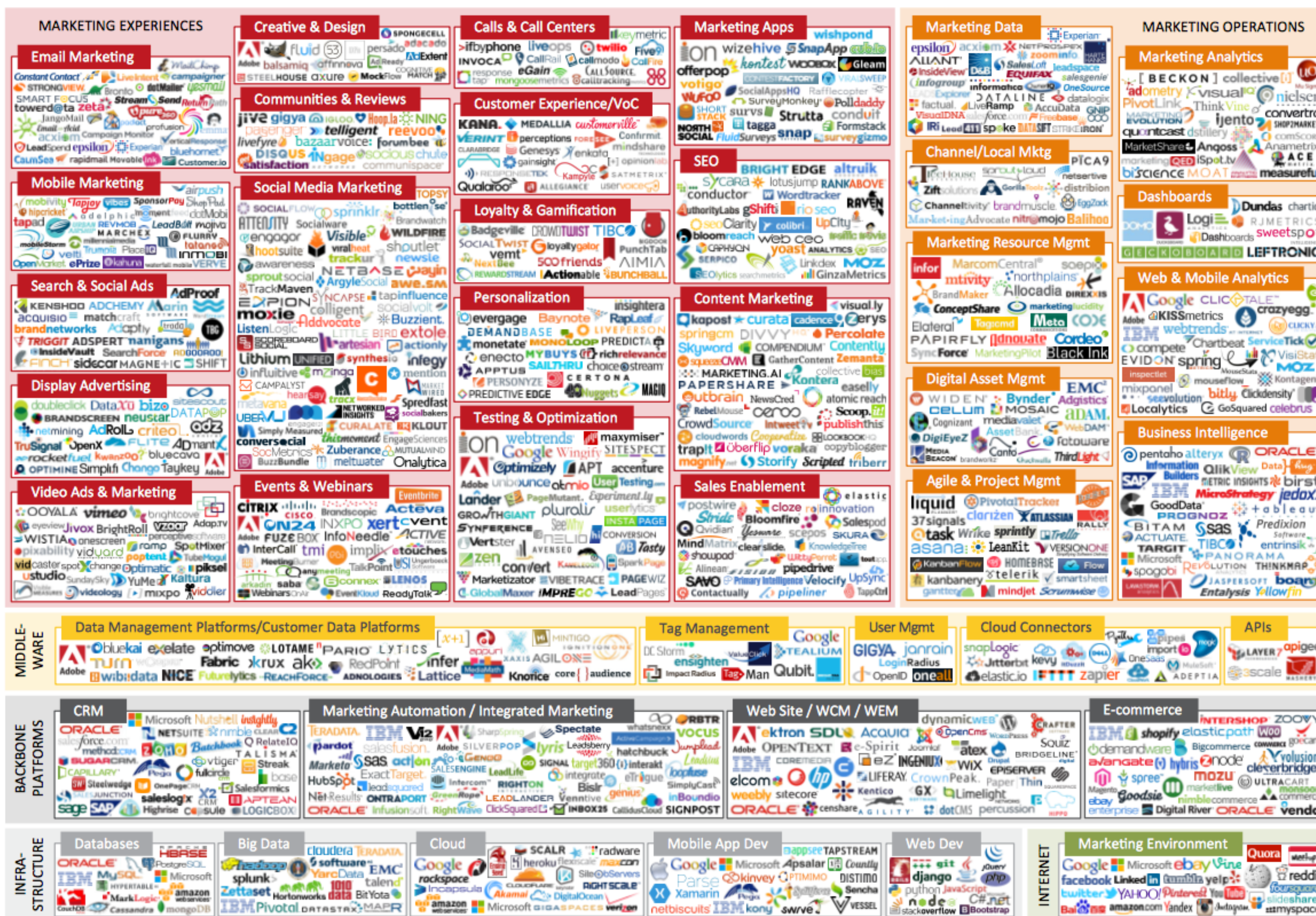
MANAGE



ENGAGE

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January 2014



