



New Shopping Habits change your Customer Relations

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Only a year ago



Fleuroselect meeting 2015



The new shopping



Shopping
IS MY
DRUG



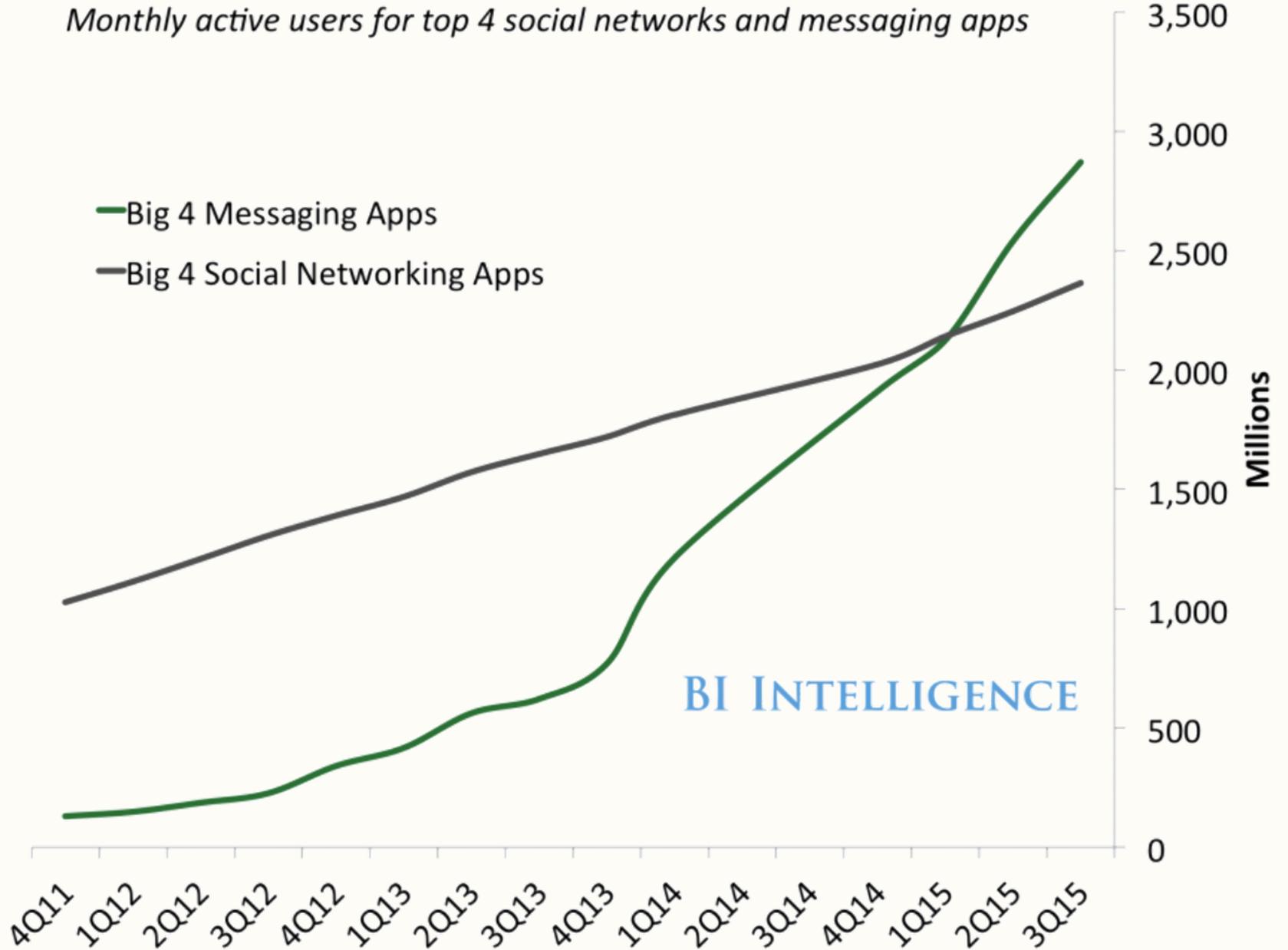
easy
shopping

Through a 360° customer view, data driven communication with all customers. Customers (B2B) need more content, more information & inspiration to reach out to their own customers (B2C), to bind them and to keep them.

