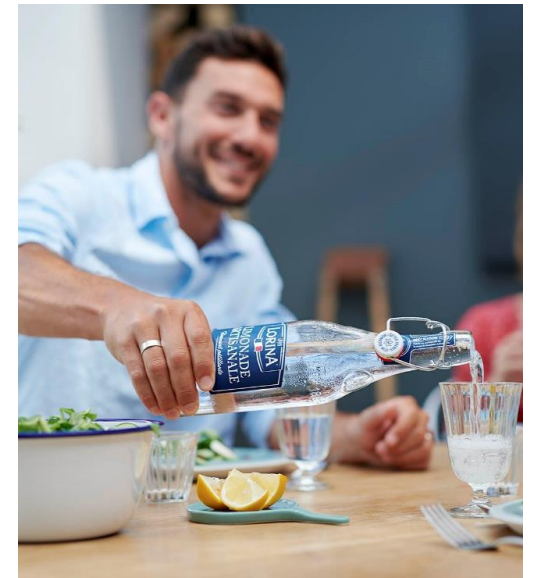
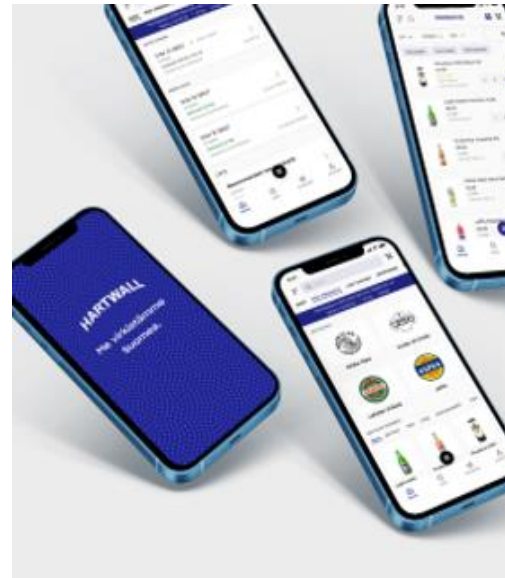


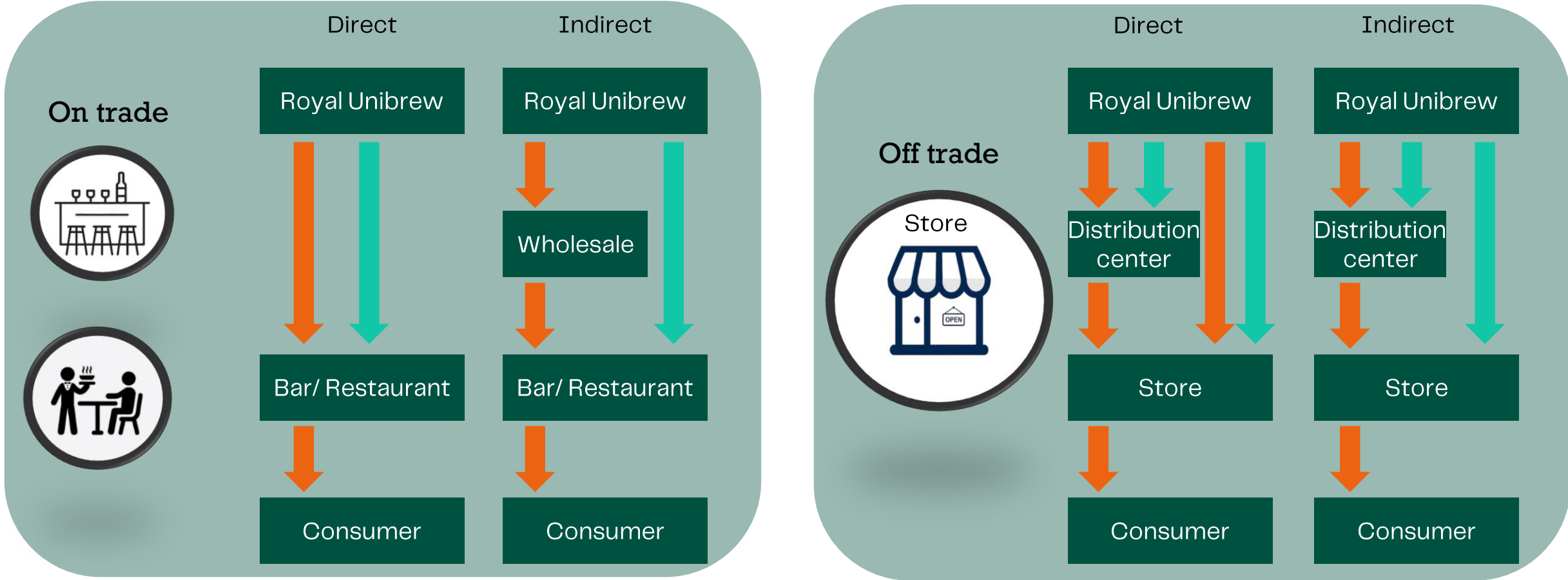
**Royal Unibrew
bringing
Digital
Innovation to
a Traditional
Industry.**