NUMBER OF SYSTEMS
ARE **GROWING**

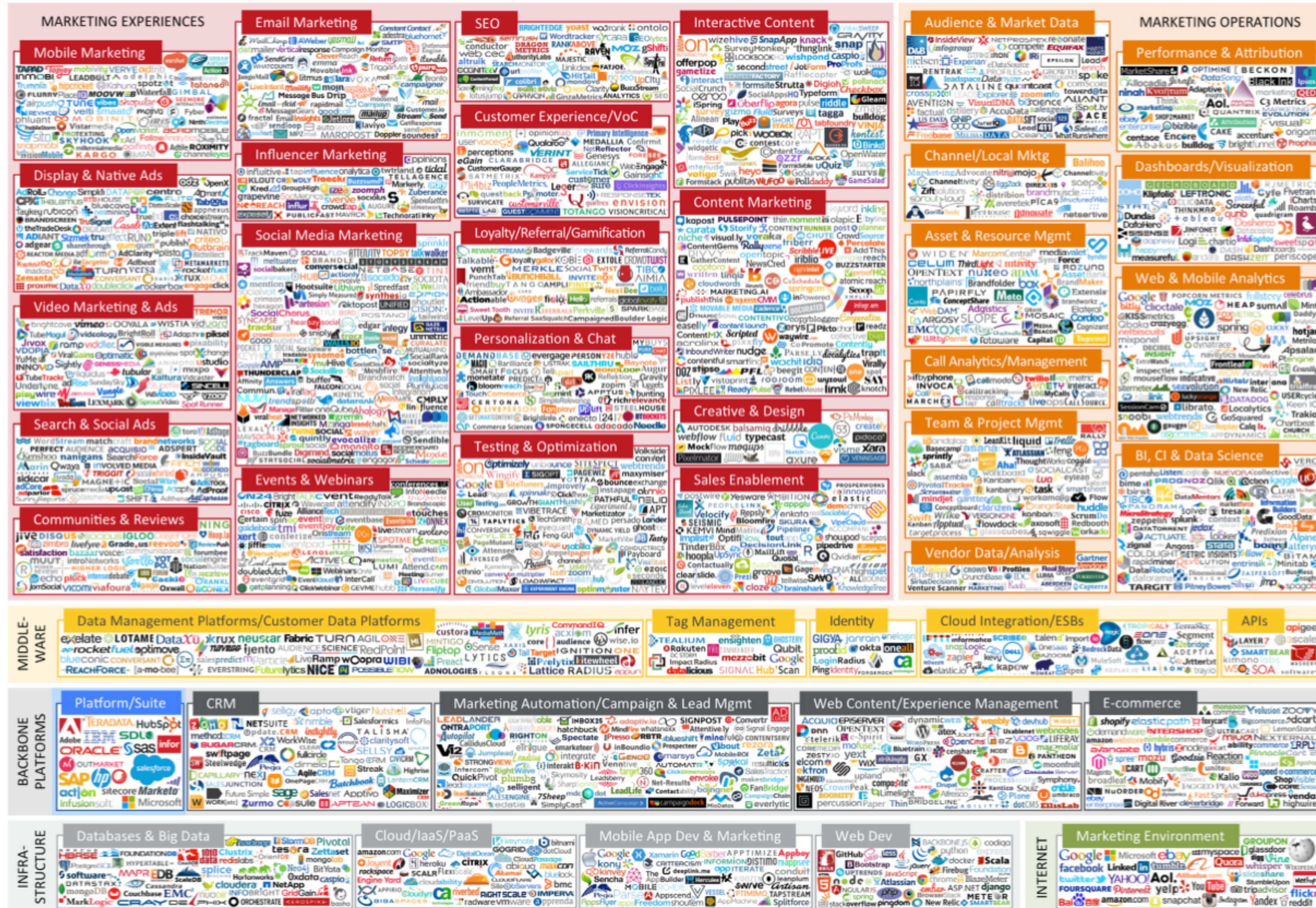
2014: 947

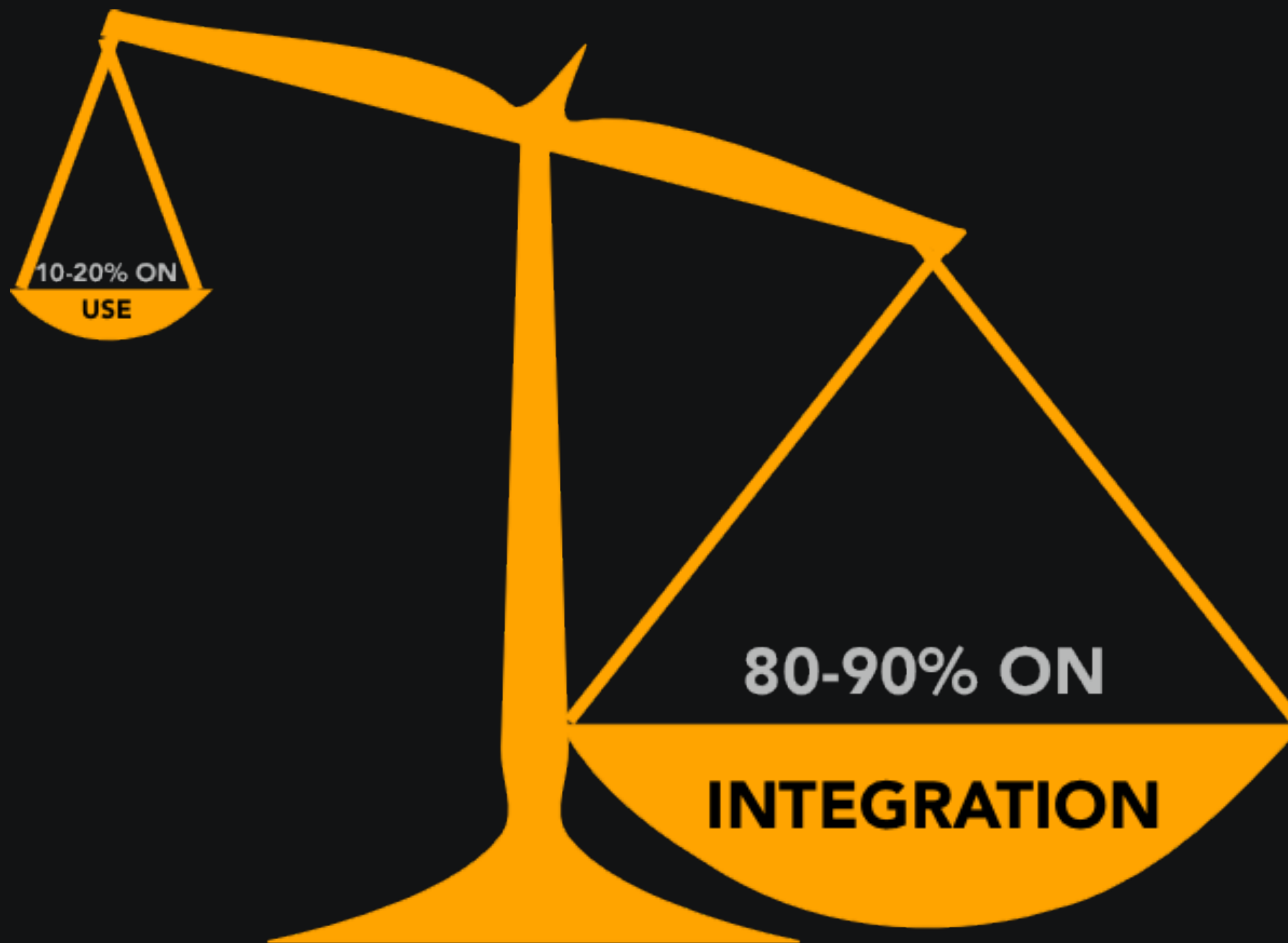
