

ICE WHITE

WINTER



EXECUTIVE SUMMARY

In the past 3 months we've been working hard to help CRM teams solve their problems related to one area: establishing a close, personal connection with their customers.

We live in a fast-paced world where the attention span is only 8 seconds. Today, with hundreds of companies fighting for customer attention, it's becoming increasingly difficult to stay on top of your customers' minds. This extremely dynamic environment has created new challenges for businesses, and responding quickly to shifts in customer needs and personalising your retention strategy have become more important than ever before.

Quick and precise reactions are only possible through a well-defined tool. We kept this sentiment at mind while working on our product, and the Ice White Winter Release encompasses all the latest improvements.

In this document we will showcase how our new features help Marketing and CRM teams to overcome the aforementioned issues. Alternatively, this video presents a concise summary of the topic:



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CUSTOMER EXPERIENCE **AUTOMATION**



The biggest challenge most companies face is staying relevant for their customers. Needs are changing quickly and consumers have high hopes for the brands and retailers they choose. Millions of consumers expect for the right, personalized experiences to be delivered just on time. In order to survive this fierce competition today, businesses must abandon old ways of doing things that don't scale. To solve this problem, Customer Experience Automation has arrived.



This automation empowers you with the ability to deliver amazing experiences to customers and tailor your retention strategy to individual needs in an instant.