Messaging Apps Have Surpassed Social Networks

Monthly active users for top 4 social networks and messaging apps

- Big 4 Messaging Apps
- Big 4 Social Networking Apps



BI INTELLIGENCE

Source: Companies, BI Intelligence





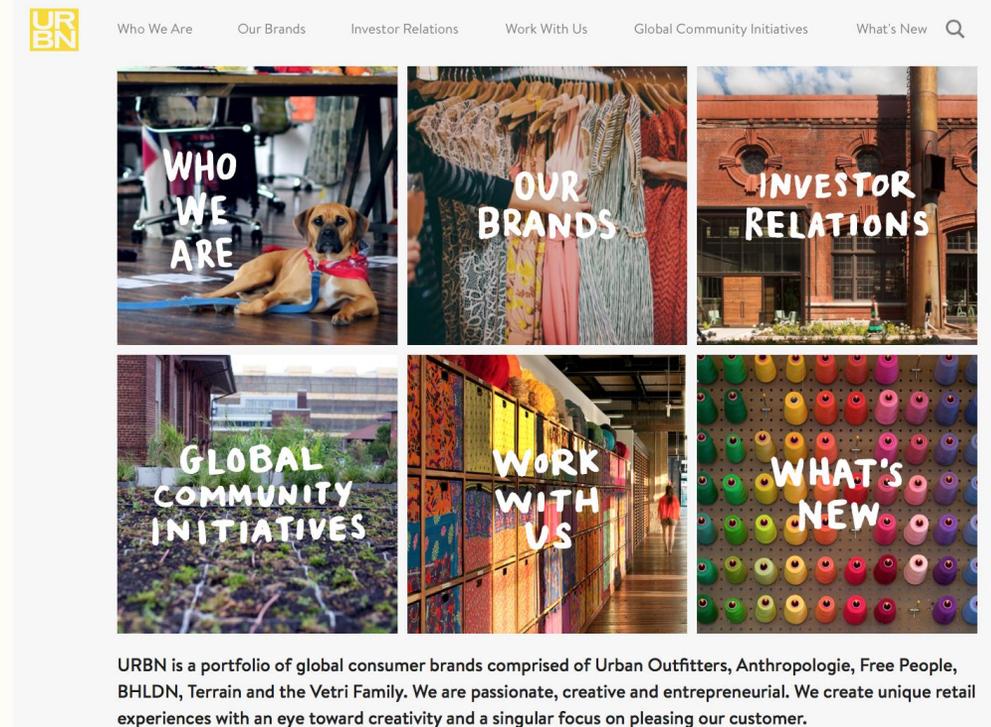
How to interact nowadays

– Essential elements are:

- The former marketing P's as in:
product, price, place

– Adding value is the new selection criteria:

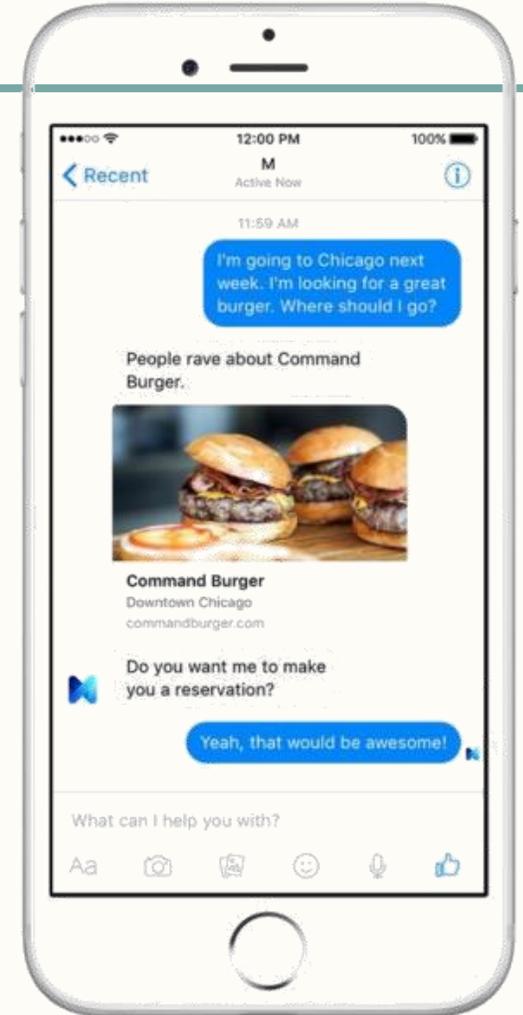
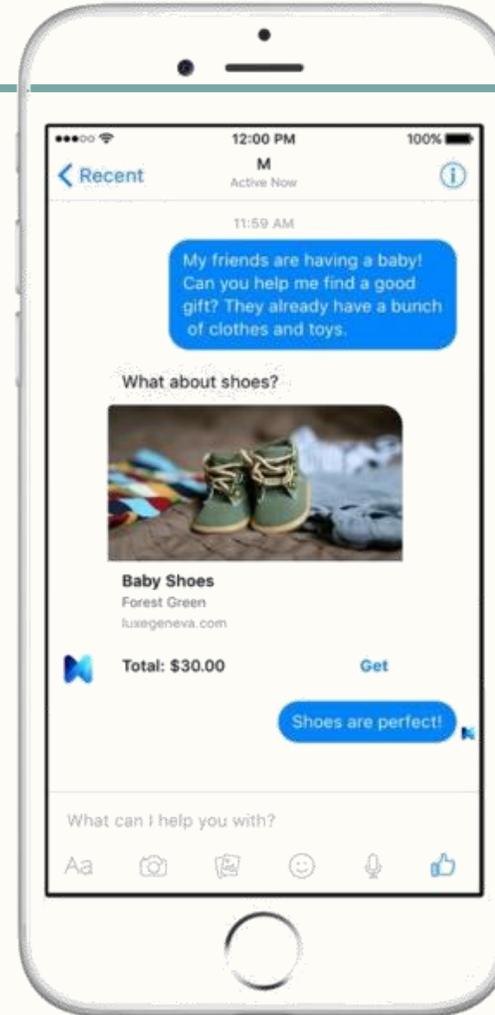
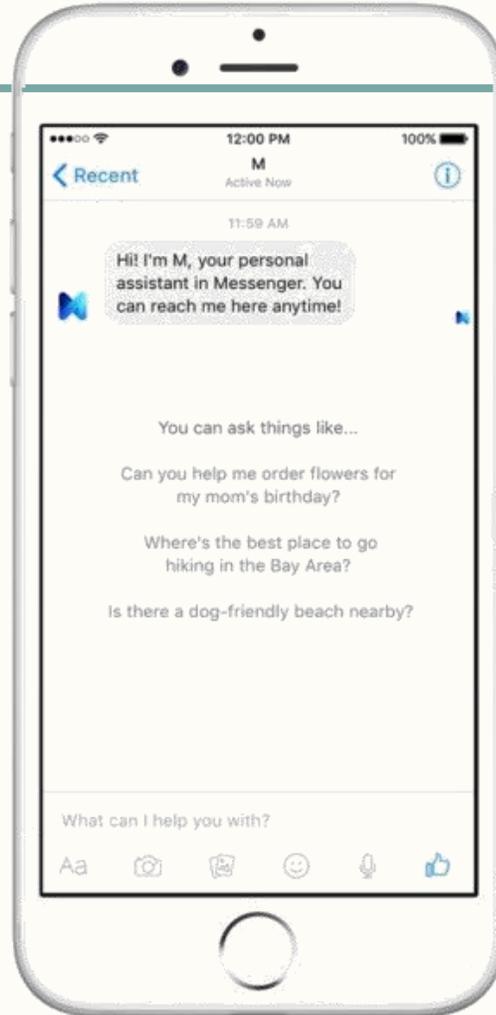
- Support in services as in:
 - *Content*
 - *Software*