2015: 1876



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January 2015

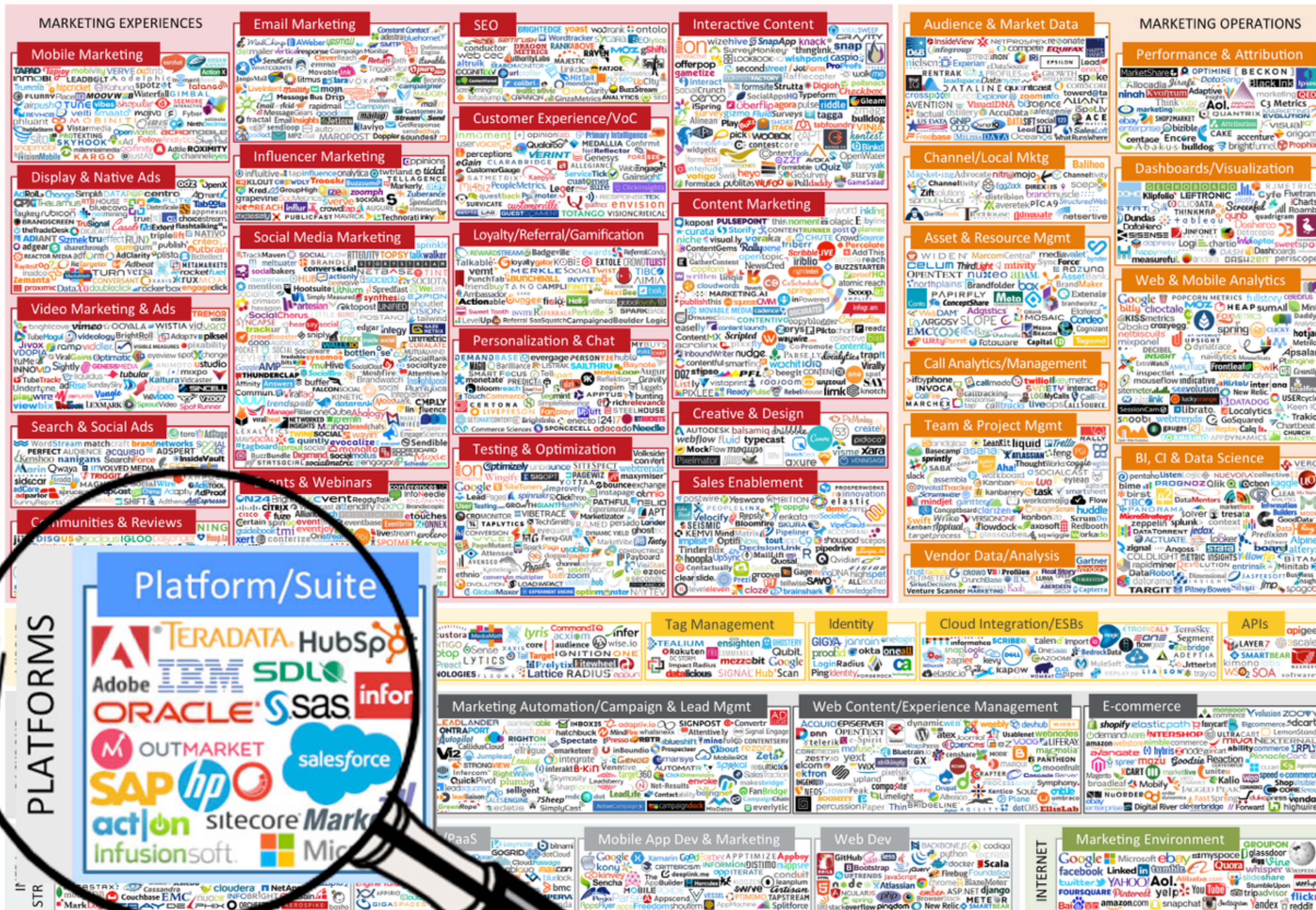






