

**Customer Loyalty  
Management  
Conference**

The Leroy Merlin logo, featuring the brand name in a bold, black, sans-serif font. The letters are arranged in a triangular shape, with 'LEROY' on the left side and 'MERLIN' on the right side, meeting at a point at the top. A solid green triangle is positioned at the bottom of the logo, forming the base of the overall triangular shape.

**LEROYMERLIN**



**AN EXCEPTIONAL  
PERSONALISED  
RELATION**

**Speak to your loyalty members as a  
community, but engage them  
individually.**

Anna Karachaliou  
Customer Relationship & Experience Business Leader  
LEROY MERLIN Greece - Cyprus  
[www.leroymerlin.gr](http://www.leroymerlin.gr)

# OUR GROUP



*adeo*

**No 1**  
IN THE EUROPEAN DIY  
MARKET

**No 3**  
IN THE GLOBAL DIY  
MARKET

**15**  
COUNTRIES

**500**  
MILLION  
CUSTOMERS

**150.000**  
EMPLOYEES

**900**  
POINTS OF  
SALE

**€25,1**  
BILLION ANNUAL  
TURNOVER



ADEO is the third largest player worldwide in the home improvement and DIY market. It is established in 15 countries, serving more than 452 million customers around the world. It is a community of interconnected companies, a community of 114,000 employees who create new ideas helping people everywhere make their dream of a better home come true. Our driving force is to feel useful in everything we do - useful to ourselves, to those around us, to others, and to the world.

# OUR GROUP



1,300

EMPLOYEES  
IN GREECE AND CYPRUS

8

STORES

60% OF THE PRODUCT RANGE IS PURCHASED  
FROM 450 GREEK SUPPLIERS



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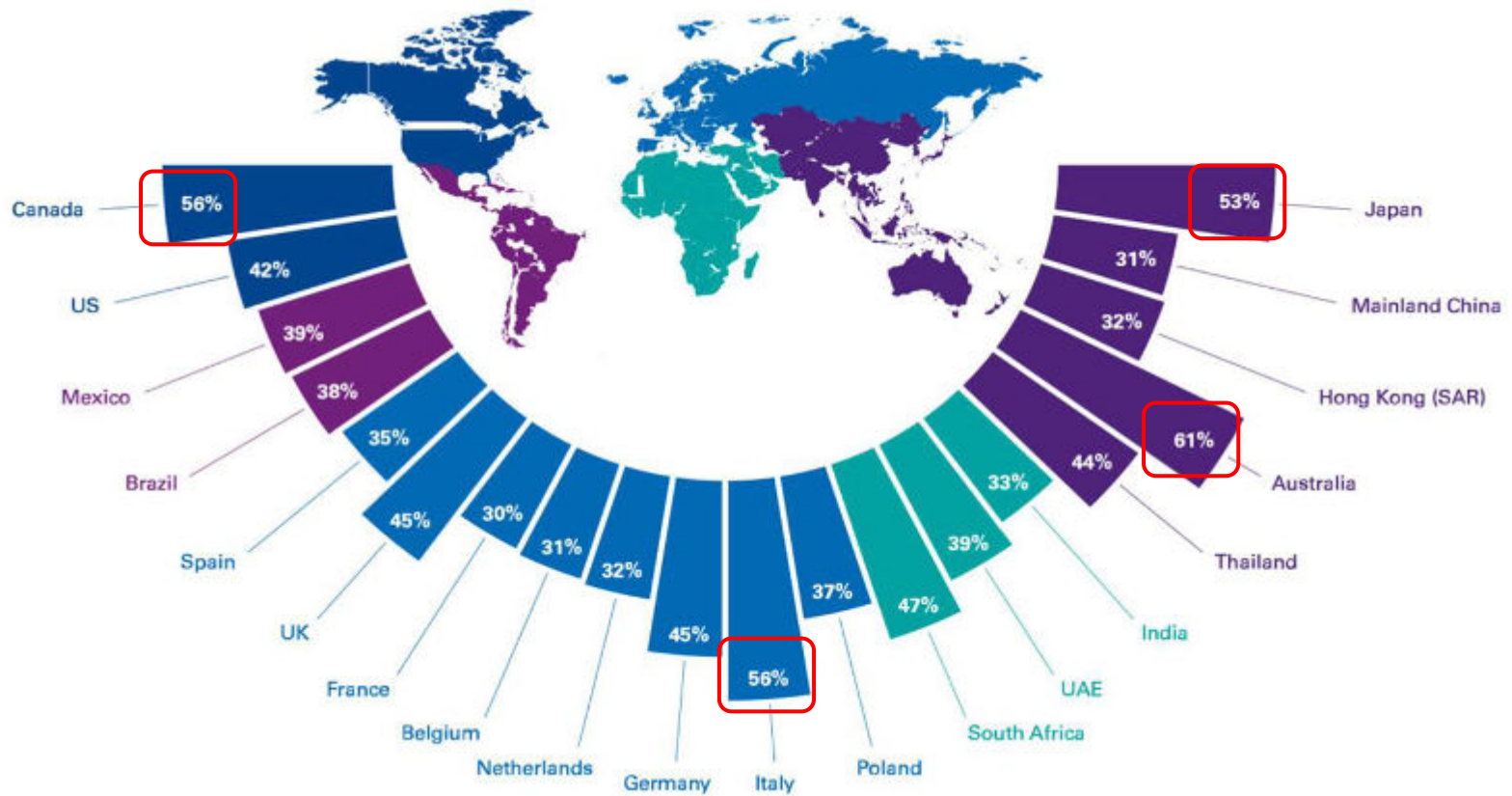
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Australians (61%) are the most active loyalty program users in the world, making purchases that **earn rewards or benefits several times a week**. Canadians and Italians tie at 2nd place (56%) while Japanese consumers are a close 3rd (53%).



