



IKEA Family

Creating customers for life



WHAT IKEA HAS TO SAY



“We realized the time had come to enhance our communication with our target audience; we needed an effective loyalty program to improve our bottom line results. Understanding the complexity of this project, we started looking for a specialist to outsource the entire case. We needed someone who would design, implement, manage, take care of the daily operation and counsel meticulously and efficiently.

Also, during the implementation of this project, other local associates were involved, and we had to make sure they were all managed equally from our local project team. And here is where INTELQUA stepped in. Therefore, we proceeded with the implementation of the loyalty program IKEA Family in Greece, Bulgaria and Cyprus.

INTELQUA designed, implemented and managed all the involved parties successfully while we enjoyed fully outsourced services [for] the design, implementation and monitoring of our Customer Loyalty Scheme.”

- IKEA



SUMMARY

IKEA Family is a loyalty program, exclusively designed for IKEA Greece, based on the specific needs of its customers. With a quick and easy registration process both at the store and through the company's website, IKEA Family enables IKEA to provide not only unique rewards to its loyal members but a great experience to its customers. Starting from Greece in 2012, IKEA expanded its loyalty program to Bulgaria and Cyprus, currently operating with great success.

IKEA'S PROFILE

IKEA in Greece is represented by the FOURLIS Group of companies. FOURLIS Group has extensive experience in retail and introduced IKEA to Greece by founding the company HOUSE MARKET SA in 1999.

WHAT IKEA NEEDED

The client's requirement was for an end-to-end solution for a customer loyalty program in order to build unique long-term relationships with his customers. INTELIQUA had to cover all the necessary steps, from the design of the loyalty strategy and the analysis of big data to technical implementation and campaign management execution. An indicative list of services included a business plan, ROI, software as a service platform (SaaS), overall project management and operational program management.

What IKEA needed was a personalized – but at the same time measurable – method for communicating with its customers in order to be able to not only satisfy their needs according to their preferences but also to measure their responses and sales results. As a result, customer experience and customer satisfaction create the top 2 goals on the priorities list.



GOALS

Customer experience

Customer satisfaction

Personalization

Customer loyalty

Better leverage transaction data



Case Study

THE CHALLENGES

The main challenge was to introduce a loyalty program that has simple yet effective processes that customers can easily follow and engage with, while managing to stand out in a very competitive market. By leveraging insights and new technologies, IKEA aims to get closer to its customers and convert them into loyal ones.

Get to know customers

**Keep the program's processes
simple & effective**

**Utilize new technologies to
enhance customer experience**





INTELIQUA SOLUTION

We offered a 360-degree customer loyalty management through [ELIQUA.CX](#) platform based on **AWS**. Our tailor-made multilingual platform is the right technology solution to cover every aspect of customer loyalty management. ELIQUA.CX integrated to current POS systems to assure a seamless customer experience.

AMAZON WEB SERVICES (AWS)

Eliqua.CX Platform leverages the infrastructure and services of AWS. By utilizing AWS, Inteliqua offered IKEA a reliable, scalable, and secure cloud-based solution for managing the loyalty program, enhancing customer experiences.

The benefits that IKEA gained from the cooperation of INTELIQUA and AWS:

Scalability and Flexibility: AWS provides a highly scalable infrastructure that allows the Eliqua.CX Platform to handle varying levels of customer data and interactions. This scalability ensures that IKEA's loyalty program can accommodate its large customer base and scale as the program grows.

Reliability and Availability: AWS offers a robust and highly available cloud infrastructure with data centers located globally. This ensures that the Eliqua.CX Platform is resilient and capable of providing uninterrupted service to IKEA's customers, regardless of their location.

Security: AWS follows stringent security practices and provides various security features and services to protect customer data. By utilizing AWS's security measures, the Eliqua.CX Platform can safeguard IKEA's sensitive customer information and ensure compliance with data privacy regulations.

Advanced Analytics and Insights: The Eliqua.CX Platform leverages AWS's data analytics capabilities to provide IKEA with valuable insights into customer behavior, preferences, and trends. These analytics enable IKEA to make data-driven decisions, personalize marketing campaigns, and enhance customer experiences.



Integration Capabilities: AWS offers a wide range of integration options and APIs, allowing the Eliqua.CX Platform to seamlessly integrate with IKEA's existing systems and processes. This integration enables IKEA to unify customer data from various touchpoints and deliver a consistent and personalized experience across channels.