mCommerce



Route-to-markets – B2B



Why?



Customer touch points





Discovery phase

Results

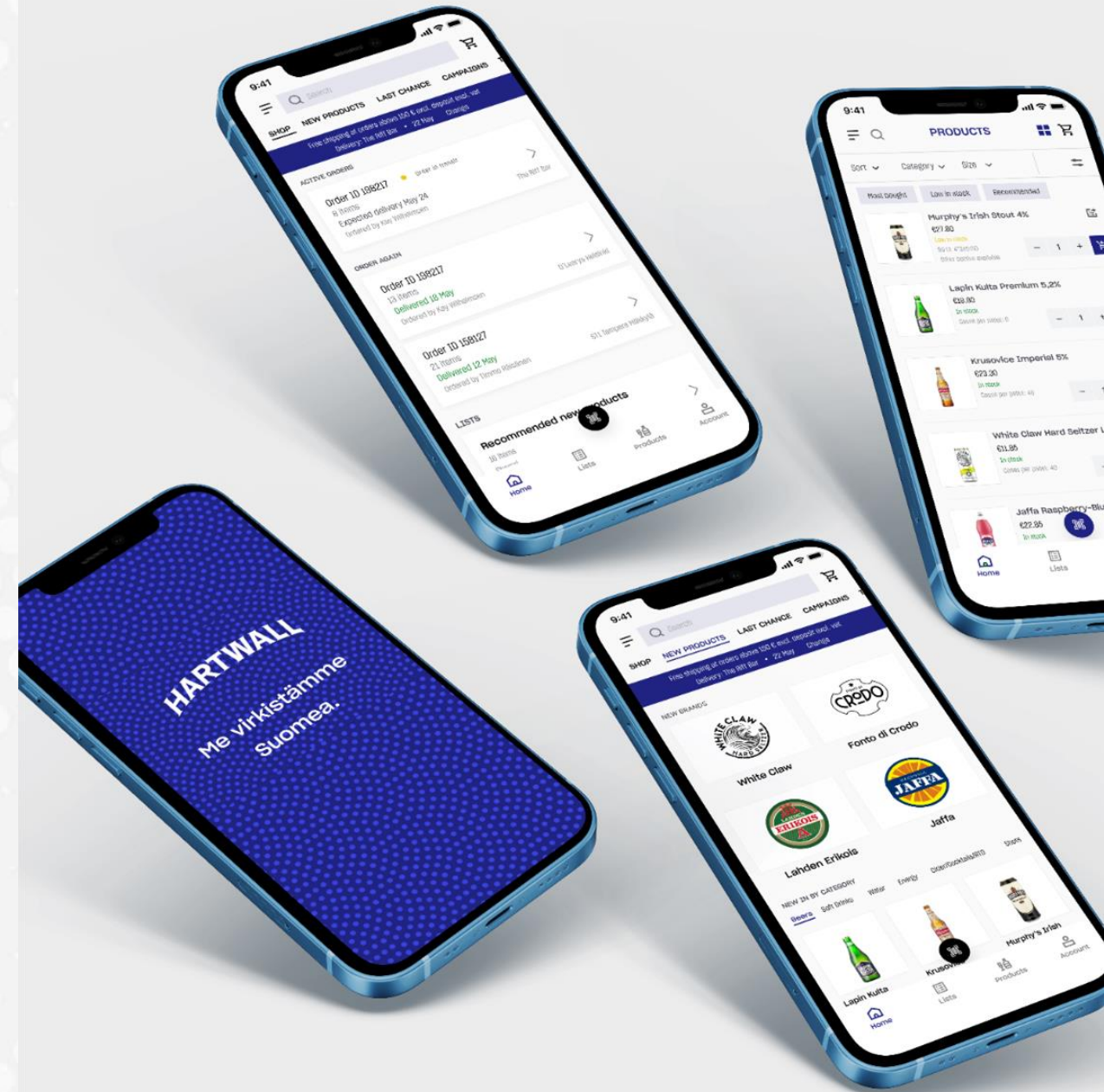
Divcovery phase

Goal

- **Launch a customer focused mobile order tool that delivers a convenient and optimizing purchase experience for our customers.**

Approach

- Explore the user needs to enable a solution that solves their problems.
- De-risk the project by validating requirements and assumptions. The output is a defined scope that can be used to estimate the delivery



