"90% of all CRM-related sales comes from marketing automation"

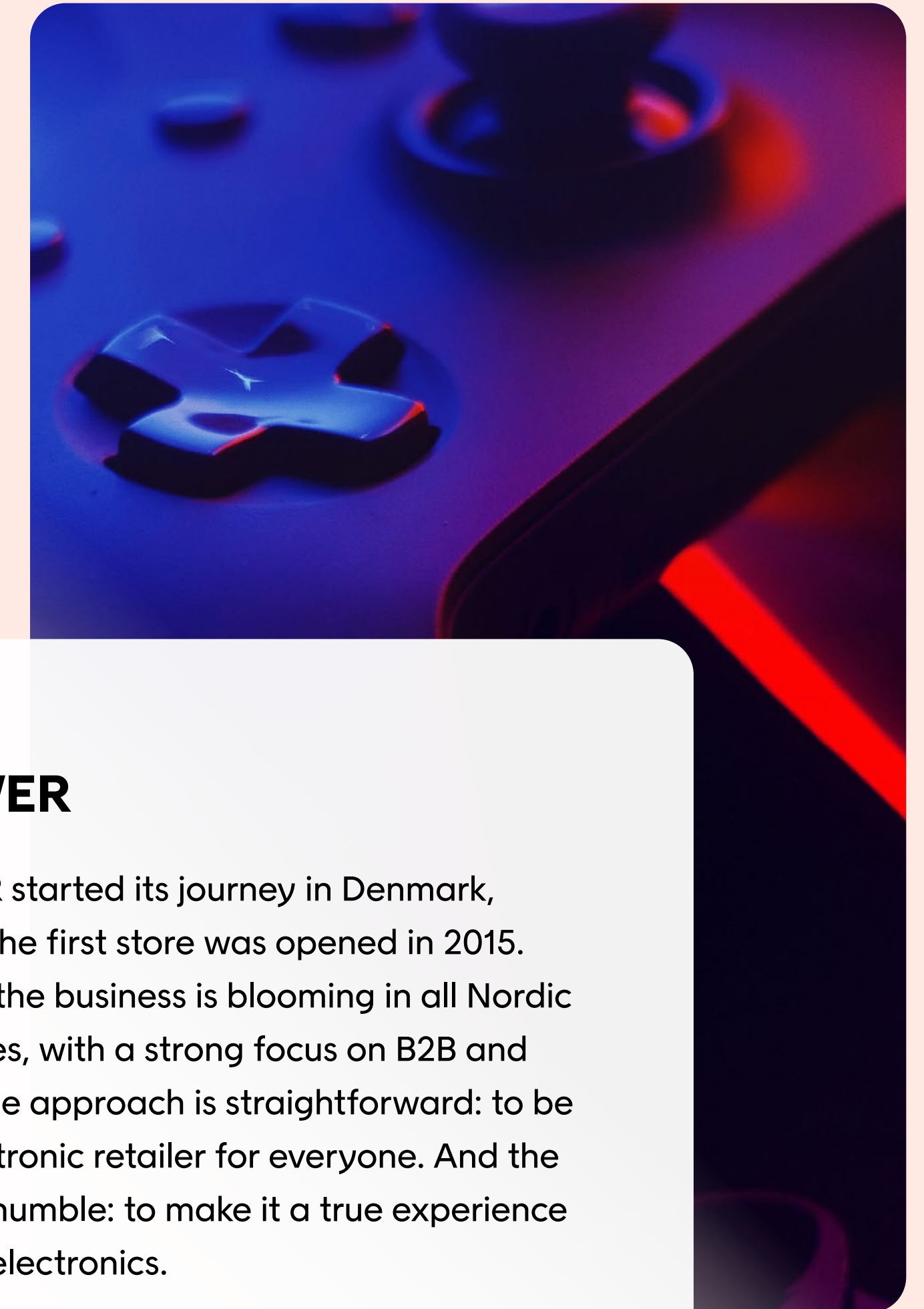**POWER**

Voyado

Since introducing Voyado Engage, POWER has seen results like:

→ # 137%
member base increase

→ # 84%
sales increase online & in-store

→ # 90%
of all CRM-related sales comes from marketing automation

POWER

POWER started its journey in Denmark, where the first store was opened in 2015. Today, the business is blooming in all Nordic countries, with a strong focus on B2B and B2C. The approach is straightforward: to be an electronic retailer for everyone. And the goal is humble: to make it a true experience to buy electronics.

