

DATI, VALORE E FEDELTA'

LO SCENARIO DEL LOYALTY MANAGEMENT

Cristina Ziliani

XIX Convegno Osservatorio Fedeltà UniPR

24 ottobre 2019



Il nuovo concept di Starbucks riservato ai membri del programma fedeltà



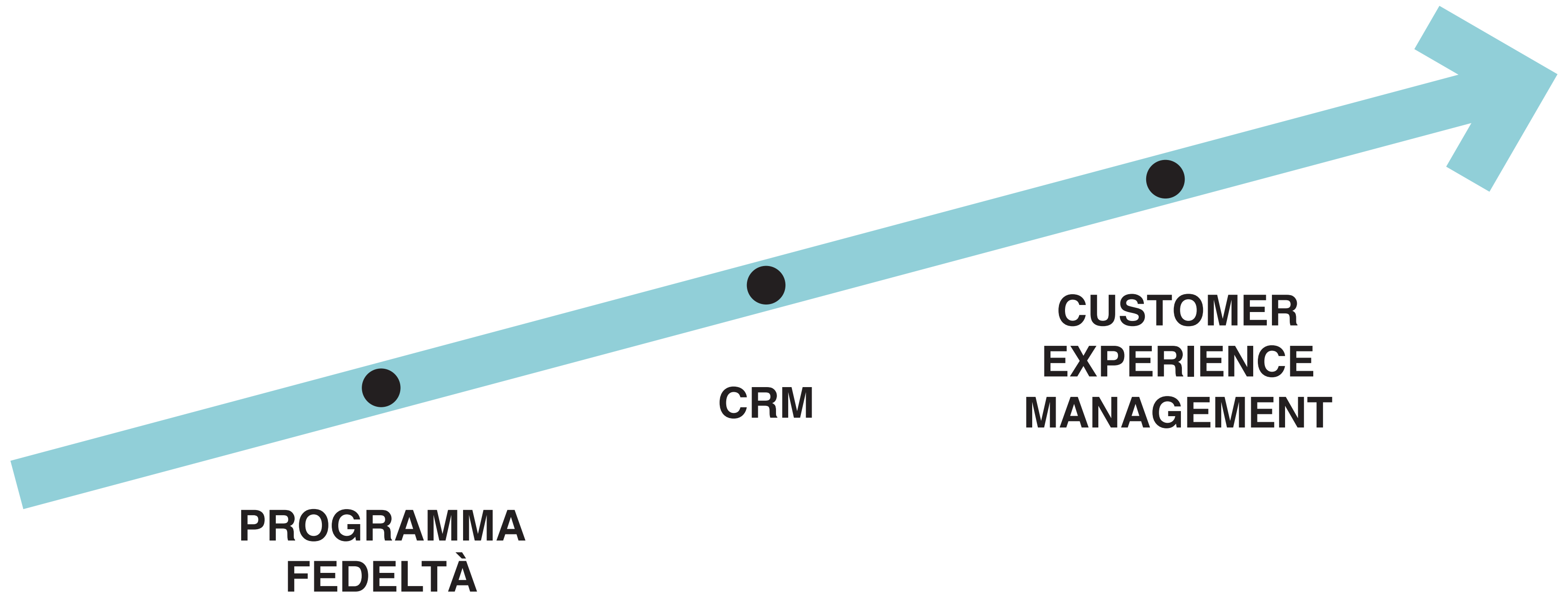
“The entire store exists to serve as a hassle-free experience for Starbucks’ most enthusiastic fans”