Key Customer Insights

01

Inventory and ordering using pen and paper

Requires a lot of slow, manual work with many steps and additional communication that give rise to errors

02

Inefficient and inflexible favourites list

Troublesome to use while doing inventory and ordering products due to its inflexibility in product quantity, order history, offers, etc..

03

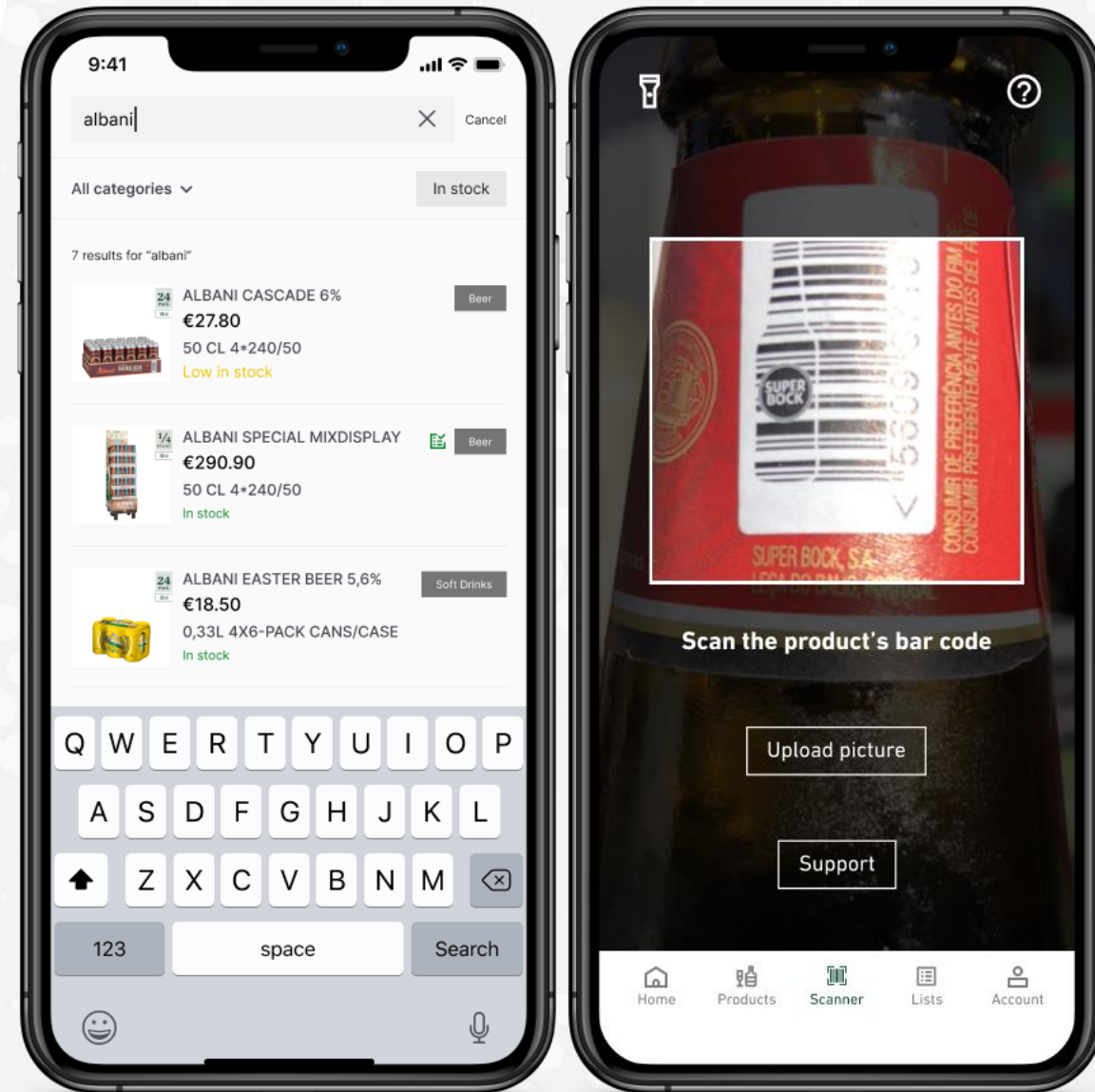
Poor digital interactions with customers