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January 2015



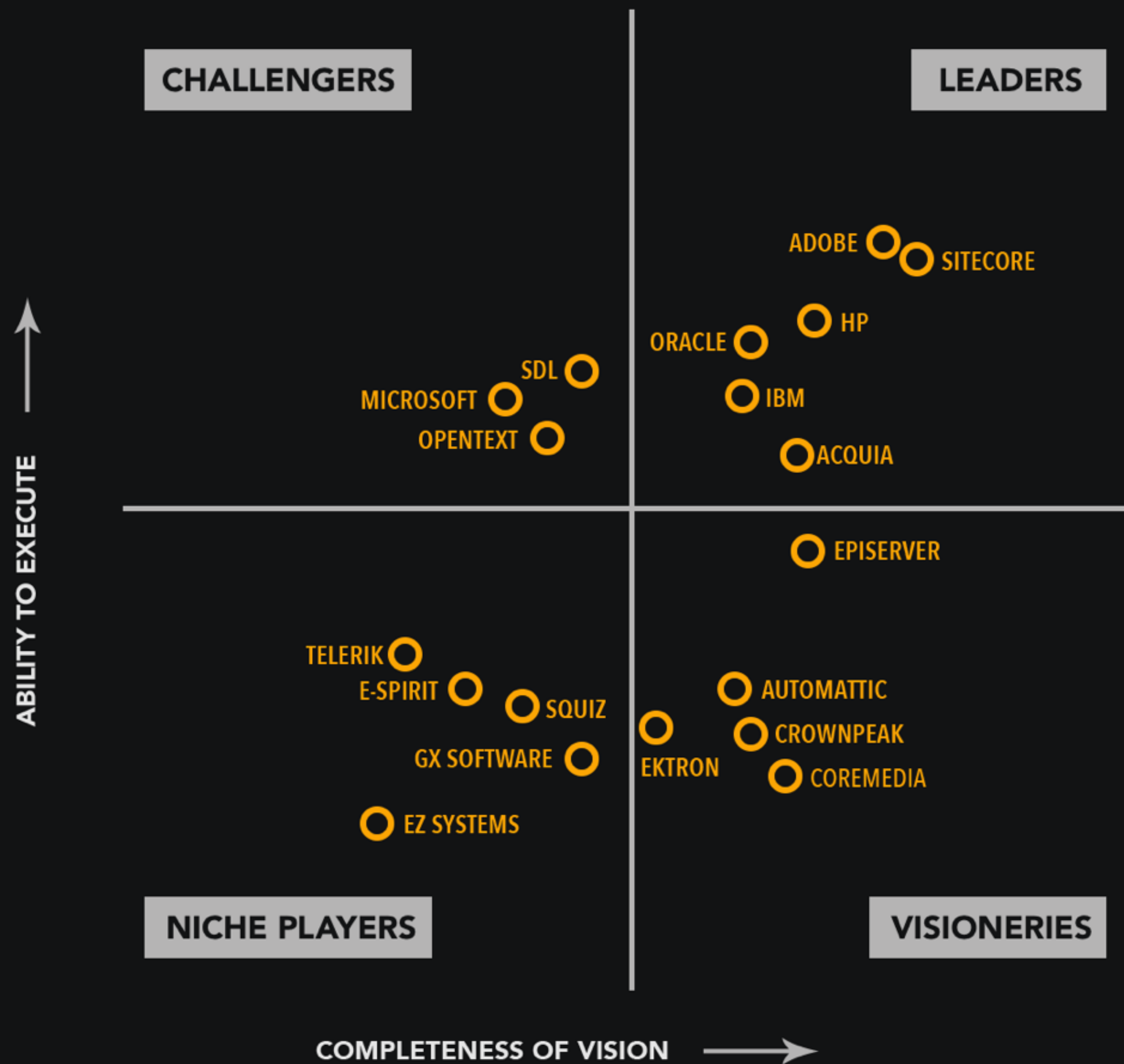
ON AVERAGE

ORGANISATIONS USE