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DELIVER

A FRESH EXPERIENCE

with Ease



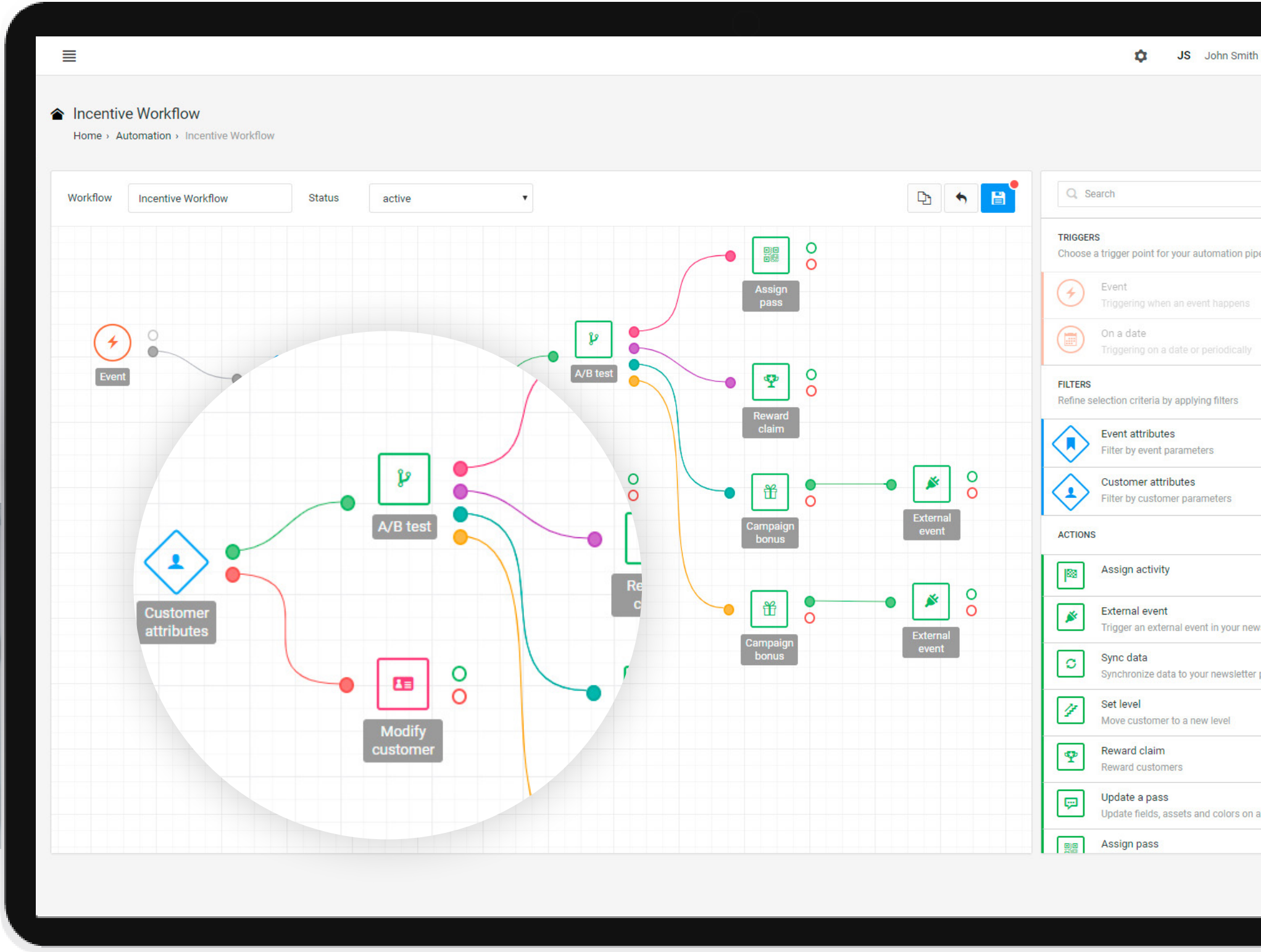
Drag & drop



Publish

Do it on your own, and do it quickly.
Let customers enjoy the new experience.

It's as simple as that.



Automation enables you to live up to the standard customers set for you

Set up rules and campaigns, using a simple drag & drop interface

Reward any action or series of actions in real-time

Test different rewards and incentives to maximize efficiency

Do all of this without writing a single line of code. With Automation, you'll not only reduce the time required to alter your retention strategy, but also you'll no longer need to involve IT teams when creating customizations.

A/B test

Split test different actions

TOTAL: 100%

A

20

%

A/B testing - 1st Variant

Weight of the outcome

Pick a customer list to move the customer into it

B

80

%

A/B testing - 2nd Variant

Weight of the outcome

Pick a customer list to move the customer into it

+

Assign coupon

Issue a coupon for a discount

Source *

Voucher Management System (VMS)

You can choose between uploading your coupons in .csv format or let us generate them for you based on some pattern.

Type *

Fixed amount

Value *

5

Pattern

*# denotes a digit (0-9)
*@ denotes an alphabet character (A-Z)
** denotes an alphanumeric character
all other characters should be copied into the generated code as literals.

URL

URL for getting remote coupon codes.
Leave it empty if coupon source isn't remote.

Update a pass

Update fields, assets and colors on a pass

Pass *

Whitewater Suits Membership Pass 2019

Updated pass

Fields

level: Membership

Gold

×

Add

Fields to be displayed on the pass; key must be the unique key of the field, value must be the new value.

Assets

Add

Key must be one of the followings: logo, strip, icon.

Background color

Background color of the pass

Label color

Color of the label text

Foreground color

Foreground color of the pass

×

Close

✓ Update

AUTOMATION IS SHIPPED AS A CORE FUNCTIONALITY

Available for Everyone

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A/B TESTING

REWARD EXPERIENCE

Appreciation comes from joy. When you bring happiness and joy to a customer's life, they'll be grateful. They don't necessarily expect big things, but they clearly favor personal treatment. The biggest hurdle to delivering an interesting personal experience to your audience is the fact that each customer is different. Each of them finds different things impressive, unique, and amazing. To get them to keep coming back frequently, it's critical to understand what people pay attention to and what gets them excited.

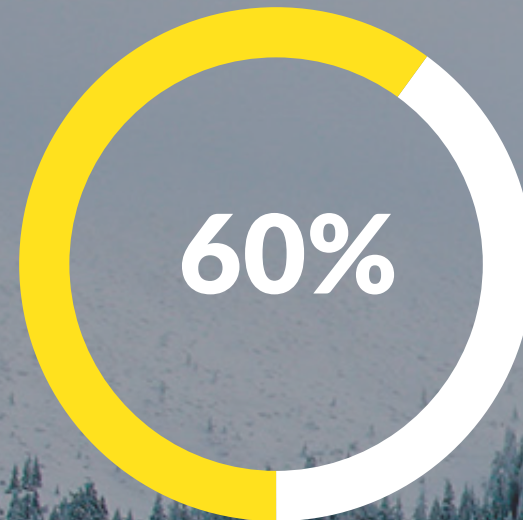
Included in the latest release, A/B testing helps you discover what resonates best with the different segments of your customers. It empowers you to evaluate various ways to reward people for taking actions that drive your main KPIs.



