



New Shopping Habits change your Customer Relations

Nancy van Kleef

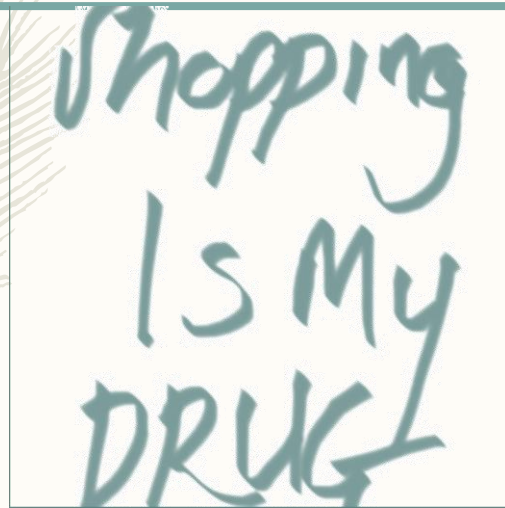
Only a year ago



Fleuroselect meeting 2015



The new shopping

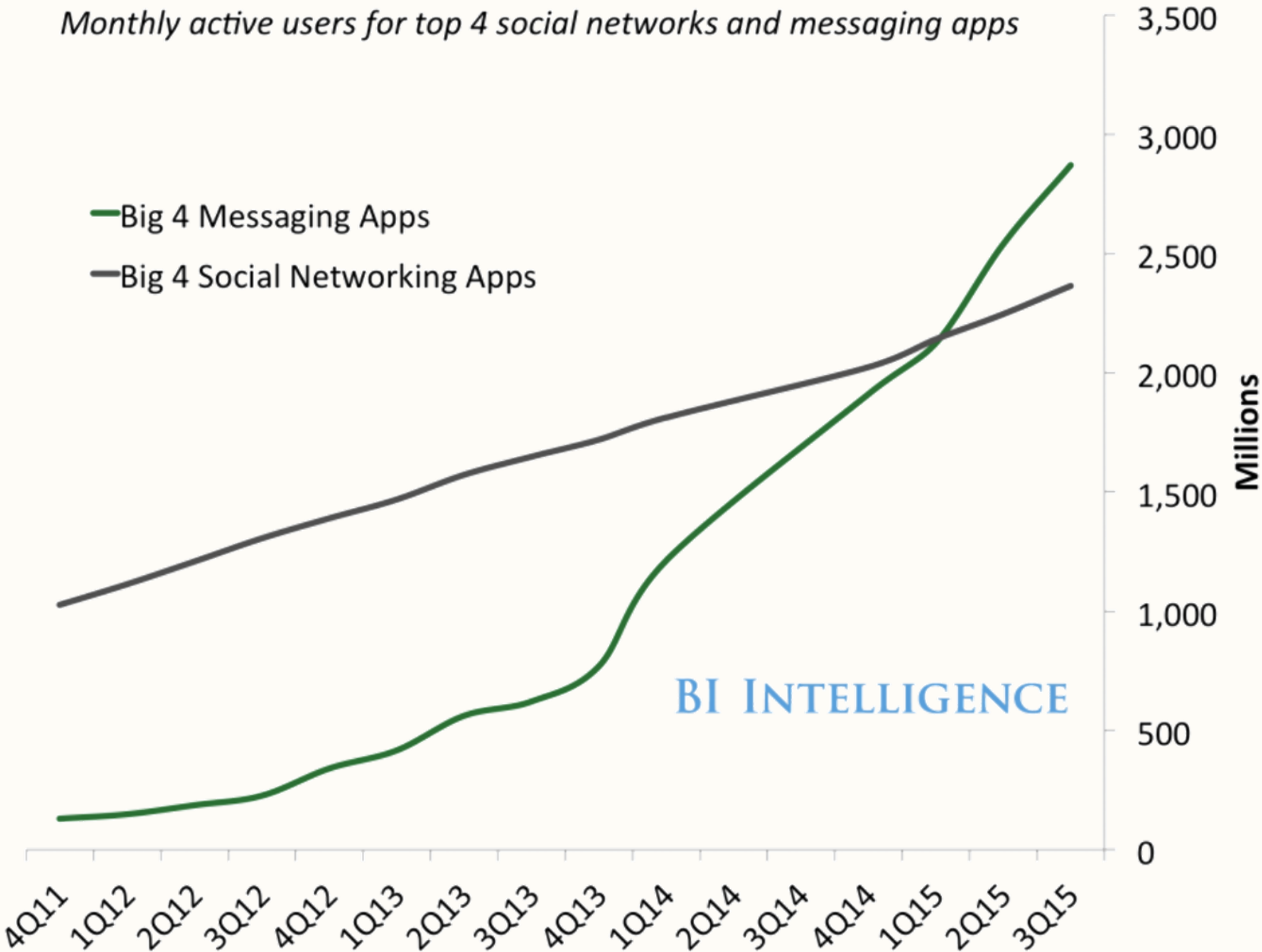


Through a 360° customer view, data driven communication with all customers. Customers (B2B) need more content, more information & inspiration to reach out to their own customers (B2C), to bind them and to keep them.