# Members spend more



Consumers in loyalty programs are 62% more likely to spend more on the brand and 59% more likely to choose the brand over competitors.



AN EXCEPTIONAL PERSONALISED  
RELATION



# ▶ Selling to existing vs new customers

70%

Research shows a 60-70% probability of selling to existing consumers compared to a low 5-20% probability of selling a product to new customers.



AN EXCEPTIONAL PERSONALISED  
RELATION





# They spend more when they belong



According to the 2021 Bond Loyalty Report, 66% of consumers modify the amount they spend to maximize points. On the one hand, loyalty members buy more often and spend more than non-loyalty members, resulting in a 5-10% revenue increase.



AN EXCEPTIONAL PERSONALISED  
RELATION





# Spend on necessities



Spend less and  
only in necessities goods

Deloitte Consumer Insight 2021



AN EXCEPTIONAL PERSONALISED  
RELATION







# Loyalty becoming more difficult



68%

of consumers agree that their loyalty is more difficult to maintain than ever before, mainly due the 'discovery' of online

2021 Loyalty Premium data study



AN EXCEPTIONAL PERSONALISED  
RELATION





# Premium Loyalty Programs



76%

would pay for a premium loyalty program,  
especially Gen Z  
Walmart +, Amazon Prime

2021 Loyalty Premium data study



AN EXCEPTIONAL PERSONALISED  
RELATION





Εδώ, το σπίτι σου μετράει!

### WIN continuously

2000 pts = 5€  
1€ = 10pts  
Bonus pts

### Easy Return

60 days  
no ticket

### Surprises

'let us know you  
better'

### DIY workshops

Inspiration  
& How to





Εδώ, το σπίτι σου μετράει!

**30%**

OF TTL LM CUSTOMERS  
IN GREECE WERE  
MEMBERS OF THE LM  
CLUB

**100%**

more frequently  
MEMBERS VISIT STORES

**36%**

OF TOTAL ANNUAL  
TURNOVER  
COMES FROM LM CLUB  
vs 25% initial target

**+20%**

BIGGER MEMBERS  
BASKET  
Vs non-members



# ▶ Consumers are statistics. Customers are people.

Stanley Marcus, former president and chairman of the board at Neiman-Marcus



Design and implementation of intensive & individualized customer communications in order to influence specific audiences of the customer database and their behaviour to act in a desirable for LEROY MERLIN .



before start ...