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Run an A/B test to see which rewards are the best motivators for your customers to complete certain actions.

A.



Receives an invitation to the next tier

B.



Receives a 10% discount on the latest release

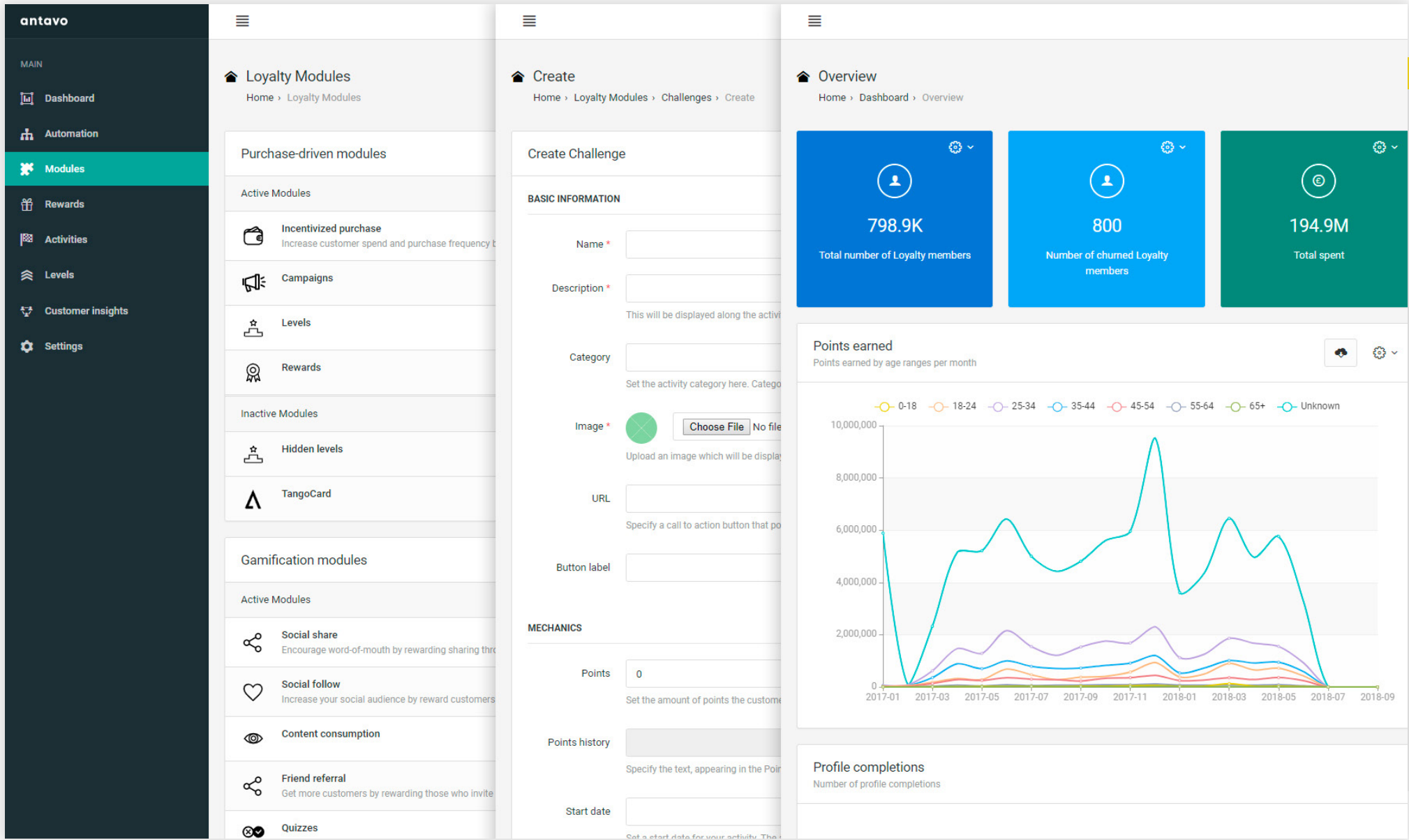
C.