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

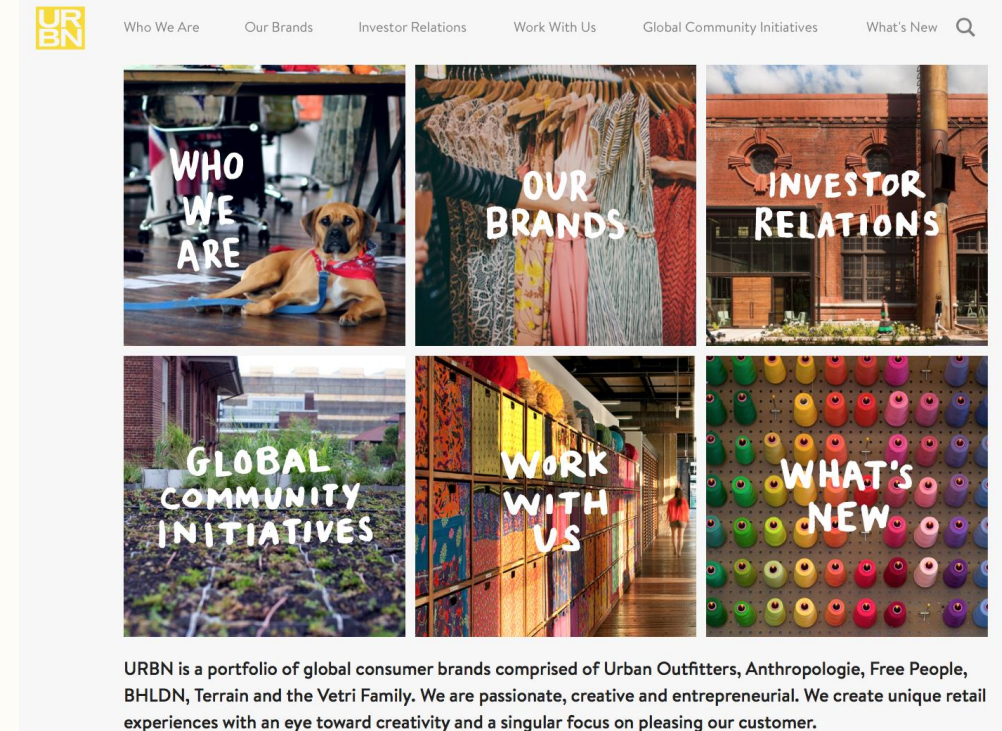
How to interact nowadays

- **Essential elements are:**

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

