

# Creatio helps Askona take better care of its customers' sleep



## ABOUT THE COMPANY

Askona runs its business with one central goal: to bring happiness and wellness to human lives by delivering them the products they need for better sleep. They do so through a broad product portfolio of mattress models, beds, sofas, pillows, duvets, and other essentials. As a leading bedding and mattress manufacturer in Europe, Askona produces over 9,000 mattresses and 1,000 pillows every day. With its motto of “giving the world a good night’s sleep,” Askona operates both online and through over 1,000 brick-and-mortar stores across Europe and Asia.

Deeply convinced that humans’ quality of life and health depends directly on the quality of their sleep, Askona provides its customers with best-in-class products and services. “At Askona, we believe that our products give people much-needed power and energy for the realization of their dreams. That is why we need to spare no effort in serving over 20 million our customers in the best possible way.” - Ilya Adamsky, Director of Marketing Operations at Askona.

## DISCONNECTED SYSTEMS EQUAL DISCONNECTED CUSTOMER DATA

To keep the promise of an exceptional customer experience, Askona needed to support its customer-facing operations with robust and innovative technology. Therefore, the company decided to reconsider the effectiveness of its technology-supported operations and identify their major pain points.

As it turned out, there was great room for improvement. The company’s various software systems worked in isolation from each other. Disconnected customer data from online store, offline shops, and an ERP system required long processing. Duplicate records of loyalty cards and customer IDs were increasing the employees’ chances of error. For instance, in order to send an email to a customer, Askona’s employees had to import it into another software, which was time-consuming and inefficient. On top of that, almost 20% of bonus accrual operations were performed manually because of the system’s limited technical capacity. These factors served as serious threats for timely and flawless customer-related processes execution.

To put an end to all of these inefficiencies, the company initiated a major tech overhaul and brought in a low-code platform for process automation and CRM that would solve their business problems instead of creating them.

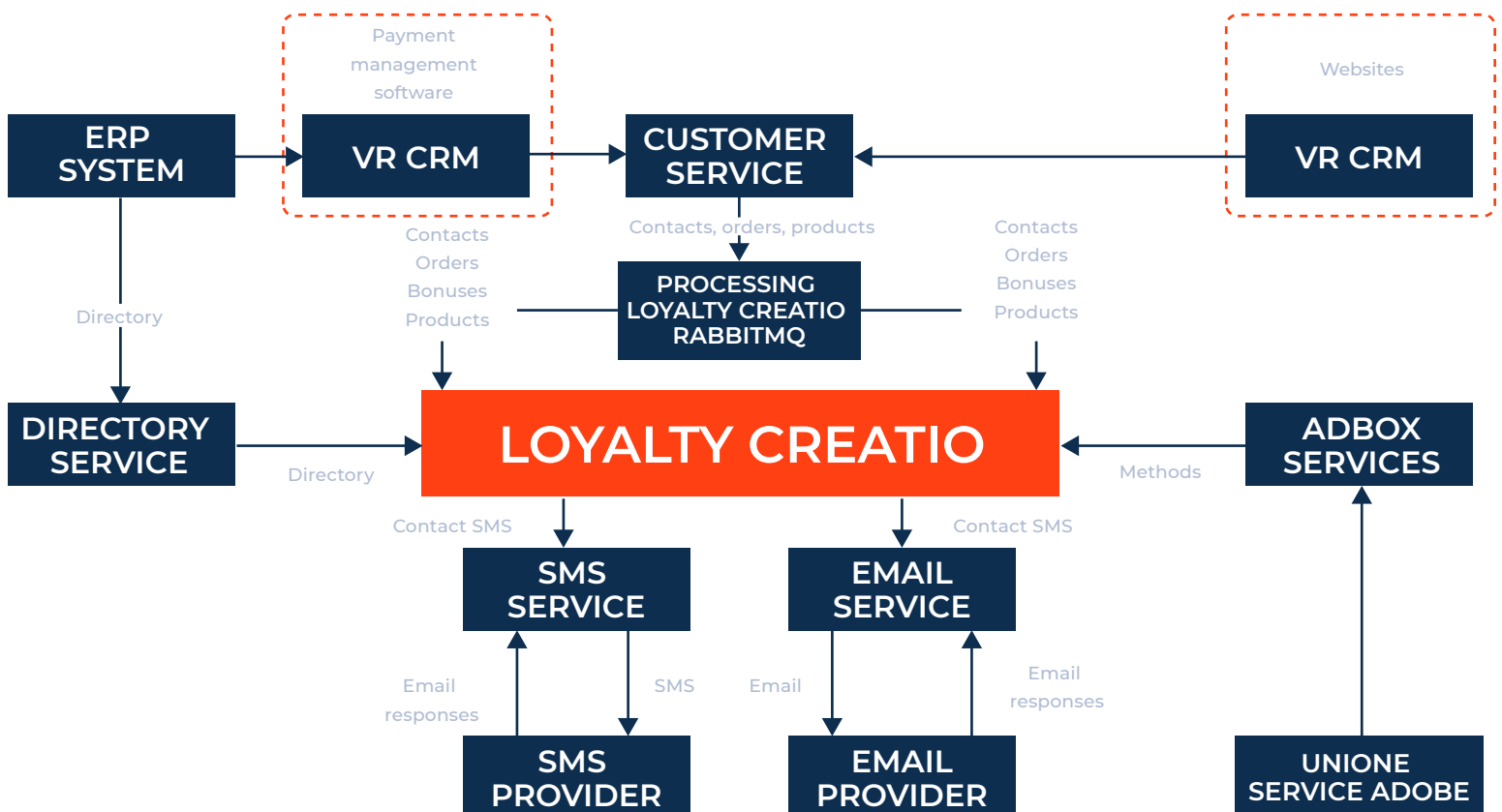
“Our key objective of implementing new software for the marketing team was building a centralized customer data management system. This could allow us to operate with relevant and precise data, as well as to enhance our marketing and customer loyalty management processes while driving personalized customer experience,” noted Ilya Adamsky, Director of Marketing Operations at Askona.