Receives 100 points

NEW PLATFORM UX

This is an initiative we began alongside a continued iteration on core product capabilities, in order for our users to thrive. From the very beginning, Antavo has always been built with the fundamental goal of helping our customers deliver stunning experiences that drive retention and incremental profits.



Implementing a retention strategy may often comes with many repetitive tasks. We developed the impression that simplifying these repetitive tasks will lets end users be more efficient and manage their time in a smarter way.

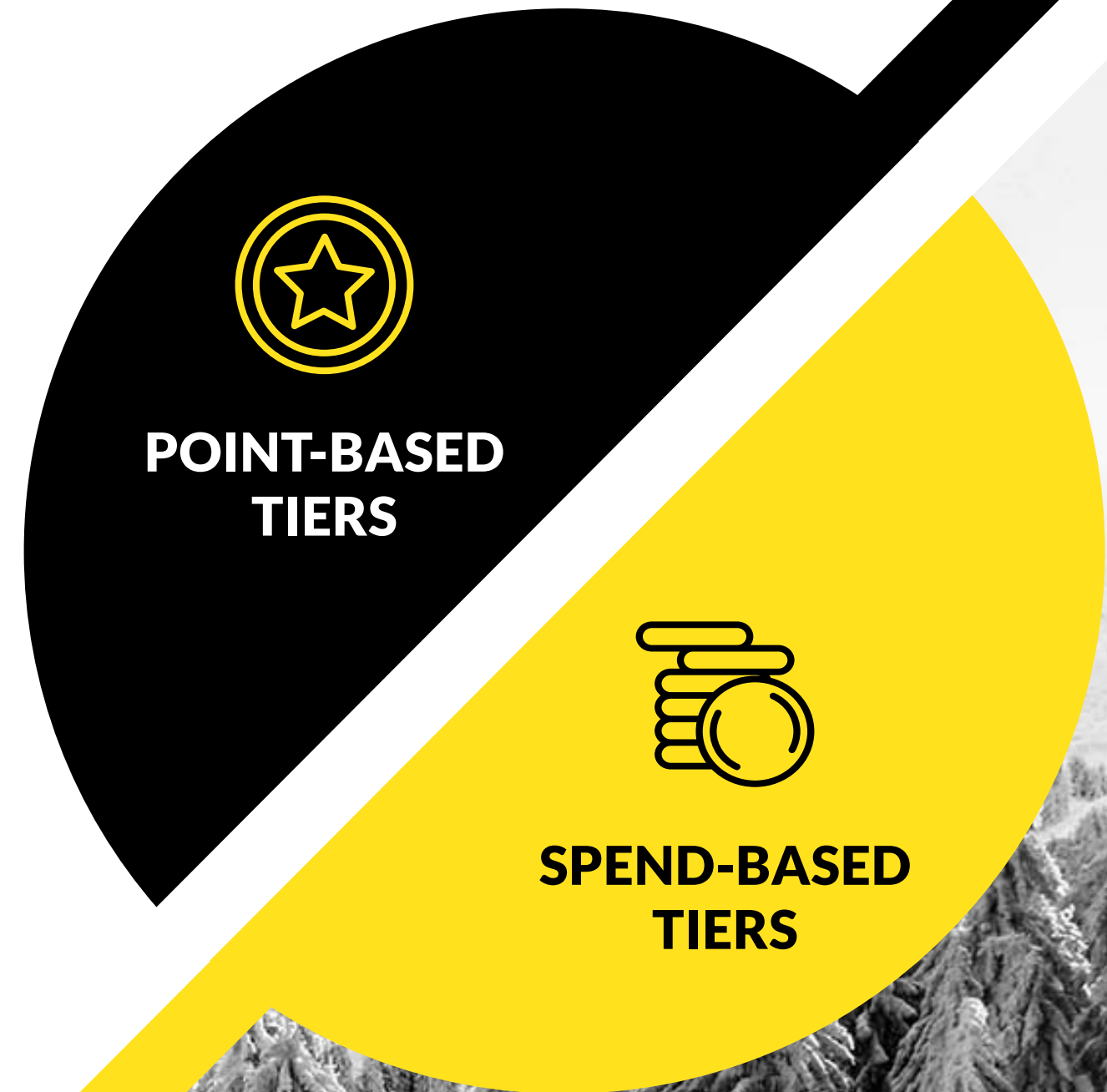
With so many improvements delivered, marketers and CRM executives can spend more of their time focusing on the creative part and deliver more value to their customers.