- **Adding value is the new selection criteria:**

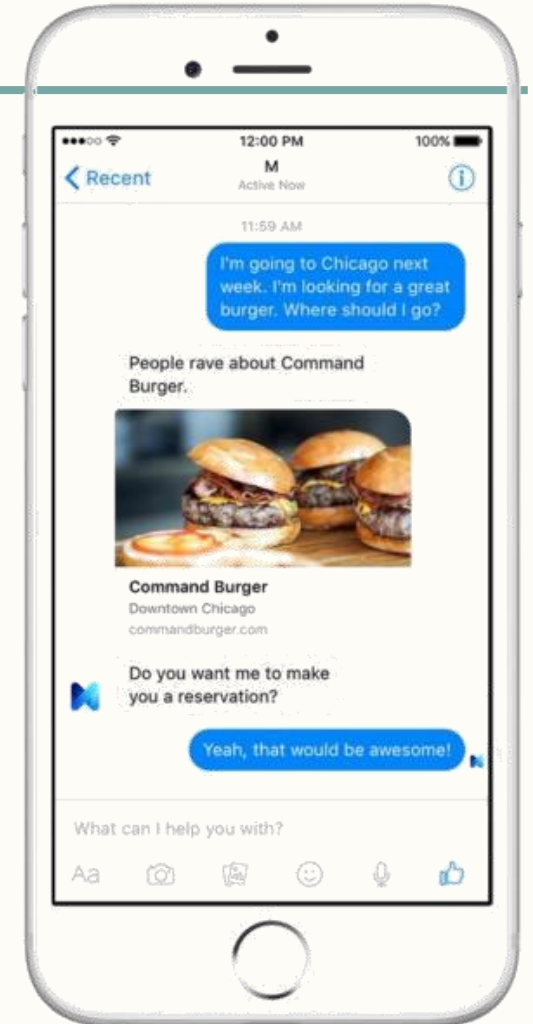
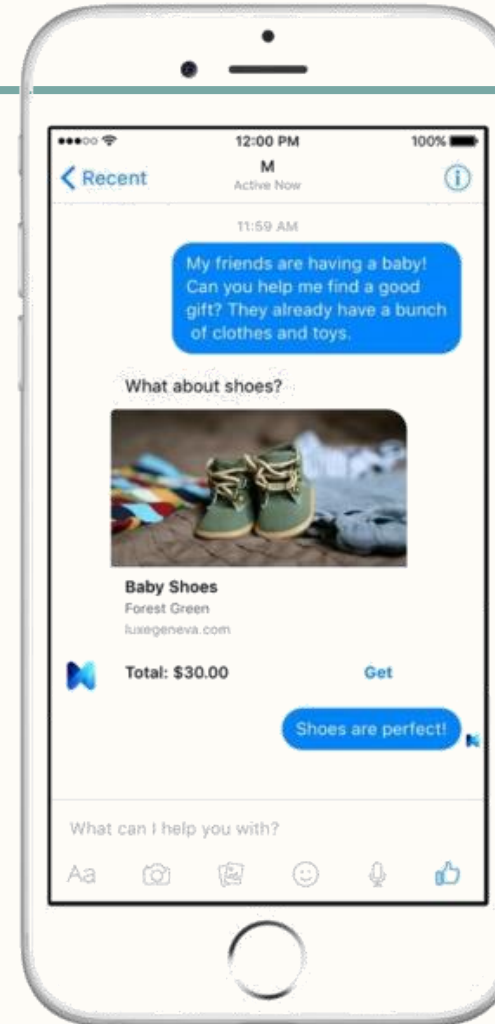
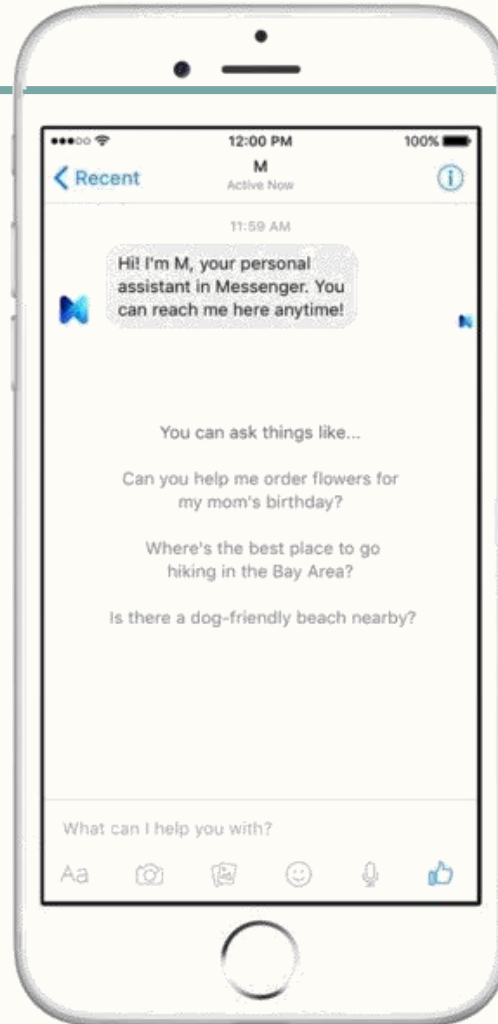
- Support in services as in:
 - *Content*
 - *Software*