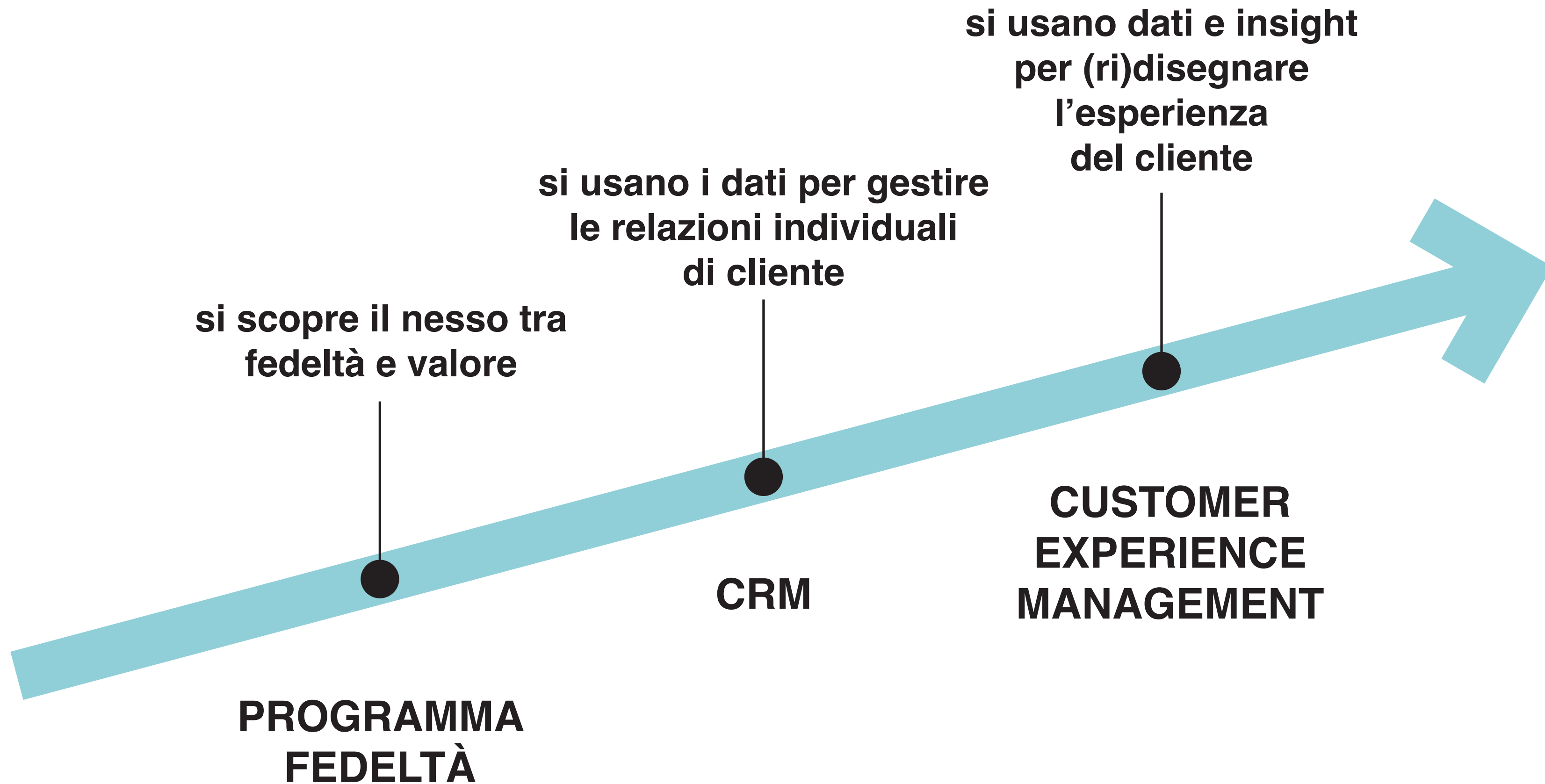
17 milioni di membri del programma

14% delle transazioni passano dalla app



LE TRE FASI DEL LOYALTY MANAGEMENT





HEALTH, BEAUTY AND PERSONAL CARE

1500 milioni di \$



**farmaci etici e
da banco**



**cosmetici e
profumi**



personal care

WALGREENS BALANCE REWARDS

85 milioni di membri attivi nel programma fedeltà

55 milioni di download delle app



Plenty of points. In plenty of places.

Finding points and saving money with Balance Rewards is easy. Look for featured items in store and online each week, and earn even more for healthy behavior.

The more you earn, the greater the reward.

Find points in store and online.