Information about products on special offer, new products, campaigns and up-selling suggestions are poorly communicated to customers. They also often forget to place orders in time.

01 Inventory and ordering using pen and paper

A seamless way to find the products customers want to purchase

BARCODE SCANNER & IMPROVED SEARCH

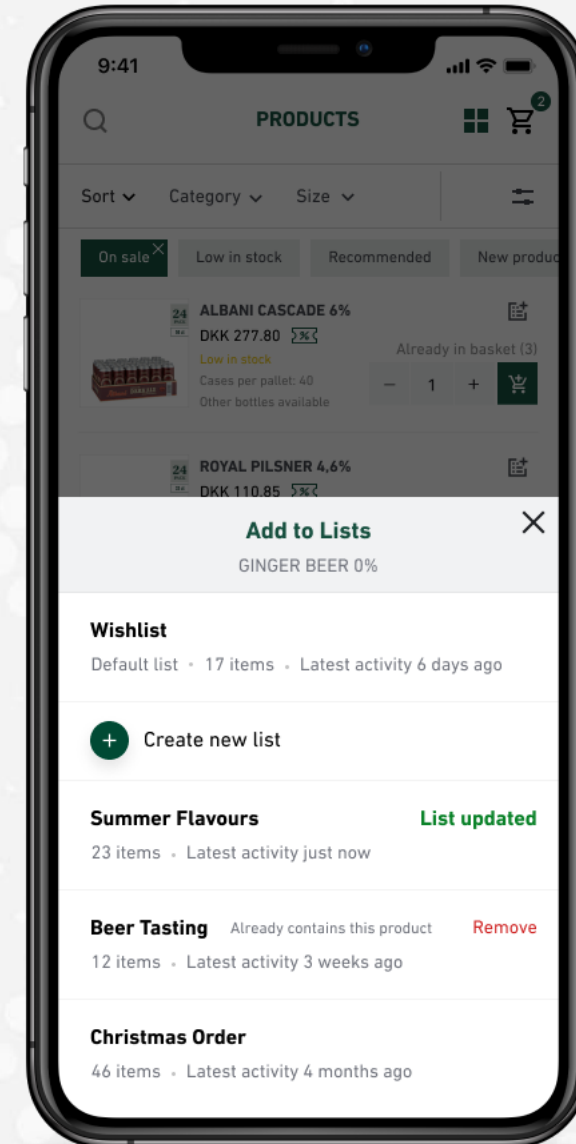
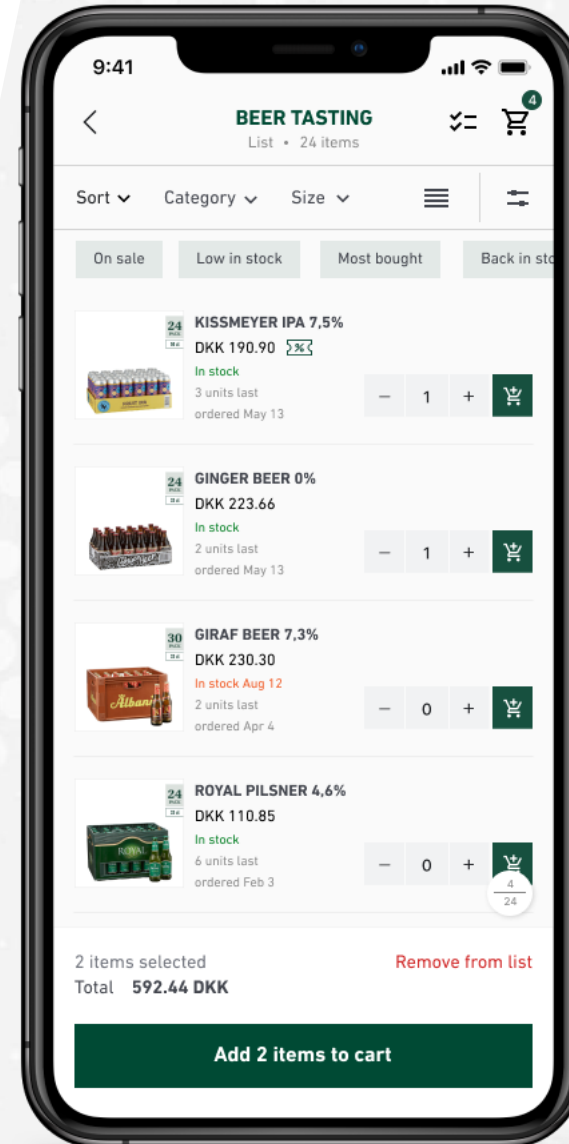