The new retail is blurred, creative and dynamic

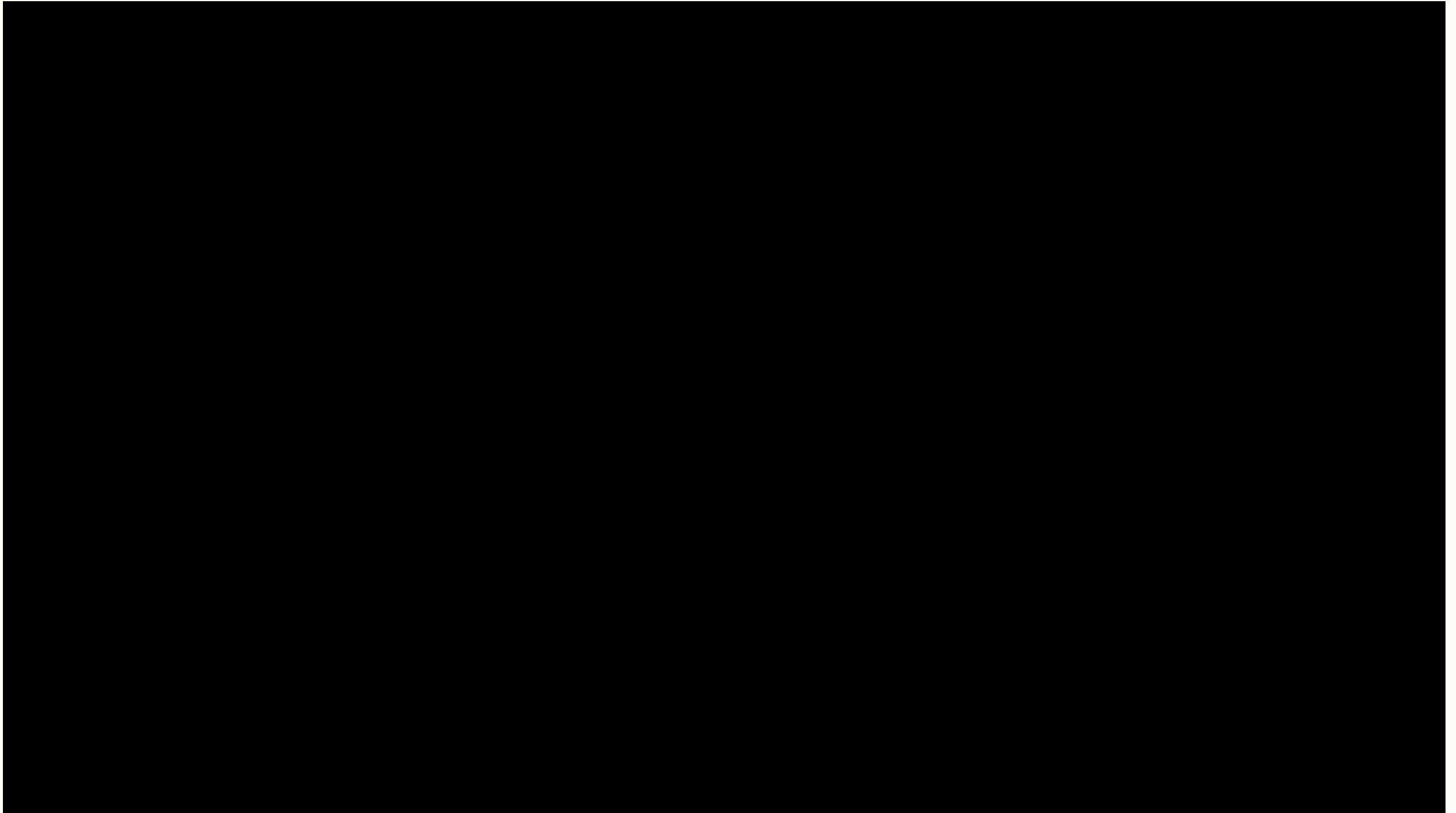
Conversational commerce

- 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





Omni-channel

Which services, products do you offer for every touchpoint that your customers have with the consumer?



