

RESIDENT

A Journey of Transition:

From small transactions for highly emotional occasions to high value transactions from emotional consumers

nectar 

AWARA

 DREAMCLOUD

nectar LUSH 

Wovenly

Clovelane
HOME

bundle

level sleep 

A mother, a wife, food lover

Moonpig...A household brand

<https://www.youtube.com/watch?v=BifM0FrI70I>

- Over 5 million Active customers
- £100 million in sales
- 80% Market Share in online greeting cards
- AOV £10-£15

moonpig



63 million
birthdays



1.7 million
new babies



1.8 million
weddings



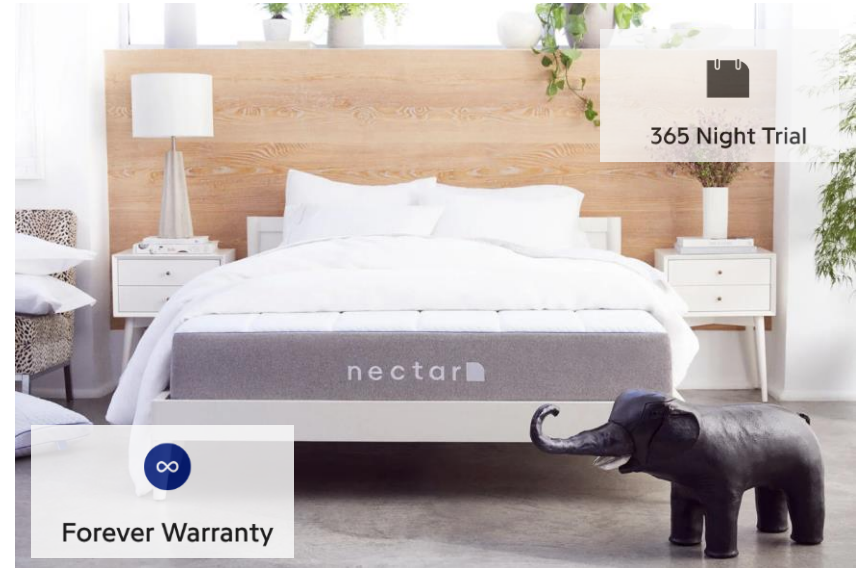
13 million
Christmases



Nectar?...not another bed in the box!

Nectar did \$40 million in sales in 2017, its first full year in business. Sales jumped by 525% in 2018, to \$250 million. Nectar was named the fastest growing e-commerce retailer in North America for 2018 by Internet Retailer.

Nectar Sleep UK launched in October 2018 and has won the Transatlantic Growth Awards in 2019



Everyone needs to Sleep...but why can't we?

Hardly a day goes by without some new story about sleep in the papers, on TV or in our news feeds. Sleep is everywhere. We are getting less and less sleep due to anxiety, stress, and the need to be constantly connected.

The Guardian reports that Sleep is a \$70 Billion dollar industry, with mattresses taking up over \$16 billion in the US alone. Pillows have their own segment worth over \$1.6 Billion!



Short-term problems can include:

- **Lack of alertness:** Even missing as little as 1.5 hours can have an impact, research shows.
- **Impaired memory:** Lack of sleep can affect your ability to think and to remember and process information.
- **Relationship stress:** It can make you feel moody, and you can become more likely to have conflicts with others.
- **Quality of life:** You may become less likely to participate in normal daily activities or to exercise.
- **Greater likelihood for car accidents:** Drowsy driving accounts for thousands of crashes, injuries and fatalities each year,