Featured items Walgreens Weekly Ad › Duane Reade Weekly Ad ›		points vary
Prescriptions ¹ Refill now › Find a store ›		500 points/ea.
Immunizations ¹ Schedule now ›		500 points/ea.
Exclusive Member Offers See all offers ›		points vary
AARP exclusive offers ² See offers ›		points vary
Over-the-counter-items Offer only valid in AR, NJ & NY stores.		10 points/\$1 spent

Get points for the healthy activities you do.*

Set first healthy goal ³ Get started ›		250 points/1st goal
Link a device or app ⁴ See devices & apps ›		250 points/device or app
Walk, run or cycle Log activity ›		20 points/mile
Frequent activities Log activity ›		20 points/daily log
Weight tracking Weigh in ›		20 points/daily log
Blood pressure test Log reading ›		20 points/test
Blood glucose test Log reading ›		20 points/test

CarePass di CVS è un programma fedeltà come Prime:

- 48\$ all'anno (o 5\$ al mese)
- consegna gratuita in 1-2 giorni
- sconti
- helpline 24/7 col farmacista

AUTO-REORDER & SAVE

10% OFF + FREE shipping starting on your second delivery
Save even more! 20% OFF most Well at Walgreens products*

carepass™

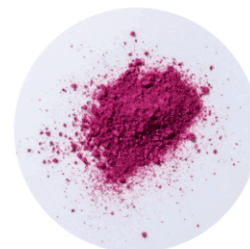
The image shows a woman and a young boy smiling and holding several cardboard boxes with the CVS pharmacy logo. To the right, three products are displayed: a box of Men's Rogaine Extra Strength hair regrowth treatment, a tube of Neutrogena Oil-Free Acne Wash, and a bottle of Walgreens One Daily Multivitamin for men.



Vitamin K2
90 mcg



Vitamin D3
2000 IU



Vitamin B12
8 mcg



Boron
1 mg



Iron
8 mg



Vitamin E
10 IU



Magnesium
50 mg



Folate
600 mcg



Omega-3
320mg



Linea cosmetica
dermatologica
basata sull'insight
Watson + Shiseido



CUCIRE I CANALI PER OFFRIRE UNA ESPERIENZA “OMNICHANNEL”

Fase del Search & Discover

Servizi di cucitura:

Local SEO

Virtual catalogue and product pairings

Stock availability

Click & reserve

Mobile couponing based on geolocalisation

Fase del Path to Purchase & Fulfillment

Servizi di cucitura:

Product tracking / ordering (endless aisle)

Shopping cart available through channels

Persistent shopping basket

In store return of digital purchase

Click & collect

Mobile payments instore

Fase del Personalization & Engagement

Servizi di cucitura:

Digital loyalty card or customer ID

Wish list

Online appointment scheduling

Order history

Offer associated to instore purchase redeemable only online

Offer associated to online purchase redeemable only instore

programma
fedeltà

CRM

insight-based new
products and services

touchpoint
design

smart and
robotic services

platform
models



Boots launches free online NHS repeat prescription service

June 1, 2019



CVS Minute clinic video visit

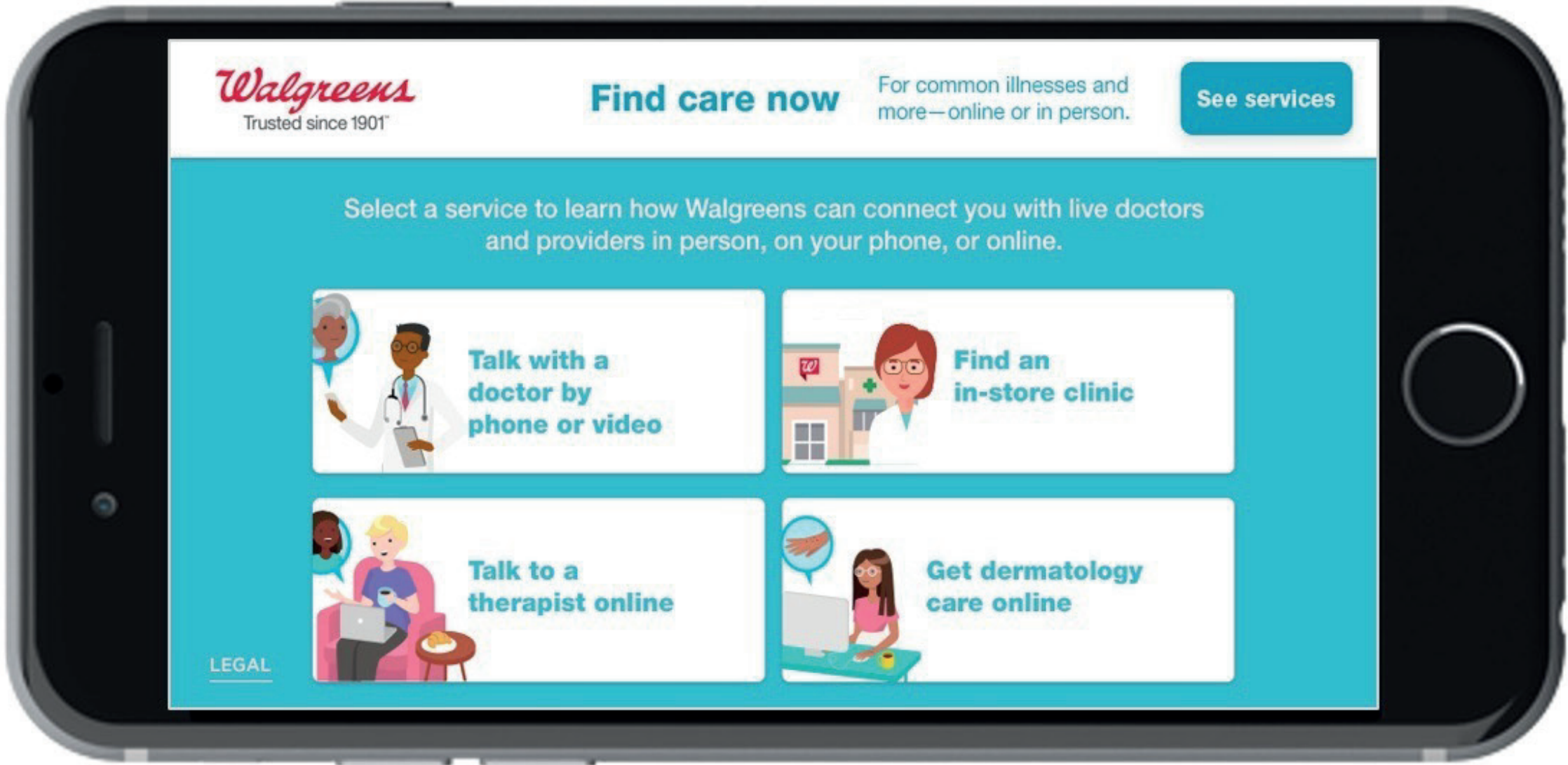
59\$

24/7

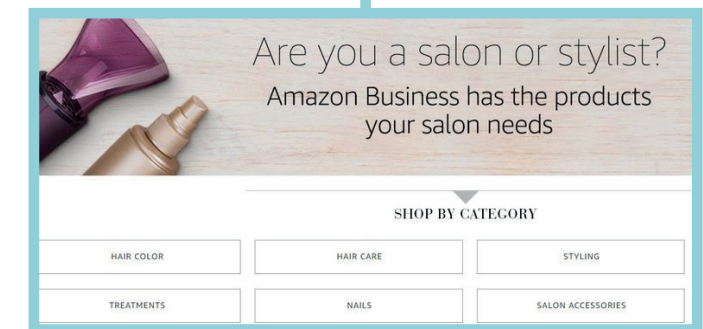
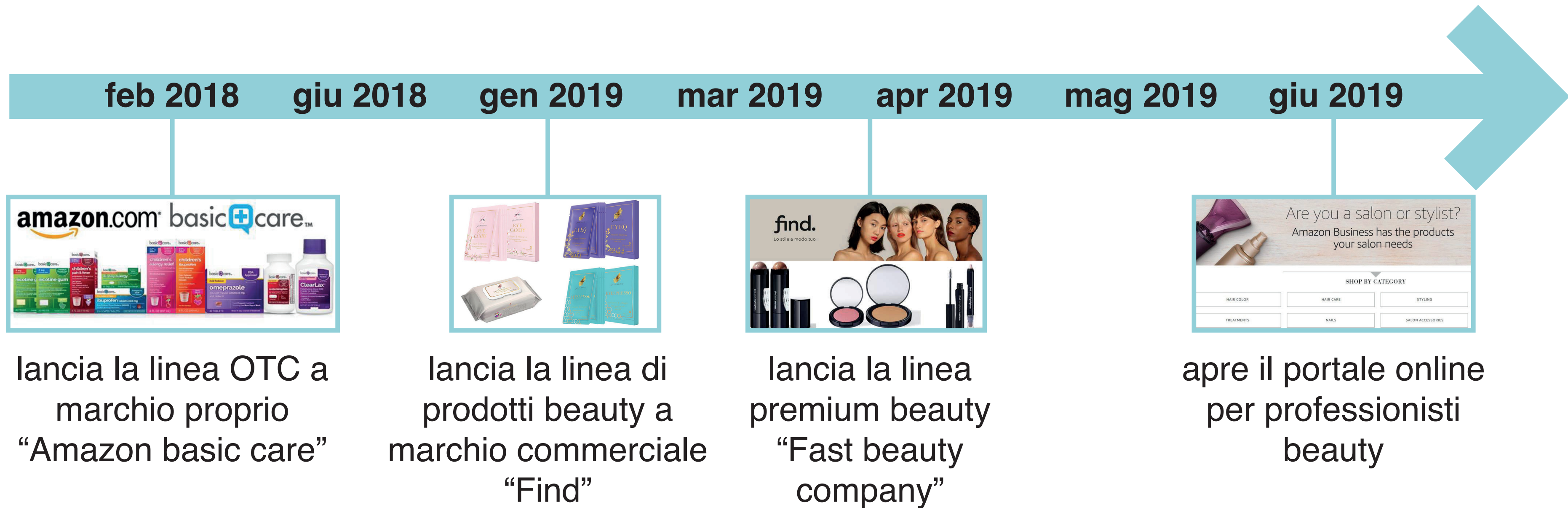
30% delle visite sono fuori
degli orari di apertura



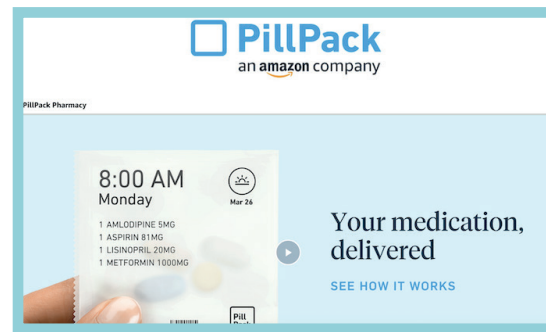
Walgreens platform for healthcare providers







acquisisce Pillpack
farmacia online a
subscription



sviluppa voice recognition
e NLP software per Alexa
per gestire le informazioni
sui pazienti



sviluppa
voice activated wearables
in grado di misurare
le emozioni



feb 2018

giu 2018

gen 2019

mar 2019

apr 2019

mag 2019

giu 2019



lancia la linea OTC a
marchio proprio
“Amazon basic care”



lancia la linea di
prodotti beauty a
marchio commerciale
“Find”



lancia la linea
premium beauty
“Fast beauty
company”



apre il portale online
per professionisti
beauty

Amazon compra PillPack, la farmacia online

In arrivo anche le medicine a casa?

29/06/2018



**38% della popolazione U.S.A. li
utilizza almeno 1 volta al mese**
eMarketer, 2019



Amazon patents Alexa tech to tell if you're sick, depressed and sell you meds

Echo could analyze your voice to detect a "physical or emotional abnormality."