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



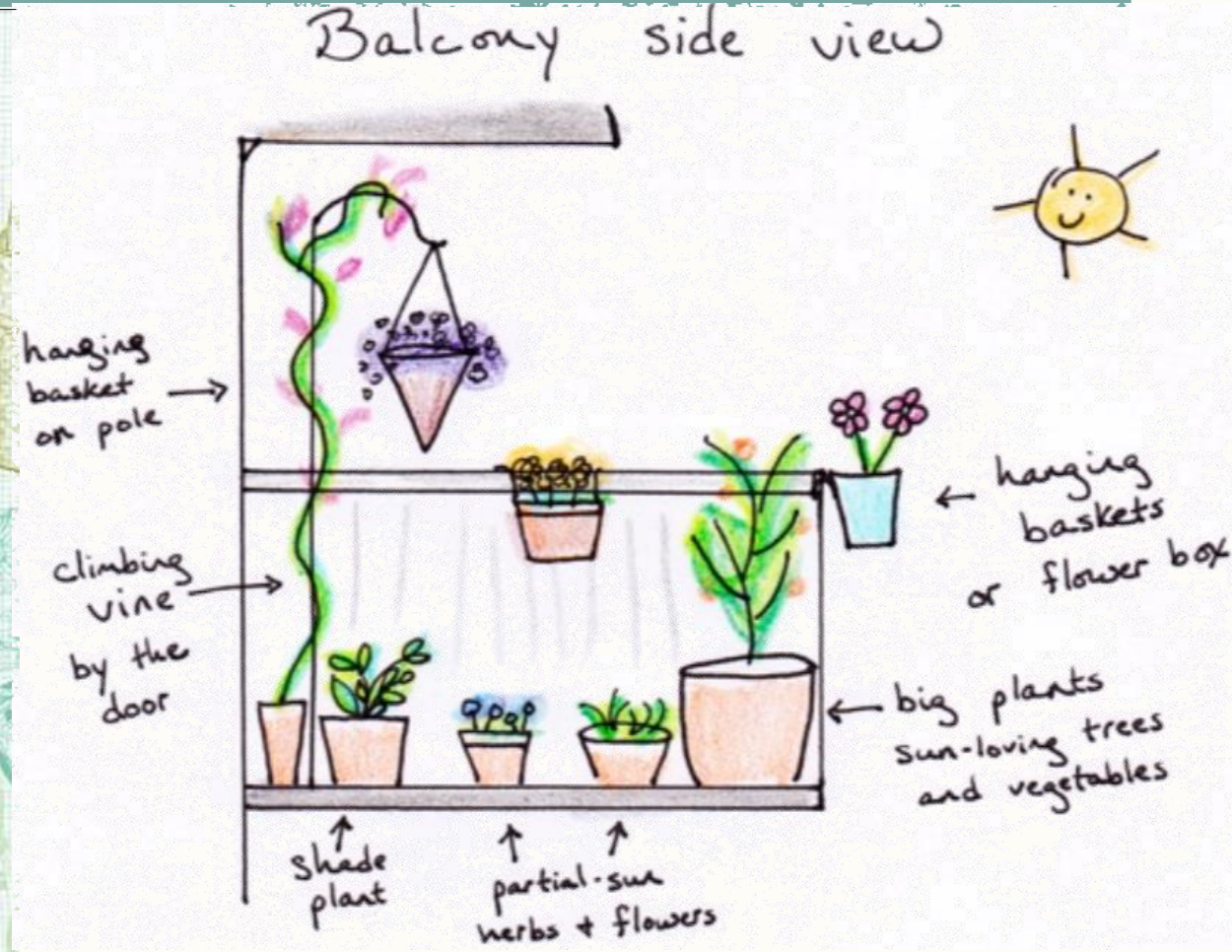
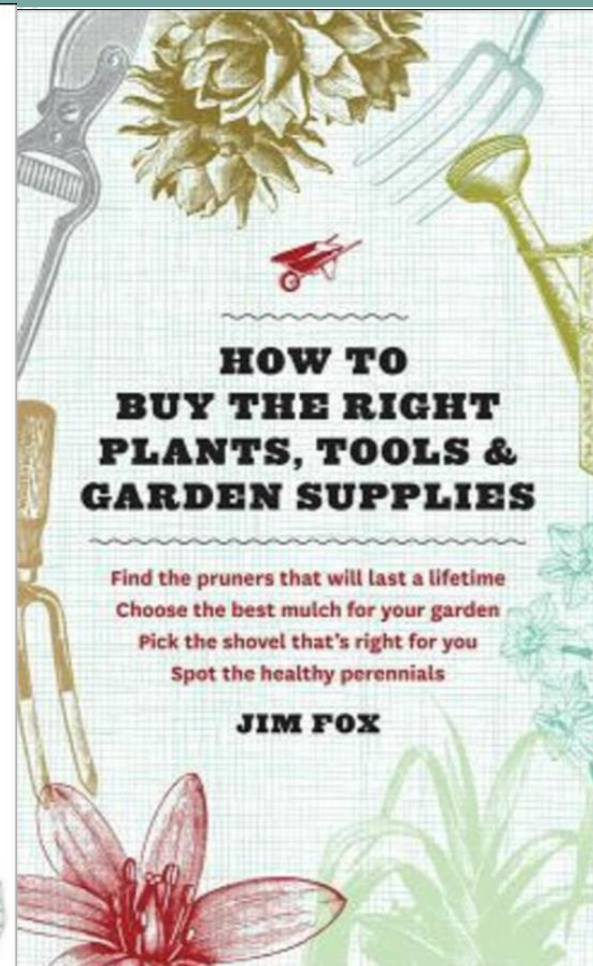
Direct Sun