Voyado

Strong results across several Nordic markets*

Increase in customer profitability across following markets:

Norway
+91%

Denmark
+90%

Finland
+127%

Increase in number of purchases across following markets:
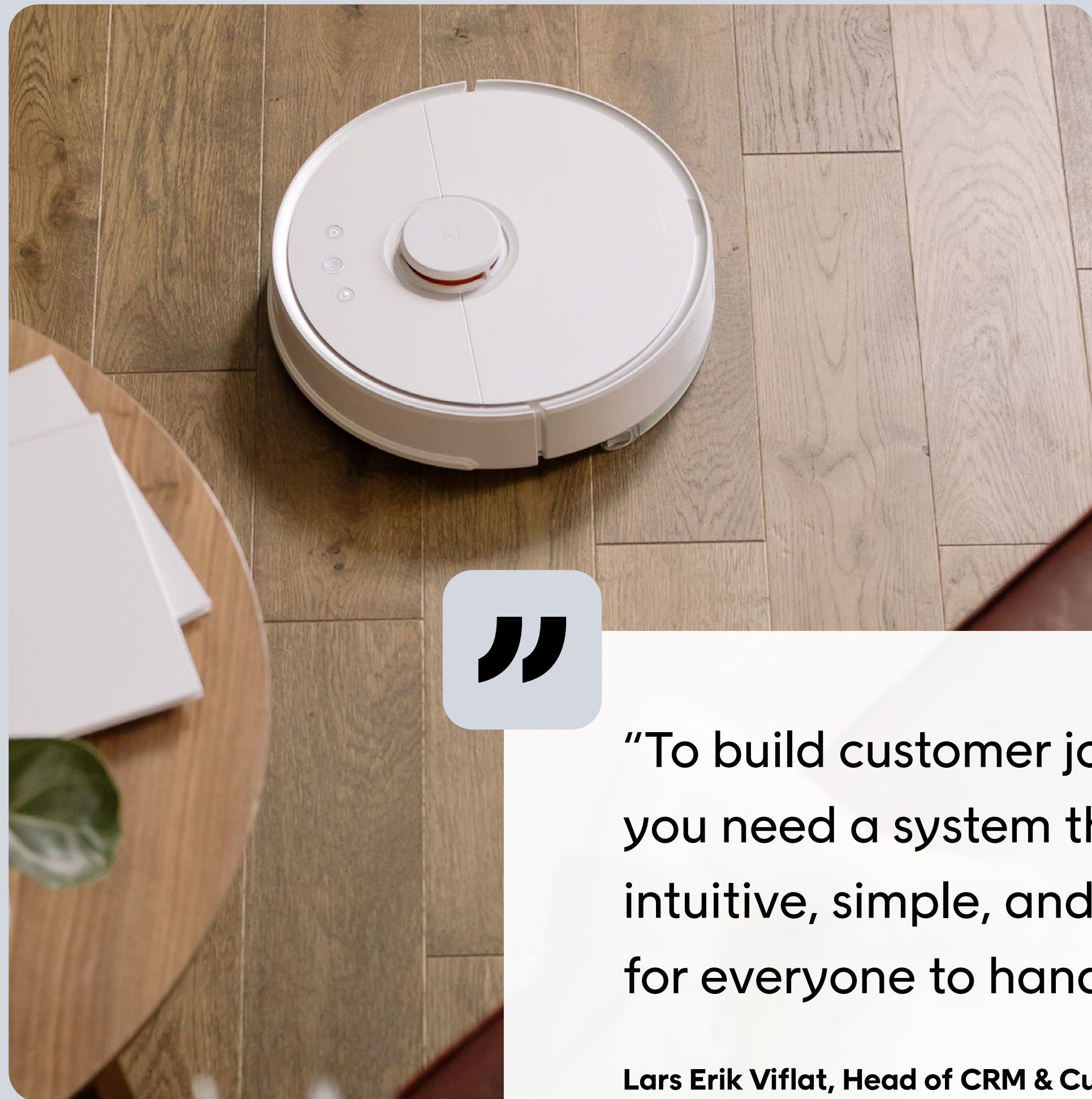
Norway
+78%

Denmark
+38%

Finland
+47%

*Since introducing Voyado Engage across multiple markets in the Nordics, POWER has seen some incredible results, however Lars Erik Viflat mention the impressive growth is also related to building up a completely new retail chain on the market.