Askona chose Creatio to gain better control of its marketing activities and loyalty program management. “We had an ambitious goal to vastly automate our loyalty program in the very short terms,” said Adamsky. “To create a high-touch customer experience, we critically needed a unified system with powerful data deduplication capabilities and AI-driven personalization tools.”

## ARCHITECTING FOR CHANGE: A NEW IT LANDSCAPE FOR BUSINESS AND TECHNOLOGY ALIGNMENT

By implementing Creatio, Askona switched from multiple siloed systems to a unified digital environment. Successful data migration from several software systems into Creatio was achieved with a range of configured custom migration rules, including custom rules to run a duplicate search and de-duplicate data. As a result, Askona attained clear customer data on a single platform.

The system’s open API architecture allowed them to create a complex data environment that connects and supports all loyalty program management activities. With Loyalty Creatio at the center of a digital ecosystem, a new IT architecture incorporated a collection of interconnected tools including an ERP system, a directory, payment management software, online websites with personal customer cabinet, ads management tool, and omnichannel communications solutions.



Askona was able to orchestrate many processes on their own without requiring any support from Creatio. Within two weeks, Askona succeeded to scale the system across the company's multiple branches.

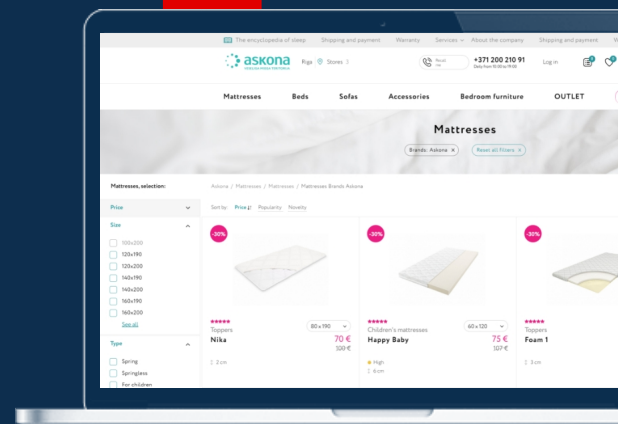
“We implemented Creatio just before the Black Friday to test it out during one of the most intensive times for retail and ecommerce business. The system proved itself instantly withstanding a load of overflowing customer orders and inquiries,” highlighted Adamsky.