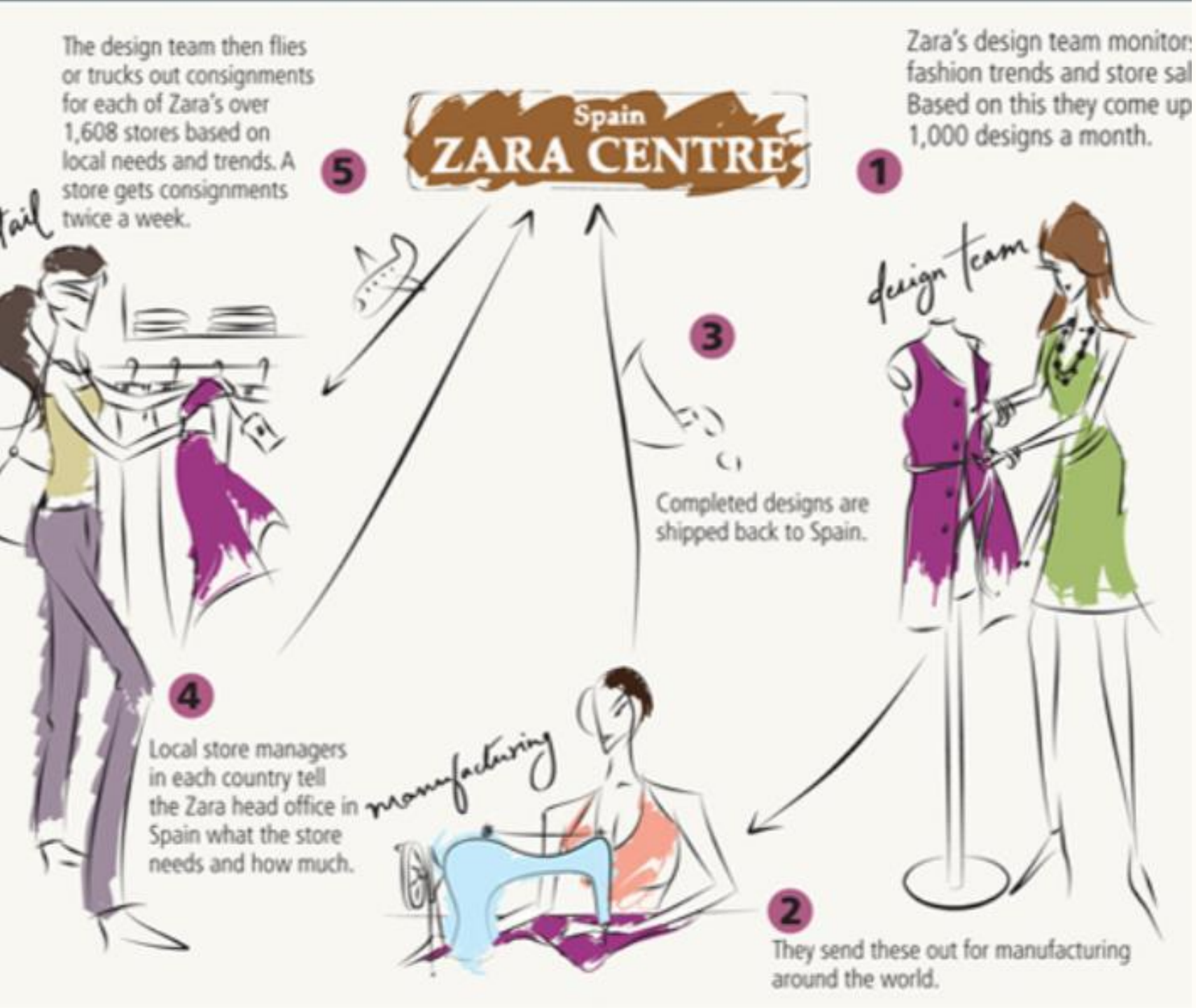
Tomato	Zucchini
Cucumber	Squash
Eggplant	Rocket
Pumpkin	Sunflower
Sweet Corn	Oregano
Carrot	Parsley