02 Inefficient and inflexible favourites list

A quick & efficient way to do inventory and place orders

BUSINESS + CUSTOMER VALUE

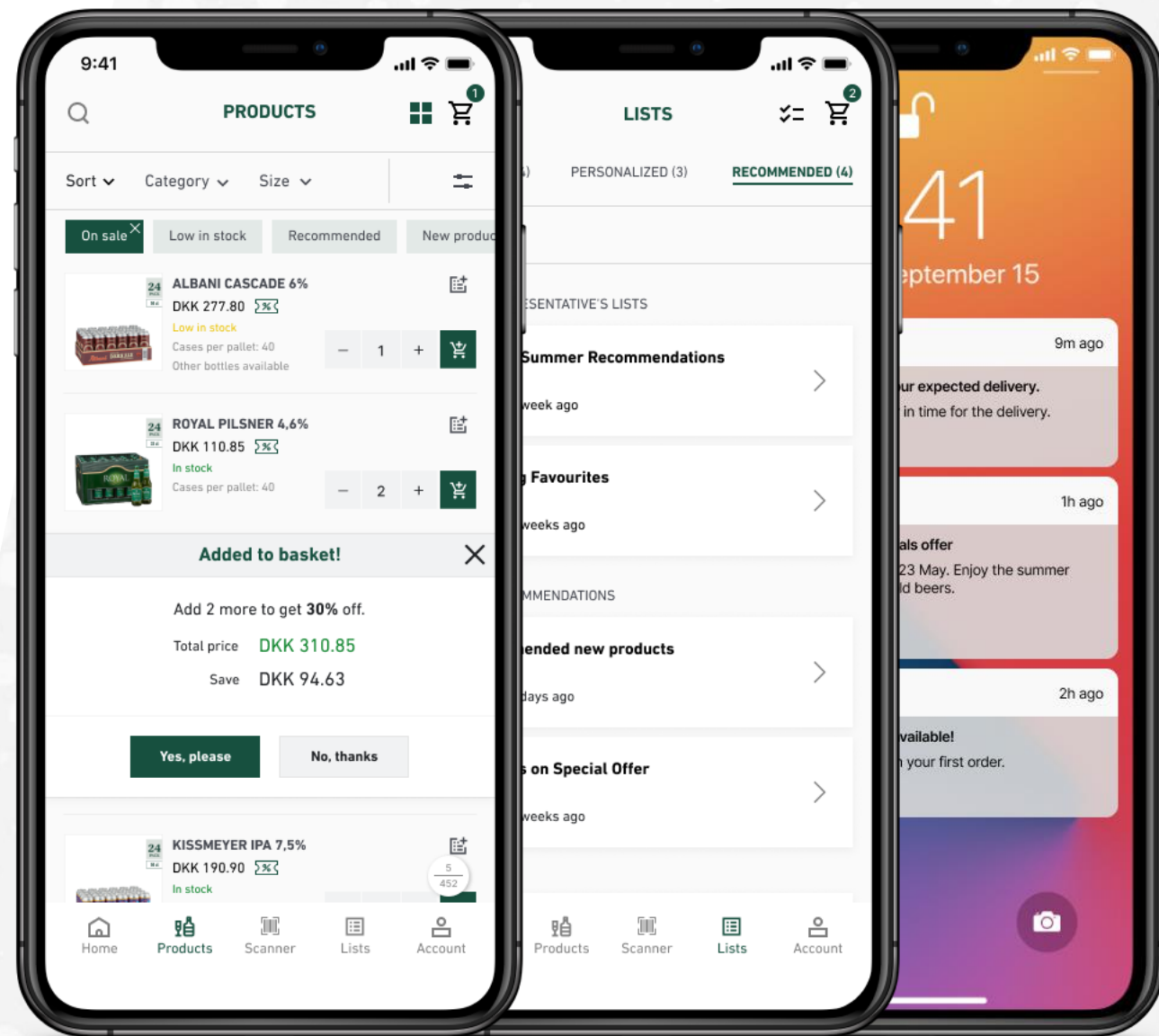
- Fast and easier order process achieved by decreasing the amount of required steps
- Fast overview of products by using drag and drop and ability to create personalised lists
- Recommendations and information about products on offer