Personas



Old Mattress owner

Old Mattress
Mattress sags
Makes noise
Uncomfortable

Pain

Can't sleep well
Back pain
Mattress firmness
Doctor recommendations

The Upgrader

Hotel Experience
Move to new house
New mattress tech
Need bigger mattress

High Volume Transaction vs High Value Transactions

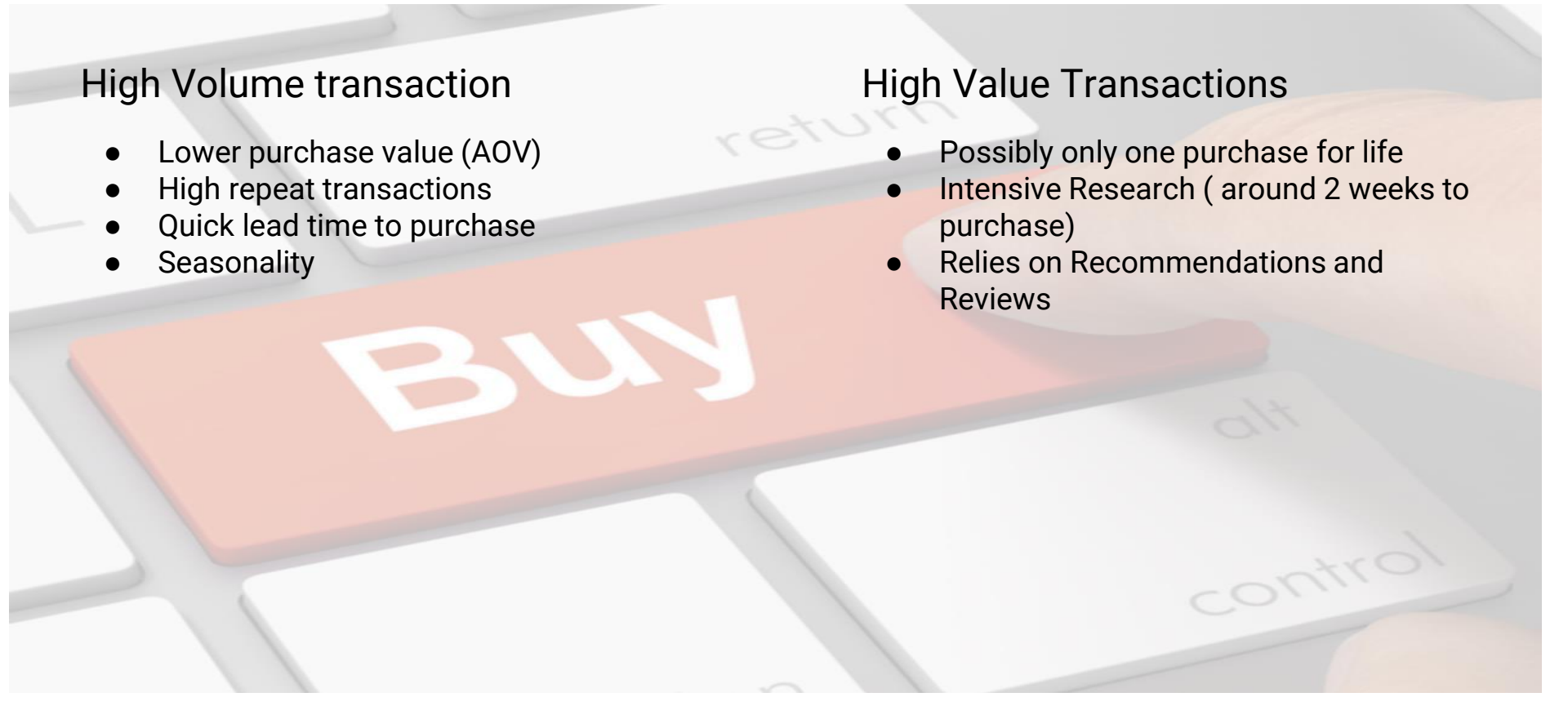


High Volume transaction

- Lower purchase value (AOV)
- High repeat transactions
- Quick lead time to purchase
- Seasonality

High Value Transactions

- Possibly only one purchase for life
- Intensive Research (around 2 weeks to purchase)
- Relies on Recommendations and Reviews