TIERS BASED ON SPEND

LOYALTY PROGRAMS WITHOUT POINTS

No two businesses look the same, so every loyalty program should reflect the brand's individuality. If you are serving affluent buyers with high-end products, for example in lifestyle and fashion, creating a tier system based on points can cheapen the the loyalty program in the customer's eyes.

Now you can define tiers either based on lifetime points collected or on customer spend – and the latter allows you to create a loyalty program without points. Basing your tier system on spend doesn't automatically exclude the possibility of including points in your loyalty program. With a little bit of creativity the two can be easily combined, reserving points as a means to redeem rewards, which are unlocked by tiers.





SURPRISE & DELIGHT MECHANISM

Customer expectations are at an all-time high, meaning that making a customer feel truly special and appreciated is no longer a simple task. However, failing to establish a close, personal connection with buyers may have a significant impact on your bottom line.

With its latest release, Antavo offers you a new way to emotionally connect with your customers. The platform's new Surprise and Delight mechanism empowers you to create a powerful bond with your customers.

Companies who've added Surprise & Delight to their retention strategy have experienced a boom in purchase frequency, and customer engagement. Buyers are inherently curious and they gravitate towards experiences that are about mystery and discovery. When buyers aren't aware of a gift, receiving it for the first time yields an emotional high, which they wish to experience again and again.

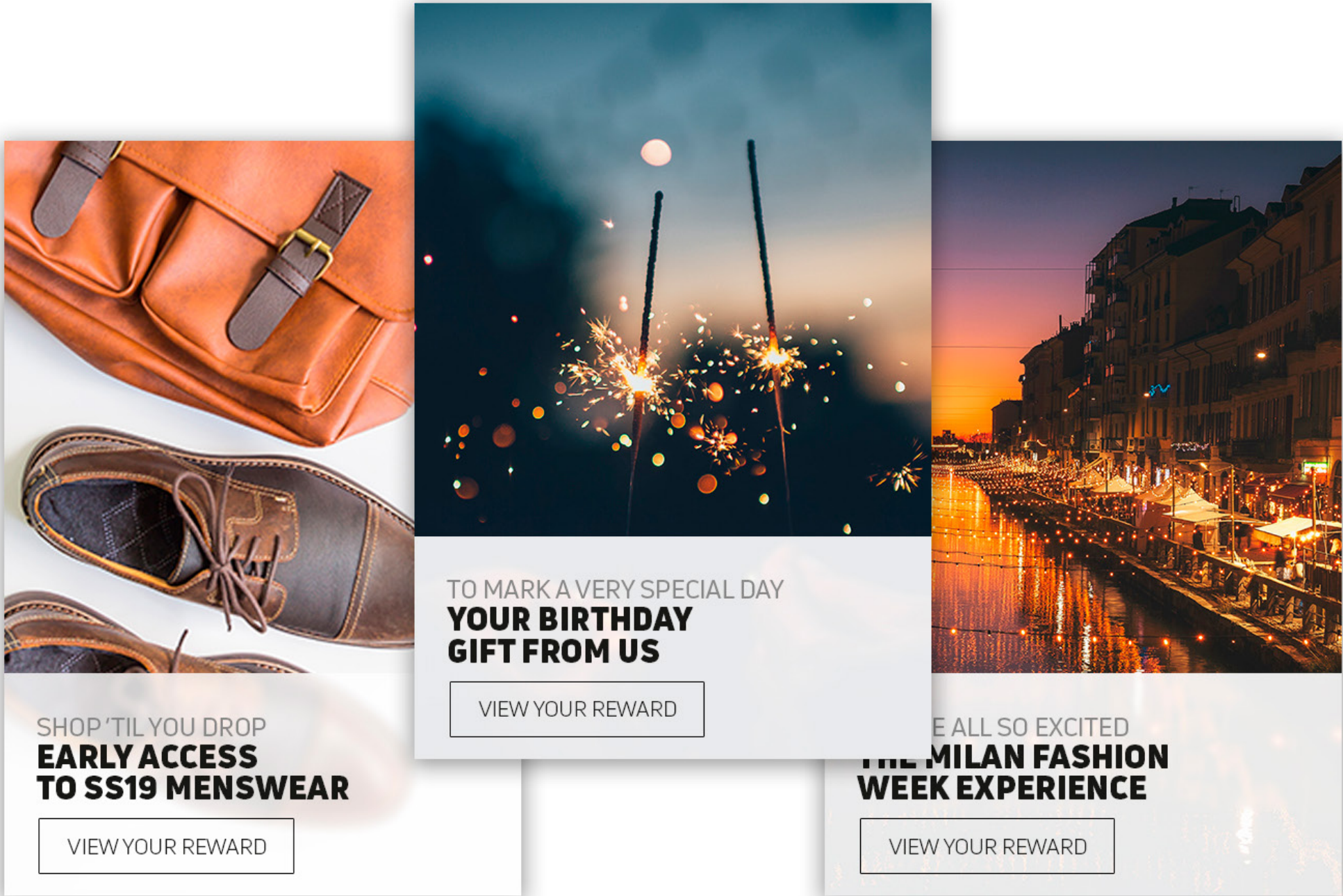
Surprise & Delight allows you to capitalise on this by rewarding customers for completing actions that are important for your business.