## HEADING FOR OMNICHANNEL AND PERSONALIZED CUSTOMER EXPERIENCES

Together with Creatio, Askona aimed at building a genuine connection with their customers through personalization and omnichannel communications.

With the help of robust, user-friendly tools, Askona's employees are able to unlock hidden insights from customer data and interact with their cherished clients across multiple channels more effectively. For example, customers' purchase history with consolidated data from offline and online stores helps the company's representatives get a 360-degree customer overview. No matter what communication channel Askona's customers choose, the system instantly identifies them based on their phone number or other details. Apart from that, Creatio helps its users accelerate customer base segmentation by creating complex customer selections for targeted communications.

Putting customers first, Askona strives to ensure highly personalized interactions. “While our products take care of sleeping, we have to offer our loyalty program members the most needed solutions for them while they are awake. Our clients' needs and preferences come first. Therefore, we are not interested in merely promoting our flagship products. Our goal is to offer customers the items they require the most,” Adamsky explained. To help Askona with this mission, Creatio leverages AI-powered recommendations based on website behavior tracking and purchase history.



## MARKETING SOLUTIONS THAT HELP GROW CUSTOMER LOYALTY

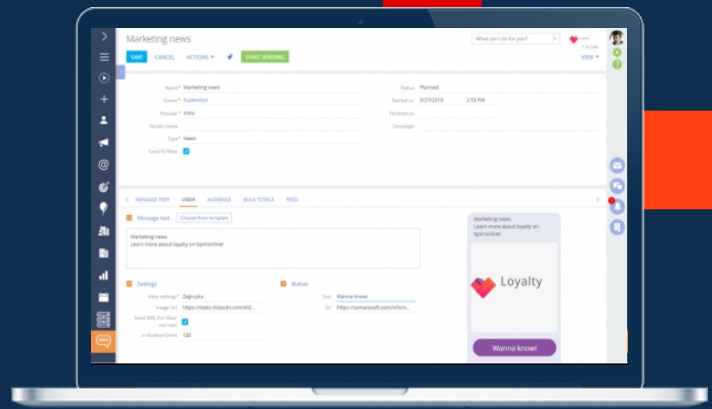
For Askona employees, maintaining a loyalty program implies interacting with millions of customers, handling their various requests, and executing multiple processes. Therefore, having an all-in-one marketing software at hand to manage a wide range of tasks successfully was crucial to them. That's where Creatio stepped in to help Askona representatives deliver a world-class brand experience to consumers.

“We use the core product with an extension from the Marketplace called Loyalty Creatio. It complements the out-of-the-box functionality, which allow us to aggregate all customer engagements history and perform multiple operations with it: segment, set up triggered emails, create loyalty program campaigns, and much more.” – noted Adamsky.

Askona is convinced that marketing is not a set of tasks to reach an ultimate goal, but a continuous customer experience improvement process. Therefore, the company focuses its efforts on designing and improving marketing strategies that drive customer loyalty.

In doing so, Askona developed a multi-step algorithm of marketing communications based on leveraging customer data insights with the help of Creatio's comprehensive analytics tools. Purchase frequency, average price paid, RFM, NPS, and many other aspects are closely considered before specific hypotheses are made. After that, Askona's team works on segmenting the database, identifying a marketing campaign's principles and newsbreaks, testing hypotheses, and analyzing their results. This strategy allows Askona to scale the most successful campaigns and optimize their customer experience from a marketing perspective.

Thanks to Creatio's highly intuitive visual campaigns designer, Askona has built almost 60 segments and complex, high-performing marketing campaigns. The company's crafted lead magnets include newsletter subscriptions, access to special offers, receiving birthday discounts, and more. On top of that, Creatio enables Askona's employees to build and easily adjust bonus accrual rules for loyalty program members.



Thanks to large-scale innovations throughout all stages of the customer journey, Askona grew its like-for-like sales by 17% with an average growth rate in the furniture market of up to 3%. The company was also able to increase its online sales by 30%. Still, this is only the beginning – the company is going to scale the platform usage extensively. “Our plans for the near future include adding new communication channels within Creatio and designing complex points accruals calculation algorithms to enhance the effectiveness of our customer loyalty program,” – noted Adamsky.