03 Poor digital interactions with customers

Offers but also recommendations from the sales representatives + cut off date

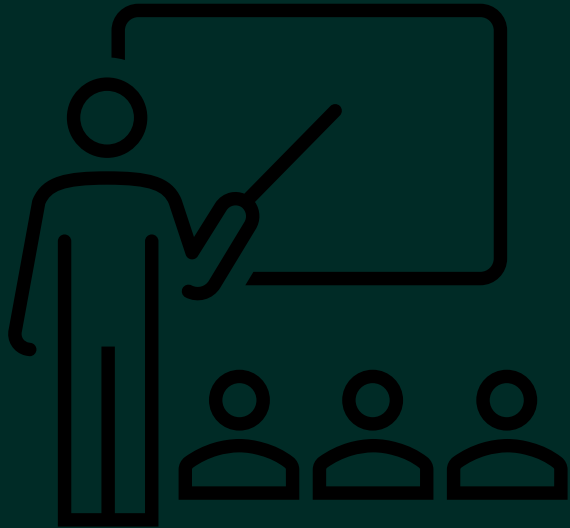
UPSELLING & NOTIFICATIONS



Tech highlights

- 01** **Evolve Magento into an e-commerce service**
Using the existing backend and solution cart to ensure that user information can easily be shared across web and mobile app
- 02** **AI – Personalized shopping experiences**
Using clerk.io (e-commerce personalization platform) for personalized shopping experiences.

We did it

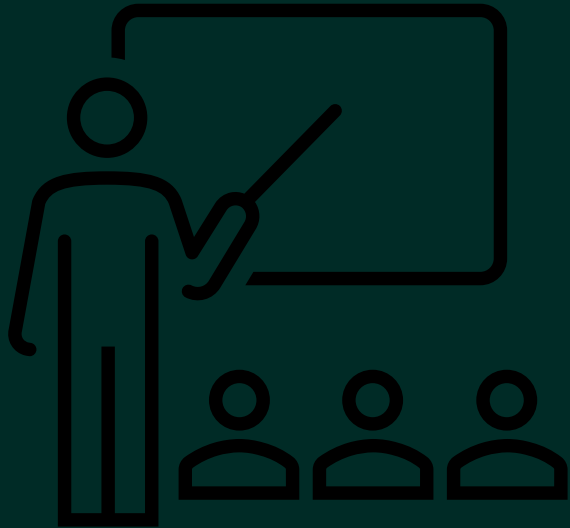


Growing digital commerce share

Increased basket size

Customer loyalty

Lessons learned



Architecture & Scalability

Organization & ways of working

Knowledge

Next step



Global scalability

A future-proof architecture and landscape to onboard new markets on the eCommerce platform.

Improved customer experience

More focus on an omnichannel approach by deploying a new app for internal salespeople.