ANTAVO OFFERS YOU
A NEW WAY TO
EMOTIONALLY CONNECT
with Your Customers

With this strategy, buyers are not only more inclined to start repeating positive actions in hopes of more benefits, but your business stays on top of their customers' minds as well.

Using Automation, any customer interaction or challenge can be recognised with a Surprise & Delight reward. To maximize the impact of the strategy, it's vital to offer the right kind of incentive for every individual.

In this sense, A/B testing can help you maximise the effect of your loyalty program, and determine which reward combinations work best with customers.



REWARD GALLERIES

When you offer high-quality or experiential rewards, it's vital to showcase the benefits from as many angles as possible. It feels more real and informative.

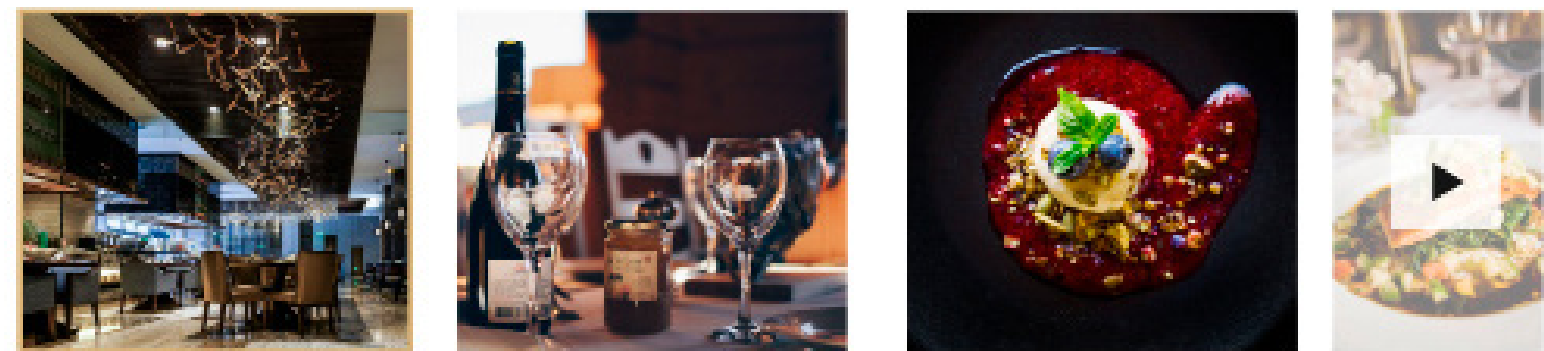
Prompting customers to envision themselves enjoying rewards is proven to lead to higher redemption rates. Users can upload multiple images for each reward in order to provide a better visual experience for their customers.