36

DIFFERENT
**DATA-GATHERING
SYSTEMS**

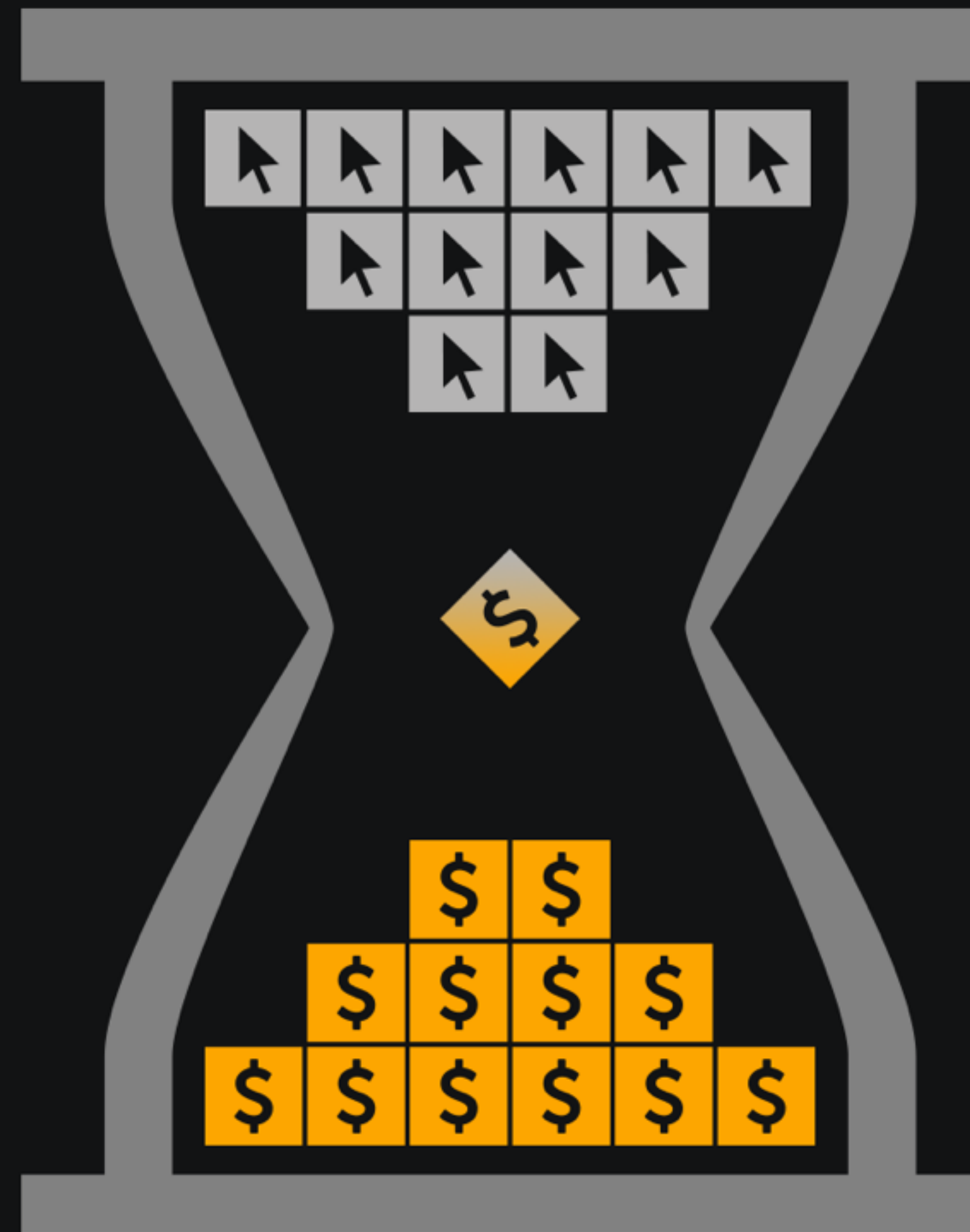




PRIORITIZE CUSTOMER EXPERIENCE AT EXECUTIVE LEVEL



FROM CLICK BAIT



TO ENGAGEMENT

THANK YOU FOR LISTENING

QUESTIONS?

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