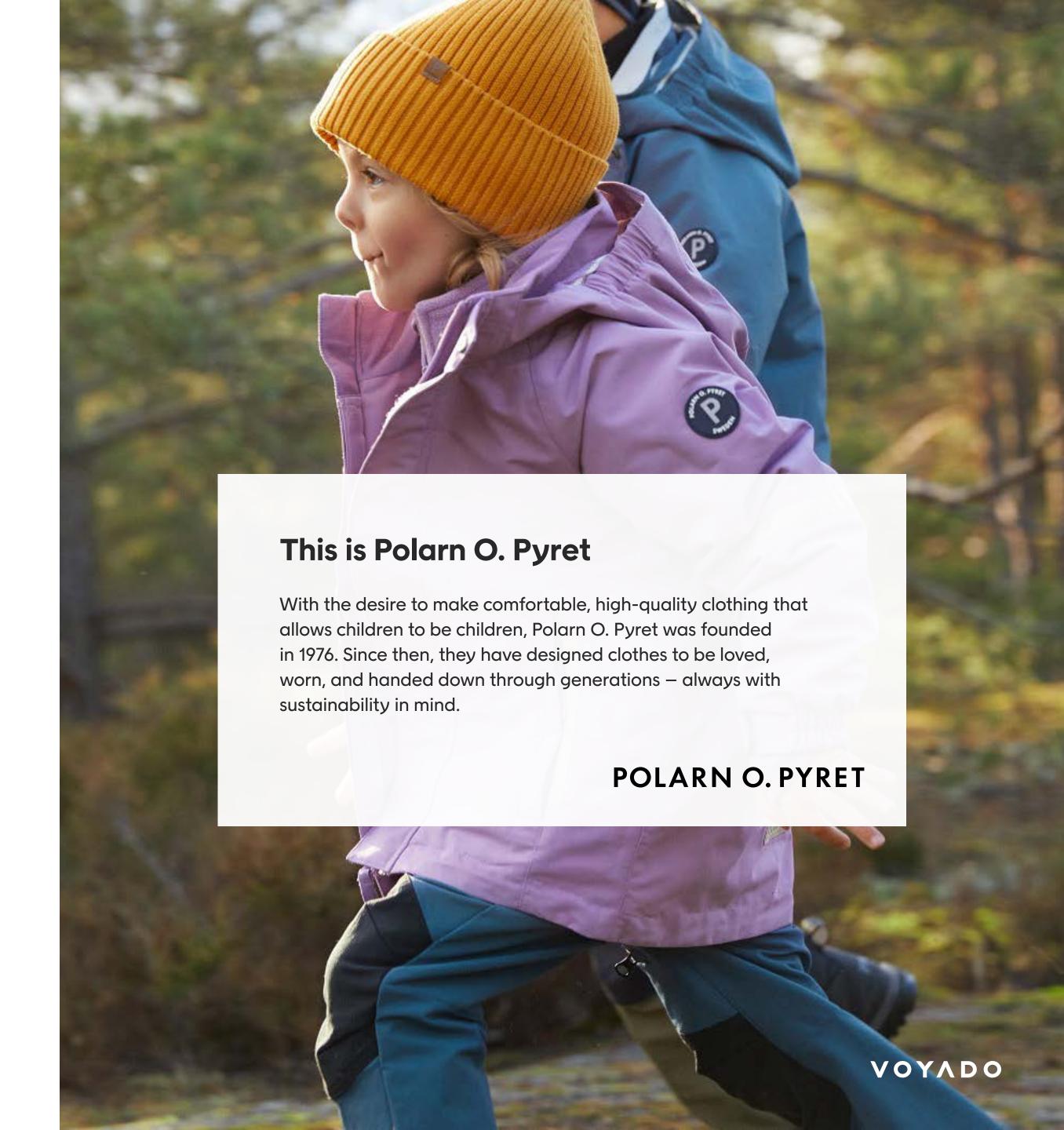POLARN O. PYRET

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How Polarn O. Pyret strengthen their customer loyalty and sustainability work with automations

For Polarn O. Pyret, marketing automation is first and foremost about enhancing the customer experience! They want the automated communication to engage, inspire, and bring value to the customer — but at the same time drive sales and more purchases. Besides post-purchase journeys and automations that encourage customers to reach another membership level, PO.P has set up several automations as part of their sustainability work.

"**We have a benefits program that helps the customer to act more sustainably. For example, we reward members that hand in or buy second-hand pieces in our stores — or repair their garments so that they can be used for a longer time**," says Åsa Axelsson, CRM Manager at Polarn O. Pyret.

So, what role does the second hand and repair automations play? When a member uses the second hand or repair service, they get triggered into an automation. An email is sent out to confirm that the customer has done a sustainable choice — and to hand them a reward.

This is Polarn O. Pyret

With the desire to make comfortable, high-quality clothing that allows children to be children, Polarn O. Pyret was founded in 1976. Since then, they have designed clothes to be loved, worn, and handed down through generations — always with sustainability in mind.

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Polarn O. Pyret

How PO.P measures the effect from automations, in general? To make sure the automations have desired effect, PO.P uses control groups. They measure everything from increased frequency to average receipt during a specific period. If they don't like the result, they revise the communication. Overall, PO.P sees high opening rates in their automated emails — probably because they're connected to a customer's action or behavior and therefore feel relevant.

"**In our 'aftercare emails', which the customer receives after buying specific garments, the opening rate is around 50 percent**," says Åsa.

They can also see that follow-up emails that feature relatable product recommendations inspire more purchases. Many more, actually.

"**Some of these emails have contributed to over 44 percent in additional sales**," says Åsa.

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— Åsa Axelsson, CRM Manager at Polarn O. Pyret

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Ways to successfully build automations

The most important thing to have in mind when building an automation, according to Åsa, is to create value for the customer. Make sure to convey a relevant message that rewards the customer or makes their everyday easier. Also, take timing into account and make sure the customer doesn't receive communication too often. Last but not least, make sure the message is super personal since it's triggered by something the customer did.

"**Every automation should deserve its place. If it doesn't bring added value to the customer or the business, then question whether you should keep it,**" says Åsa.

What's next for PO.P, marketing automation-wise? They're currently working on an onboarding automation to welcome new members in a positive and warm way. They want to make it easy for every customer to see the value of being a member, get the help they need from experts — and, of course, dive into all the lovely benefits!

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— Åsa Axelsson, CRM Manager at Polarn O. Pyret

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Polarn O. Pyret's marketing automation tips and tricks:

"The post-purchase customer journey is underrated"

A lot of brands miss out on, or can definitely improve, these customer journeys.
Receiving information on how to wear and take care of items brings value to the customer.

"Seize the opportunity to be more personal"

As automated communication can be triggered by specific actions and behaviors —
make sure your messages are super relevant and always sent to the right people at
the exact right moment.

"Get help from those who know the customer the best"

People who work in physical stores or at customer service often know how the customer will
react to the automated message — and what to add to increase the value for the customer.

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