JON BRODKIN - 10/11/2018, 7:13 PM



Amazon's Alexa now handles patient health information

Amazon has invited six health care companies to build tools using Alexa

By Angela Chen | @chengela | Apr 4, 2019, 11:21am EDT

f SHARE



Software di natural language processing (NLP) che permette di estrarre informazioni dai dati medici non strutturati

Nuovi servizi voice-based che consentono:

- **agli operatori, di gestire le informazioni sui pazienti**
- **ai pazienti/consumatori di usare la voce per gestire da casa con Alexa bisogni quali prenotare visite mediche, richiedere una ricetta, informazioni sui dosaggi dei farmaci prescritti, ricevere consigli personalizzati**

Amazon Comprehend Medical

Extract information from unstructured medical text accurately and quickly
No machine learning experience required

Get started with Amazon Comprehend Medical

TECH TALK

AI-Powered Health Data Masking

Learn how to use a pre-built solution from AWS to identify and mask health data in images or text.



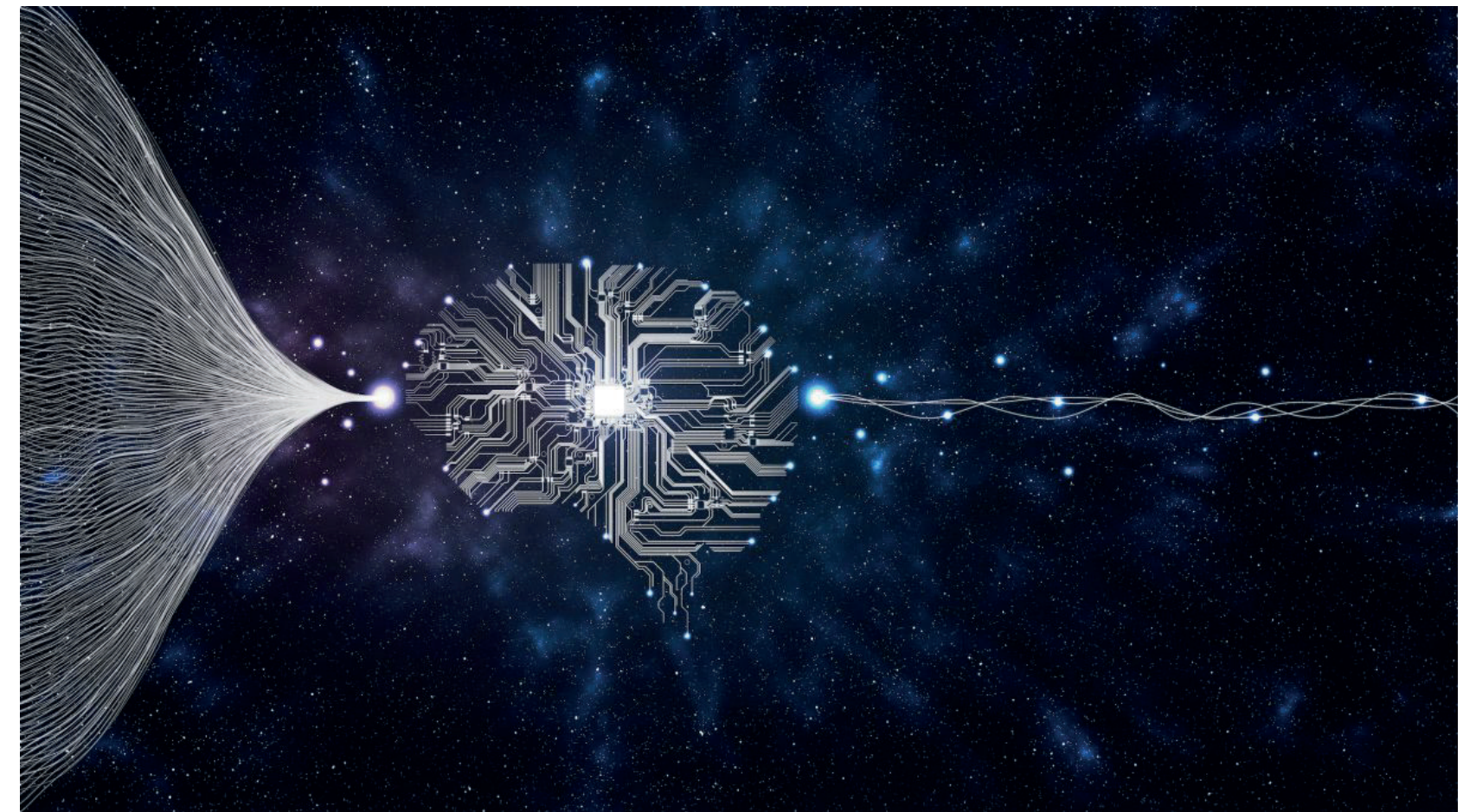
**MS MA.R.CO test e SquAD
test**

Alibaba bot AliMe = 0.54

esseri umani = 0.539

Alibaba AI Beats Humans in Reading-Comprehension Test

Christine Chou | July 9, 2019



Alibaba Group's machine-learning technology is better reading comprehension than humans, according to a well-know test built for the industry by Microsoft.