The new retail is blurred, creative and dynamic

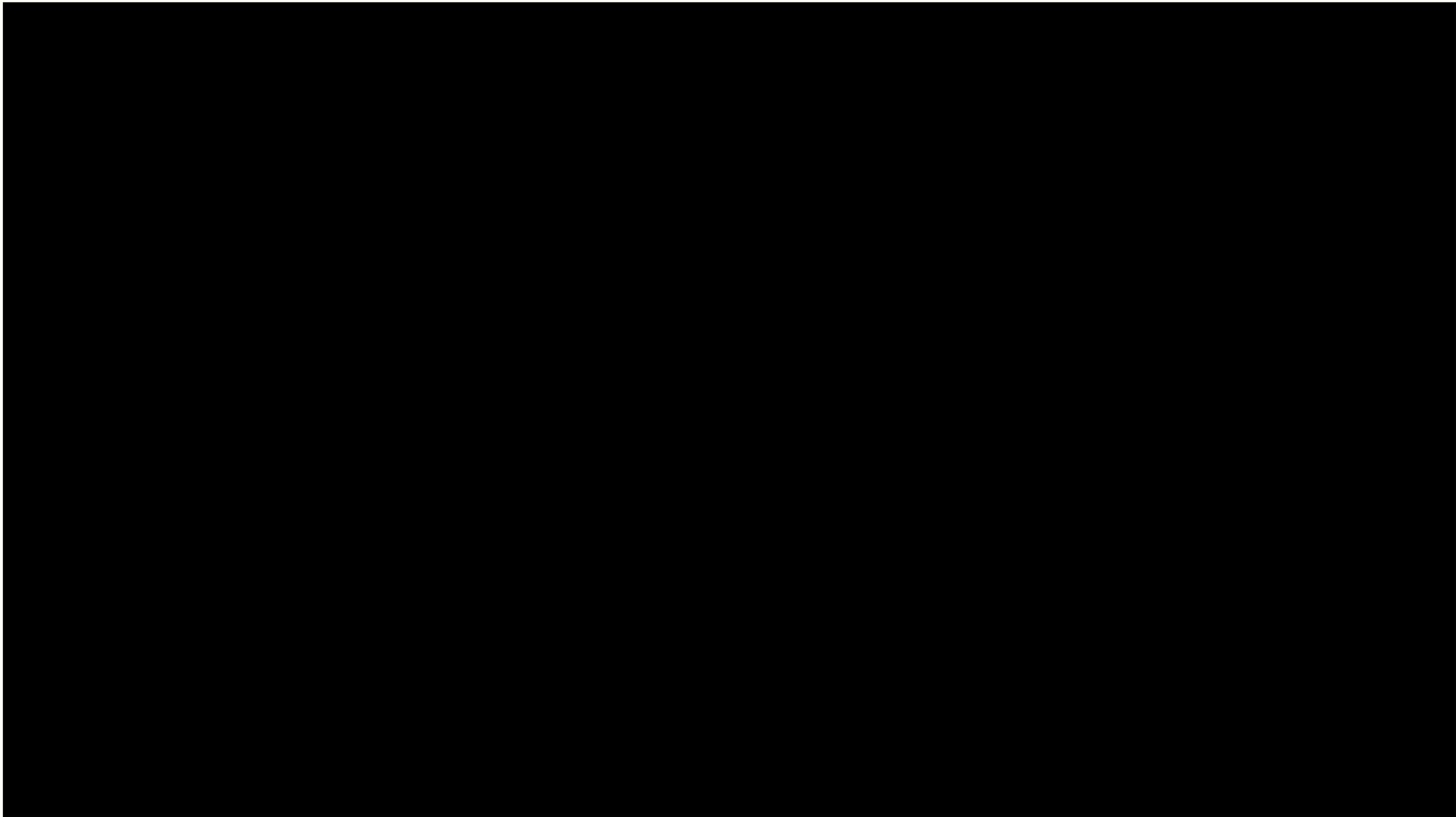
Conversational commerce

- CHATBOT
- ARTIFICIAL INTELLIGENCE



Experience:

Emotion, commitment, community



It's the value, not the product



So much natural emotion & value

The productgroups in our sector have so much natural emotional value. We offer so much to each chain, especially to the consumer. Shouldn't we cooperate in order to underline the power of:

- Nature:
 - Comfort, relaxation, hobby
- Colour
 - Happiness
- Scent
 - Wellbeing

Cooperation to tell, share and realize conversion



Convenience:

Easy, quick, lean & mean





Please help me → GUIDANCE

- But where to plant?
- How does it grow?
- What does it need?
- What to combine with it?
- How much do I need?