Gourmet Experience
À la carte Dinner in Rome
★★★★★
Guests to invite: 1-2

Enjoy a lavish dinner in Rome's most elite restaurant, visited only by the upper echelon of Italy's social circles. Savour exquisite dishes prepared by five-star chefs, taste finely aged wines and bathe in the beautiful panorama of the city.

CLAIM NOW



VERIFYING **PRODUCT REVIEWS**

Reviews are incredibly useful tools for increasing credibility and driving customer loyalty. They also have a positive effect on brand reputation.

BENEFITS **FOR THE CUSTOMER:**

Peer reviews are an important factor in making a purchase decision, as they reassure people that they will receive the value promised on the product page.

Customers also look up recommendations and reviews written by others, because people always trust information more when it comes from fellow shoppers.

BENEFITS **FOR YOUR BRAND:**

Good reviews foster trust and help you stand out from the competition.

They attract new customers in an organic manner and help you identify potential brand influencers.

OUR LATEST REVIEWS [Show all reviews](#)

Lilith M.

TRUSTED REVIEWER

★

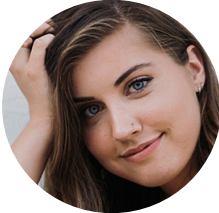
★

★

★

★

2 days ago



Amazing! Super fast shipping and delivery, great product and the personalization is fantastic. My fiancé loves it!

Simon T.

★

★

★

★

★

1 week ago



This seller is 2 for 2 so far in terms of product quality, customer service, and order processing. I had what I wanted literally two days later from placing the order. I couldn't be more satisfied.

Emma G.

★

★

★

★

★

2 weeks ago



GORGEOUS. Very pleased. My dude loves it so much. Price was insanely cheap so I was worried....but I agree with all the reviews! It's great quality. The free engraving turned out beautiful. We also ordered it a half size smaller based on reviews. PERFECT a big thank you!