A disposizione dei merchant
sulle piattaforme di Alibaba,
Tmall e Taobao

Serve **50** milioni di utenti
giornalieri

Il giorno dello Shopping Festival
ha gestito il **98%** delle richieste

Ha raggiunto un massimo di
83.000 utenti serviti al minuto

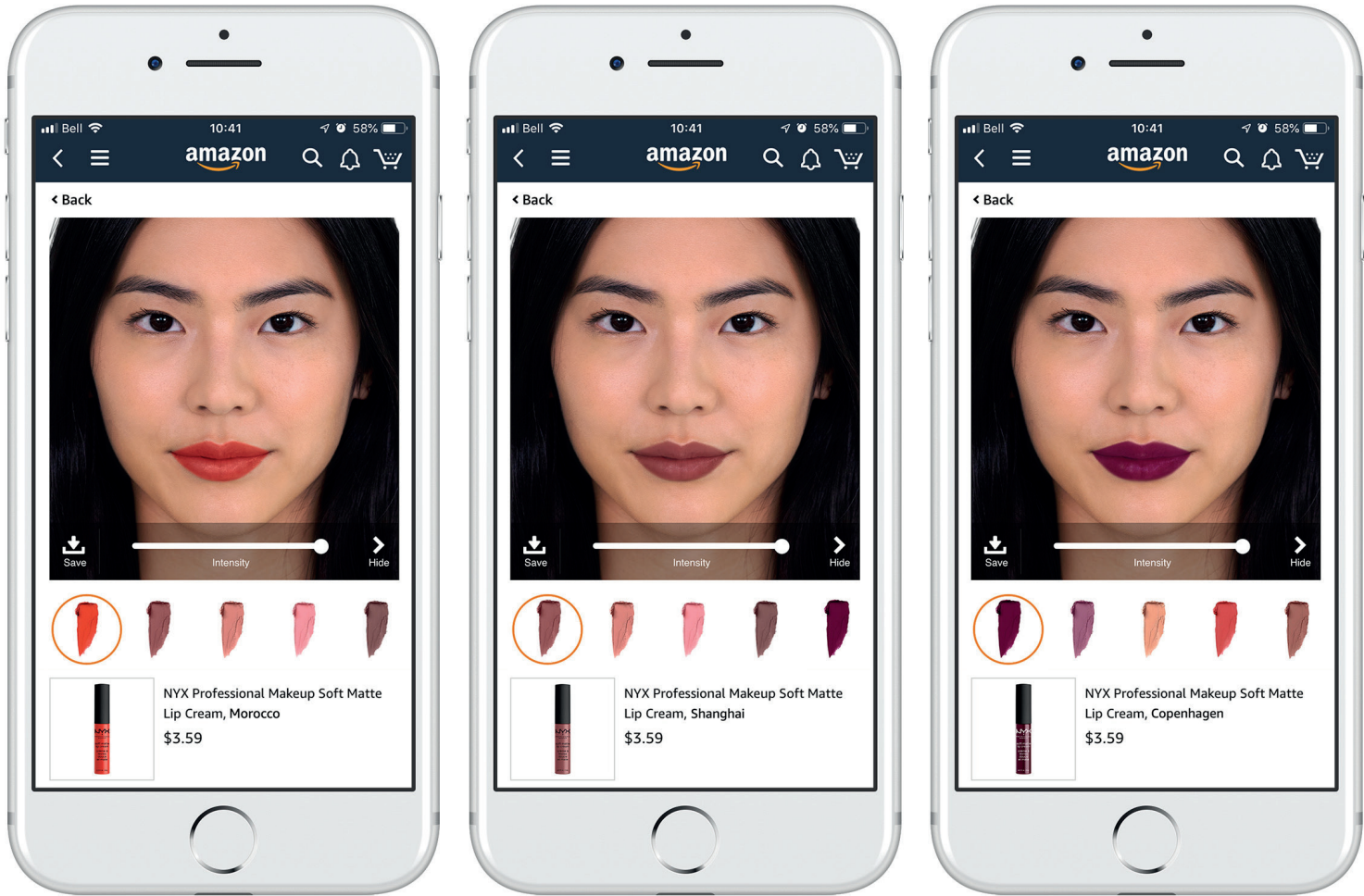


AliMe Bot Platform Technical Practice
- Alibaba' s Personal Intelligent Assistant

Alibaba Group – Intelligent Innovation Division
——Haiqing Chen(Hunter)

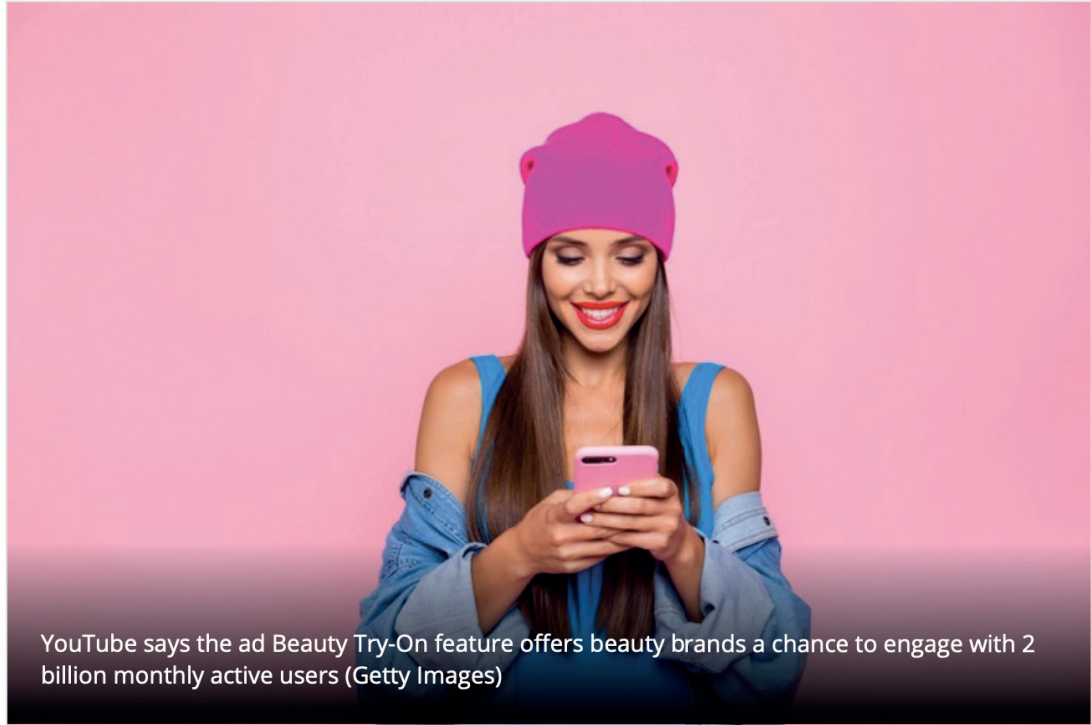
Alibaba's AI beauty mirror “Genie queen”





Virtual beauty: YouTube expands AR Beauty Try-On to smartphone ads

By Kacey Culliney
15-Oct-2019 - Last updated on 15-Oct-2019 at 13:07 GMT



YouTube says the ad Beauty Try-On feature offers beauty brands a chance to engage with 2 billion monthly active users (Getty Images)

RELATED TAGS: Youtube, Google, AR, digital, Virtual reality, Lipstick, make-up

Airbnb Is Adding a Loyalty Program to Reward You for Booking



Uber offers UK drivers free college tuition with new loyalty program

Published Thu, Sep 26 2019 - 9:12 AM EDT



Groupon launches membership program

By Dan Berthiaume - 08/07/2019