Summer Planting Guide

Direct Sun

Tomato	Zucchini
Cucumber	Squash
Eggplant	Rocket
Pumpkin	Sunflower
Sweet Corn	Oregano
Carrot	Parsley

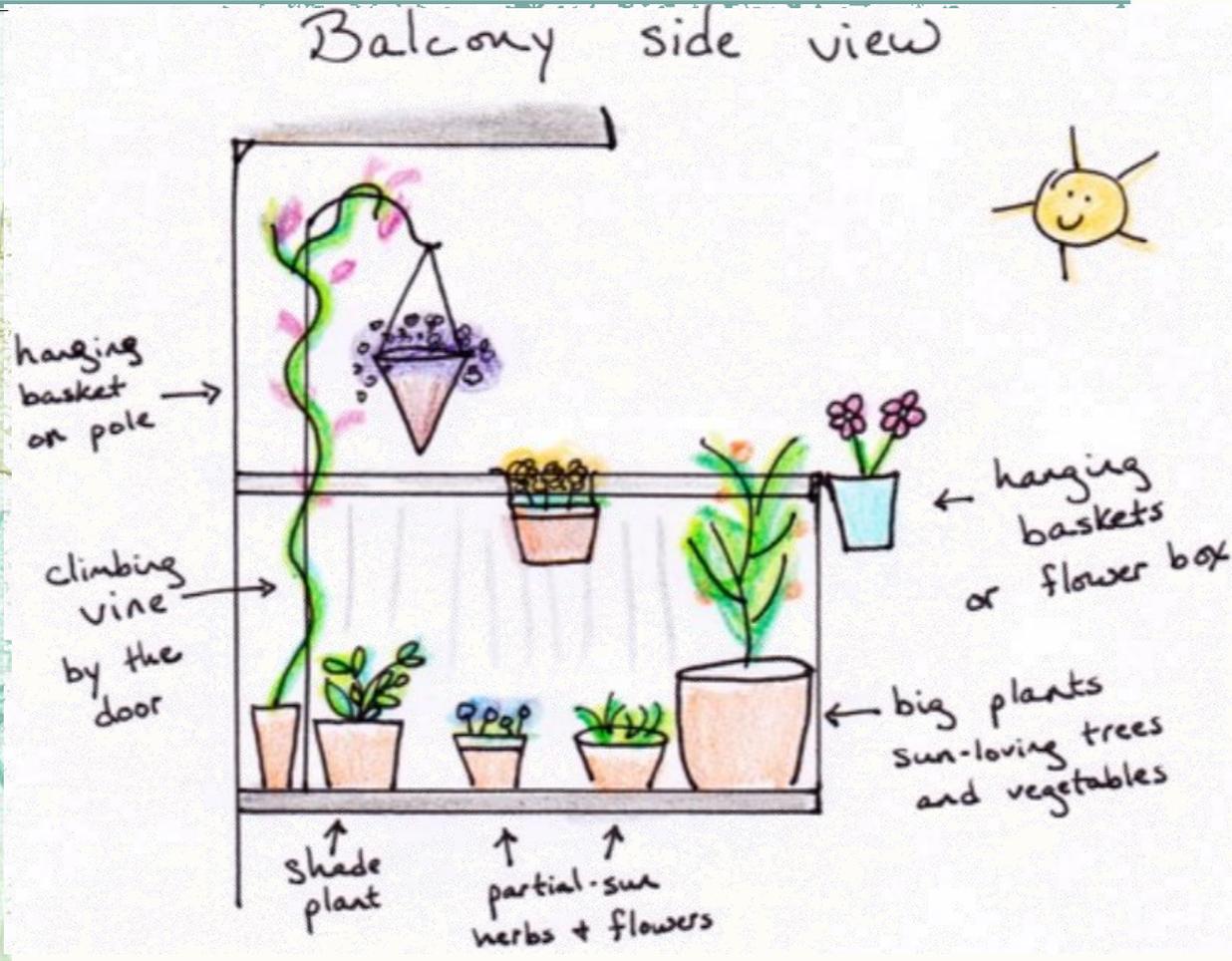
Part Shade

Beetroot	Brussels Sprouts
Parsnip	Basil
Radish	Leafy Greens
Leek	mustard greens, micro greens,
Beans	spinach, kale & chard
Broccoli	Salad Greens
	lettuce, cress & radishio

HOW TO BUY THE RIGHT PLANTS, TOOLS & GARDEN SUPPLIES

Find the pruners that will last a lifetime
 Choose the best mulch for your garden
 Pick the shovel that's right for you
 Spot the healthy perennials

JIM FOX



The design team then flies or trucks out consignments for each of Zara's over 1,608 stores based on local needs and trends. A store gets consignments twice a week.



5

Spain
ZARA CENTRE

1

Zara's design team monitors fashion trends and store sales. Based on this they come up with 1,000 designs a month.



3

Completed designs are shipped back to Spain.