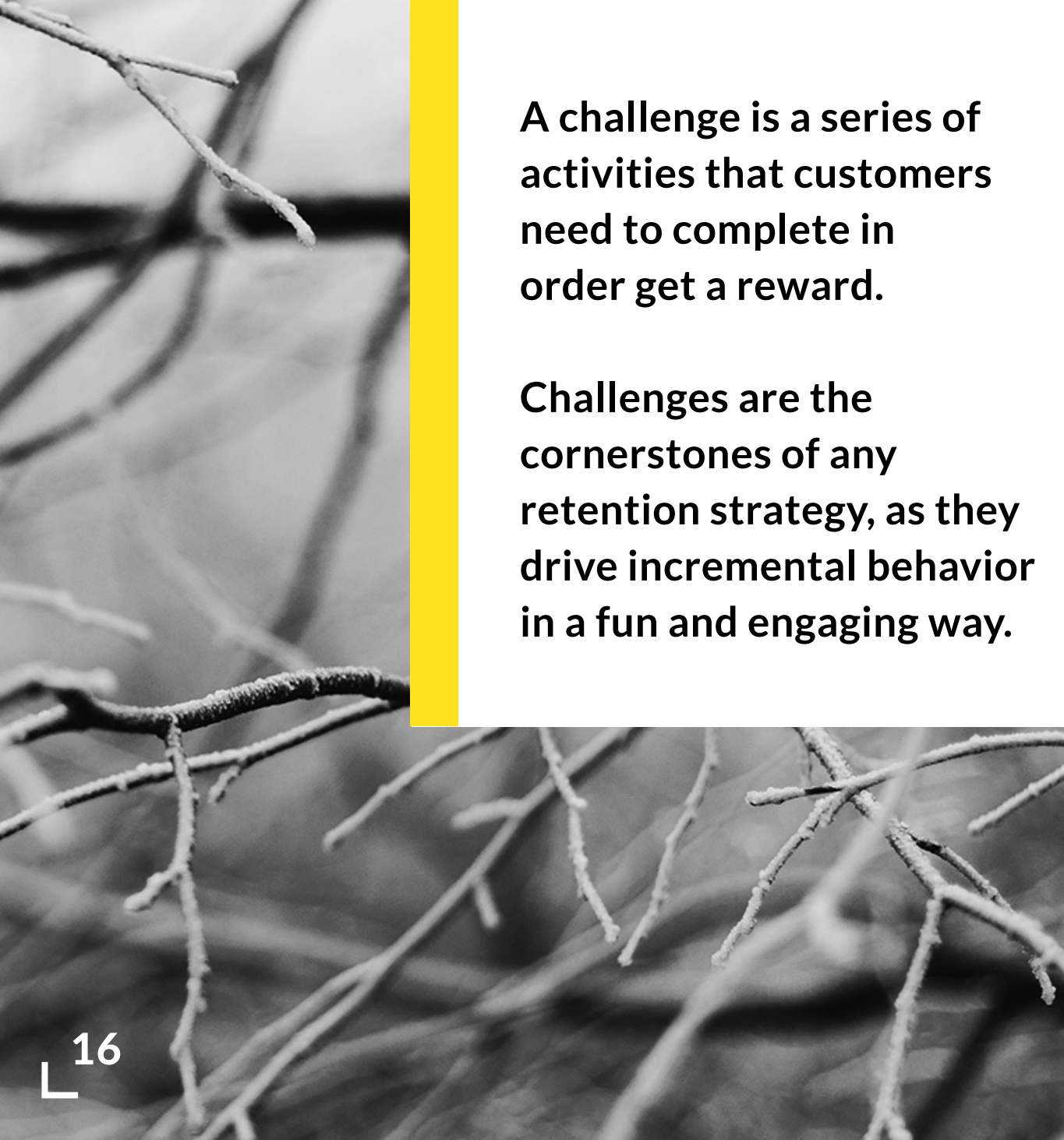
Boosting the number of submitted reviews by offering rewards might seem alluring, but the process always requires some form of verification, otherwise people will start overusing it.

If you wish to ensure that the ratings are trustworthy, this feature allows you to accept reviews only from customers who have actually purchased the product.



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PROGRESS TRACKING FOR CHALLENGES



A challenge is a series of activities that customers need to complete in order get a reward.

Challenges are the cornerstones of any retention strategy, as they drive incremental behavior in a fun and engaging way.

Drive company goals and deepen engagement

“Watch your inbox, and read 8 emails from us each month to permanently unlock free shipping!”

Let customers compete with each other to create a feeling of community

“Fitbit challenge - Gain points by regularly going for a run and have your high score displayed on a leaderboard”

Increase motivation through gamification

Setting a solid objective for customers nudges them to re-enter and complete the buying cycle.

Reward smaller interactions

Build consumer advocacy and generate positive buzz by acknowledging smaller achievements, thus involving customers who aren't big spenders.

It's essential to indicate how far consumers are from reaching their goals. Visualising the progress is a strong motivation for shoppers to go out of their way and complete the challenge. For this purpose, a progress bar is the most efficient representation. Unlike numbers, a progress bar taps into the customer's psyche by showing how close they are from a gratifying conclusion.

Their progress status also delivers information for you and the shopper alike. It enhances the feeling of gamification, giving consumers more incentive to engage with your business. You also receive valuable feedback indicating that a large number of audience is stuck at a certain point, which could prompt an opportunity to target them with a one-time surprise & delight offer, so they will resume their progress.



ATTILA KOVACS
Product Director
at Antavo

“To establish a close and personal relationship with customers, CRM teams and marketers need a solution that allows them to focus on creativity. I believe our latest release does just that.”



INTERESTED IN ENTERING THE NEXT ERA OF CUSTOMER LOYALTY
OR JUST SEEK TO LEARN MORE ABOUT SUCCESSFUL CUSTOMER
RETENTION STRATEGIES?

CONTACT ANTAVO
and get in touch with our experts!

EBOOK

DEMO

www.antavo.com