Emotional Occasion

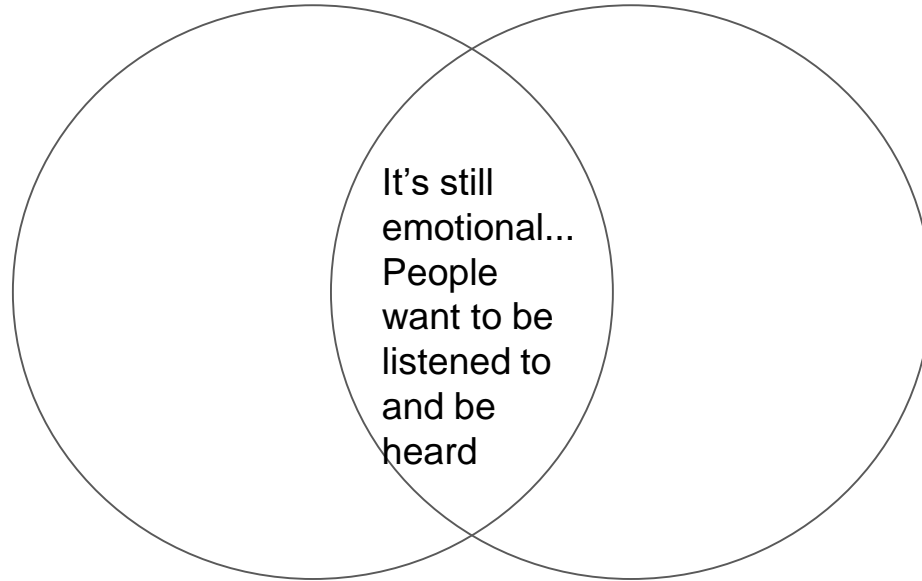
- I want someone to feel special
- I want to feel a halo effect (Vanity)
- I only have one chance to get this right
- I've made extra effort
- Don't embarrass me

Emotional Purchase

- This will make me feel happy
- I want to feel better
- I deserve this



Are they really so different?



“The rational brain is great at rationalising what the emotional brain has already decided.”

The power of reviews

- 65 million reviews - we are in the midst of a rise in review culture. 84% of shoppers read online reviews before buying (with 46% checking star ratings before making an online purchase)
- A chatty social culture that is both vocal and unforgiving



STARS: 58% pay attention to stars when judging a brand

VOLUME: 54% look at the number of reviews a retailer has received

RECENCY: 43% consider the recency of the reviews received

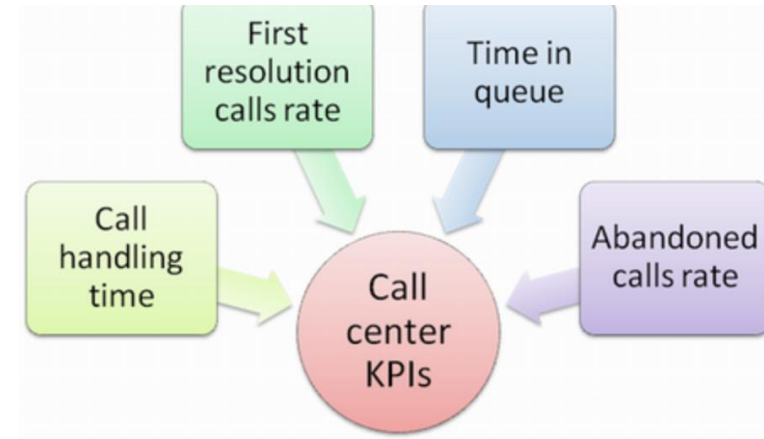
C.A.R.E - Customer Acquisition through Real Empathy



'H3'

F. Leavy 3/500

20 seconds



“The only person who gets more monitored than a contact centre agent is an astronaut!”

Technology and where it's going in CS

It's harder than ever to keep up with your customers and their constantly changing expectations.

Liquid Expectations

- Instant gratification
- I deserve this

“Customers have been spoiled. Thanks to companies such as Amazon and Apple, they now expect every organisation to deliver products and services swiftly, with a seamless user experience.” (McKinsey & Co)

We watch our food come to us, as we track it on Uber Eats or Deliveroo. We don't want to wait!



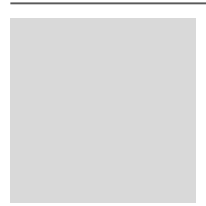


My Lessons Learned



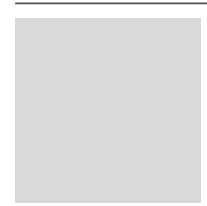
C.A.R.E

Being Authentic and have a genuine care for the people you work with and the customers who have chosen to trust you to deliver for them



TECHNOLOGY

You are only as strong as your weakest link. Don't leave your CS technology as your last priority



LISTEN

All human beings are driven by emotion - we all want to be valued and heard



EFFORT

Remove all barriers - don't leave the burden of effort on the customer - SIMPLIFY

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Thank You

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