Voyado

The need for **simplicity**

The reason POWER wanted a new CRM solution that could collect, handle, and act on customer data, was mainly because the old system was too expensive and complex development-wise. They were tired of external consultants and costly upgrades—and longed for functionality, flexibility, and user-friendliness. The choice landed on Voyado Engage for several reasons, but the most appealing was that pretty much anyone in the organization could handle the system. And thanks to that, getting to know the core of CRM.

"When working with CRM in an organization, you need to start by giving people insights. Lots of people think that a newsletter is a CRM campaign, but it's not. CRM is nothing like mass marketing— it's about building customer journeys and for this, you need a system that is intuitive, simple, and easy for everyone to handle. Voyado was the right match for us!" says Lars Erik Viflat, Head of CRM & Customer Experience at POWER.

"To build customer journeys, you need a system that is intuitive, simple, and easy for everyone to handle."

Lars Erik Viflat, Head of CRM & Customer Experience at POWER

Voyado

It's all about being loyal

POWER's loyalty program MyPOWER has been up and running for three years and the strategy has been the same since day one: to build a loyalty concept on the customer's terms. The customers should be in charge of their loyalty and decide how they want to earn points and discounts—not the other way around. The customers should also easily be able to keep track of their historical purchases, repairs, and services—as part of the loyalty program. This mindset has made MyPOWER a true success!

"Electronic retail is a tough business with a lot of competition, so what's important is a dimension of convenience. When stores, salespersons, assortment, and prices are identical wherever you look—loyalty is a key differentiator for customers!" says Lars Erik Viflat.

"When stores, salespersons, assortment, and prices are identical wherever you look—loyalty is a key differentiator for customers!"

Lars Erik Viflat, Head of CRM & Customer Experience at POWER

Voyado

So, how has Voyado helped to strengthen POWER's loyalty game? Well, it has become a lot easier for them to recruit members! In one year, they have increased their member base by 137 percent, partly because they're able to target people who just made a purchase. And give these people the possibility to earn points on their purchase in retrospect.

"With Voyado and the customer data insights, we can create segmented lists and set strategies based on which group we want to target: new, existing, or MyPOWER customers. For example, we have created recurring recruitment campaigns as part of our automated communication," says Lars Erik Viflat.

Another success factor is the promotion solution in Voyado, which allows POWER to create offers that are valid both in-store and online. Or, as POWER often does, display a promotion on site that is valid in a customer's local store. The omnichannel experience is truly key for the company —and its customers.

"80-90 percent of all purchases start online, but with the Click & Collect option, a large proportion of online orders are picked up in the stores. Once in-store, the customer gets a better and broader experience, and often decides to become a member," says Lars Erik Viflat.

Voyado

A small team with big dreams

POWER has a small marketing department of three people, which means everything must be done as efficiently and powerful as possible. This is where Voyado's marketing automation comes in handy.

"90% of our sales related to CRM-activities comes from marketing automation. Before Voyado, the automations required a lot of manual work. Now, we can increase the number of automated flows without increasing the complexity," says Lars Erik Viflat.

One of POWER's most successful automation is the "made a first purchase" flow, triggering the customer to buy and interact more with the brand. And besides driving automated campaigns from customer data, POWER exports this data to create relevant and personalized online ads.

"My dream scenario is to build one single automation that can handle the entire customer flow for three groups: new customers, customers who are not in the loyalty program, and MyPOWER customers. That way, we would have full control even if our resources are limited," says Lars Erik Viflat.

Voyado

Grow your retail business every day. The easy way.

Are you looking for a way to organize your customer data and optimize communication campaigns, to get truly personal with your marketing?

Get in touch today to find out more! →

Voyado