**segmentation**



**attributes  
research**

# 1. Design Thinking



## set KPI' s

- identify opportunities
- Projection Analysis
- Define Audience & personal targets
- Control group
- KPIs

## concept

- general concept
- Individualized campaigns with customized targets and rewards

## design

- communication paths per audience based on segmentation
- develop individualised customer communication path
- designs/copywriting

## 2. Relevant Content

### commercial

- based on annual purchase history
- personal targets to drive on frequency & spending increase

### care

- related messages & content based on their preferences & attributes

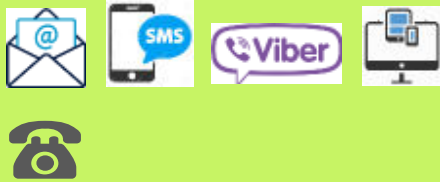
### fun

- lottery with valuable gifts with high probability to win



### 3. Monitor

#### channels



#### for each communication path

- progress observation

#### follow up

- frequent animation

##### **ACHIEVERS**

Those who reached goal

##### **RESPONDENTS**

They responded positively  
but not reached goal yet

##### **NON-RESPONDENTS**

Those who took no action

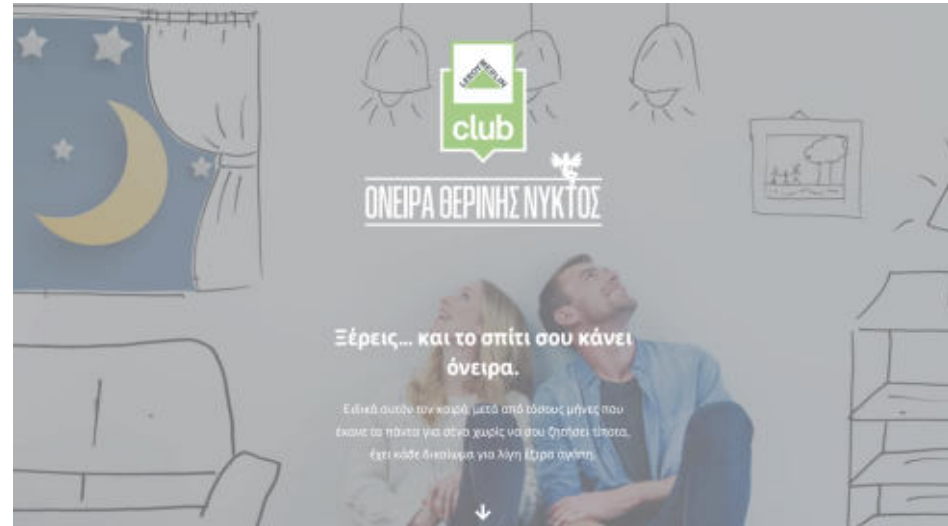
# ▶ CVO Campaigns, 14/7-28/8/21

10% of our members received their own personal targets to get back :

Individual Targets :

- get rich gifts based on Lottery

Even they couldn't reach their target, with any purchase could participate to lottery with thousands of gifts !



**control group 12%**

# Why we get positive results

- We delivered the right message to the right audience the right time
- Targets based on history & predictive analytics
- We 'expressed' that we want to have 'achievers'
- They appreciated the 'less' effort to earn a redemption
- They appreciated the second chance (valuable gifts)
- They recognized the win-win situation

## 2 ΧΡΟΝΙΑ – 2 ΒΡΑΒΕΙΑ



**GOLD - Best Direct  
Marketing Campaign**  
για την εξατομικευμένη  
καμπάνια μελών  
LEROY MERLIN club



**BRONZE - Best in Loyalty  
& Engagement**  
στον κλάδο Home  
& Furniture



## ▶▶ After COVID ...

- Old habits are breaking and forming new ones
- Due to online 'discovery' , loyalty becoming more difficult
  - Consumers experimented with many new brands (30%)
  - The rapid digital transformation is influencing customer expectation, which are growing at the speed of consumer sentiment customer expectations are growing at the speed of consumer sentiment
- Customer expectations for loyalty are increasing
- Immediate benefits looks more interesting today than points accumulation to maintain loyalty
- Are more sensitive to authentic relations : Human - Trust - Confidence
- Need Brands to be more empathetic & contextually relevant
- Personalization matters more !

I feel I am loyal to the Brand  
and  
that the Brand is also loyal to me.



“Customers decide by recollections of past experiences & expectations of future one – is an ongoing process”

And Suddenly You Can Change Perspectives.



Thank you !

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