4

Local store managers in each country tell the Zara head office in Spain what the store needs and how much.



2

They send these out for manufacturing around the world.

New reality

- Controlling the supply-chain -

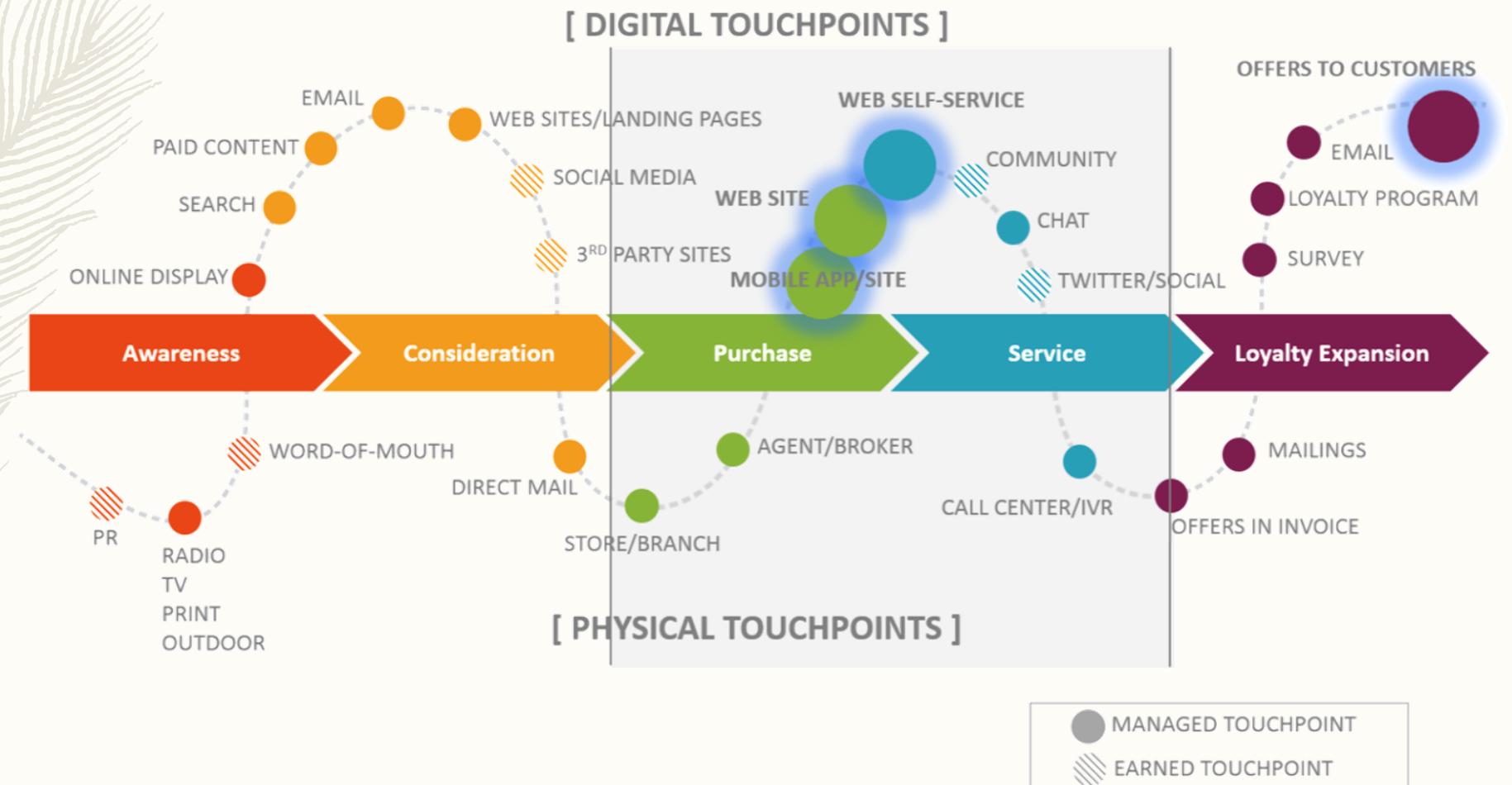
In our sector we're not controlling the supply chain. Maybe we should present us an whole proposition instead of fragmented chains





What do we offer to support?

If sales take place through online conversation, or by offering an experience or the most convenience, what do we offer in this customer journey





The best is yet
to come...

Are you ready?