Cost Optimization: By leveraging AWS's pay-as-you-go pricing model and resource optimization capabilities, Inteliqua can provide IKEA with a cost-effective solution. This allows IKEA to manage its loyalty program efficiently while optimizing infrastructure costs.

The solution encompasses a broad selection of AWS services, spanning CloudFront with WAF, ALB, ECS (Fargate), RDS (MySQL), Amazon MQ, ElasticCache, OpenSearch, Athena, S3, CloudWatch, Lambda, EFS, SES, EC2, and CodeCommit.

Overall, the collaboration between Inteliqua and AWS has empowered IKEA to enhance customer loyalty, improve engagement, and gain valuable insights into customer behavior. By leveraging the scalable and secure infrastructure provided by AWS, the Eliqua.CX Platform offers IKEA a robust and flexible solution to drive customer-centric initiatives and deliver exceptional experiences.

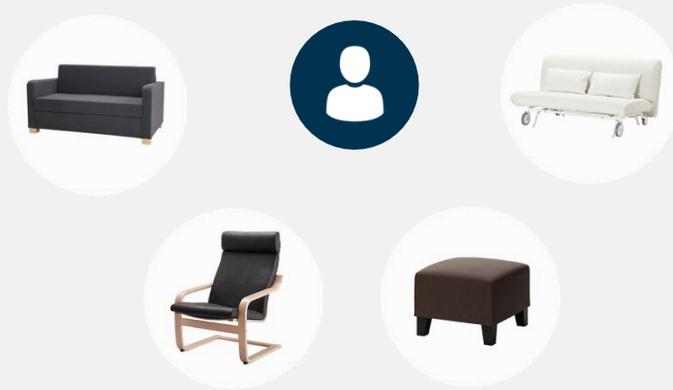
THE METHODOLOGY

INTELIQUA undertook the full management of this project, which includes:

- [Loyalty strategy](#)
- [Loyalty program implementation](#)
- **Hosting and management**
- **Data quality management**
- **Customer operations services**
- [Campaign management strategy](#)
- [Customer insights](#)



NEXT BEST OFFER PROJECT ARCHITECTURE



Customers that purchased a product from the above product group



Machine Learning Algorithms
Market Basket Analysis
Association Rules Algorithm



Upward Value Segment Migration Analysis / RFM Segmentation

1st suggestion: Laundry & cleaning accessories

3rd suggestion: Kitchen tools

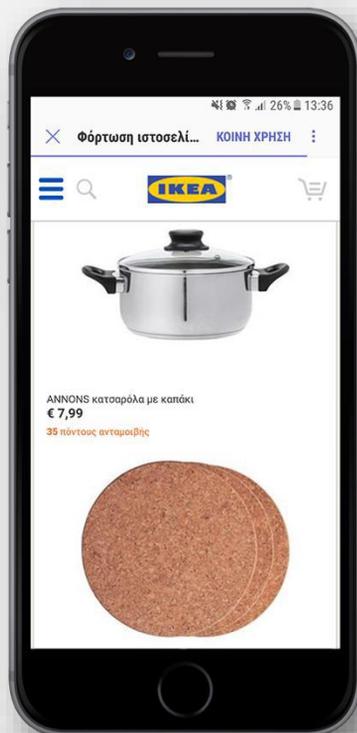
2nd suggestion: Food Storage & kitchen

NO response



CAMPAIGNS

Personalized SMS with product discounts and links that lead to the full promotion of the program and IKEA's products.



MILESTONES

IKEA launches IKEA Family in Greece: August 2012

Program launch in Cyprus: June 2013

Program launch in Bulgaria: August 2013

Increased promo response rate

Increased customer loyalty & satisfaction

RESULTS

81.382 Registrations in the first semester

213.578 Transactions in the first semester

1.013,097 Registrations up to now*

Improved customer engagement

Improved promo response rate



ABOUT INTELICUA

Inteliqua is a cutting-edge marketing technology agency specializing in customer data intelligence and machine learning. We revolutionize how brands engage with their customers by creating unified customer profiles and leveraging data to deliver personalized experiences. Our expertise in customer experience (CX) strategies and loyalty management solutions maximizes customer lifetime value (CLV) and drives measurable revenue growth. Through advanced marketing technology, we empower brands to foster lasting loyalty and enhance customer relationships.

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