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





New reality

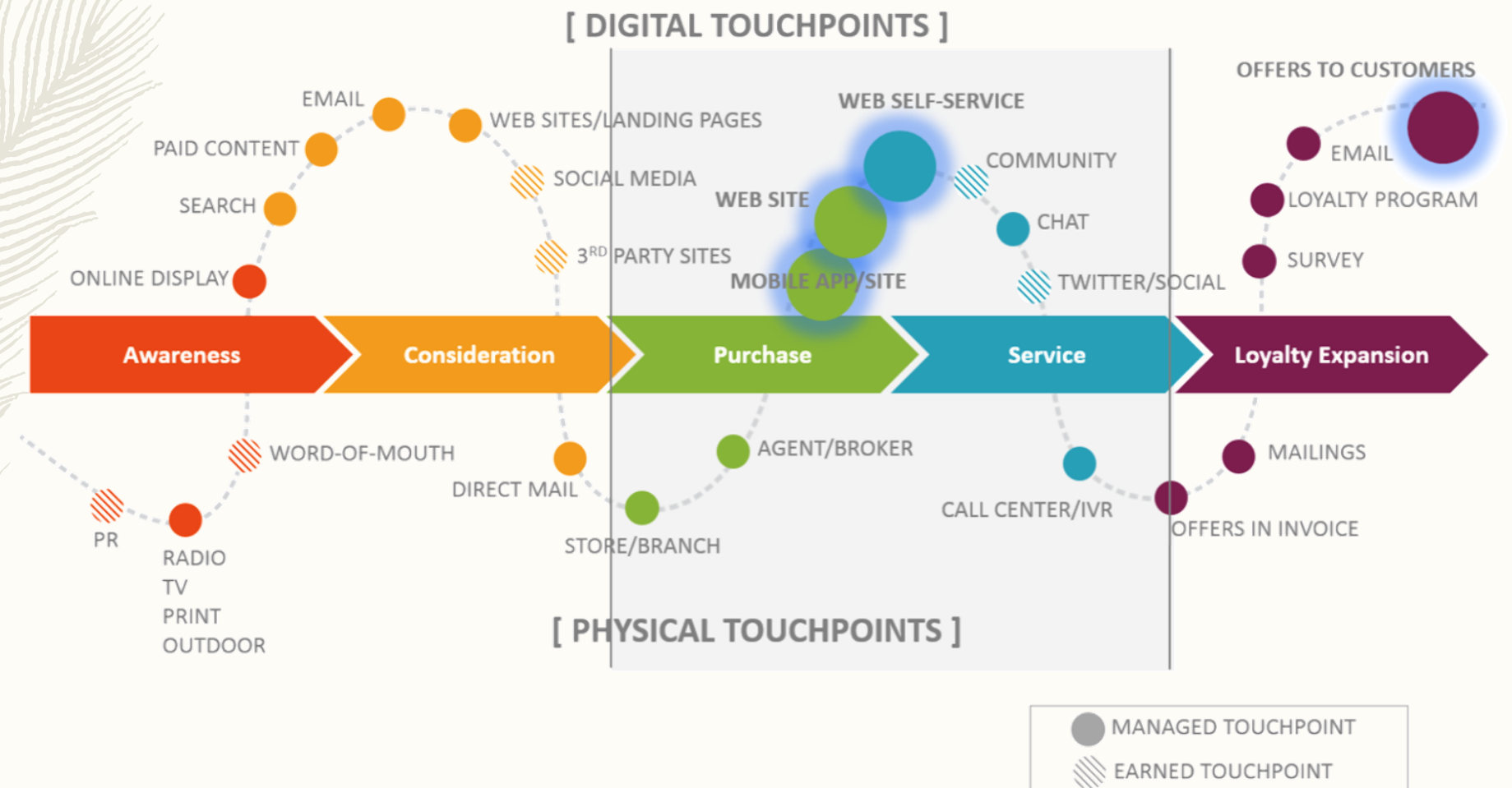
- Controlling the supply-chain -


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?