



TOP
TOY



Practical challenges around creating a Club with the purpose to increase loyalty

And everyone else is ready



Top Toy (BR is a part of Top Toy)

- Leading toy retailer in the Nordics
- Been on the market since 1963
- 250 physical stores
- 4 webshops
- 5 countries
- Club BR since the early 90's
- 1,6 million households have a membership

Being in the market since 1963 means heritage and heart.

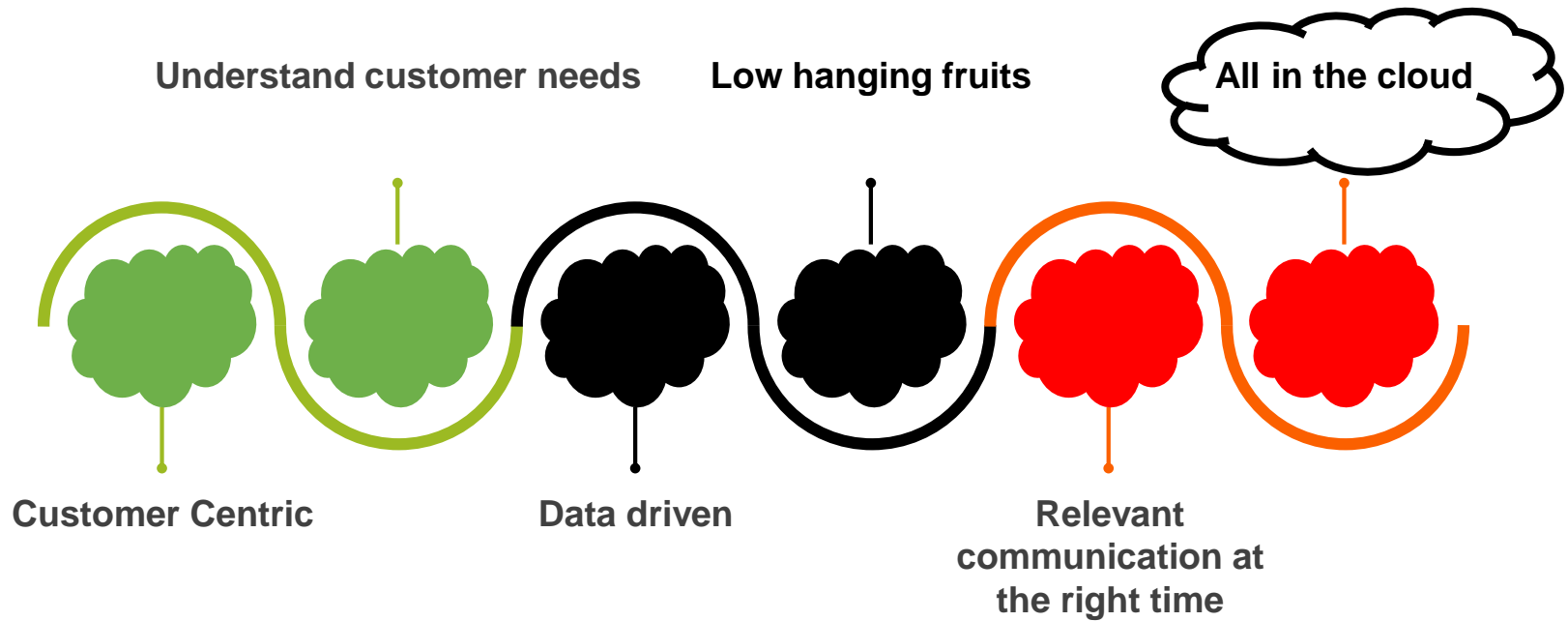
Being in the market since 1963 also gives you a lot of
This is how it has always been.





Everyone else is ready

Everyone else is not ready



Imagine if...



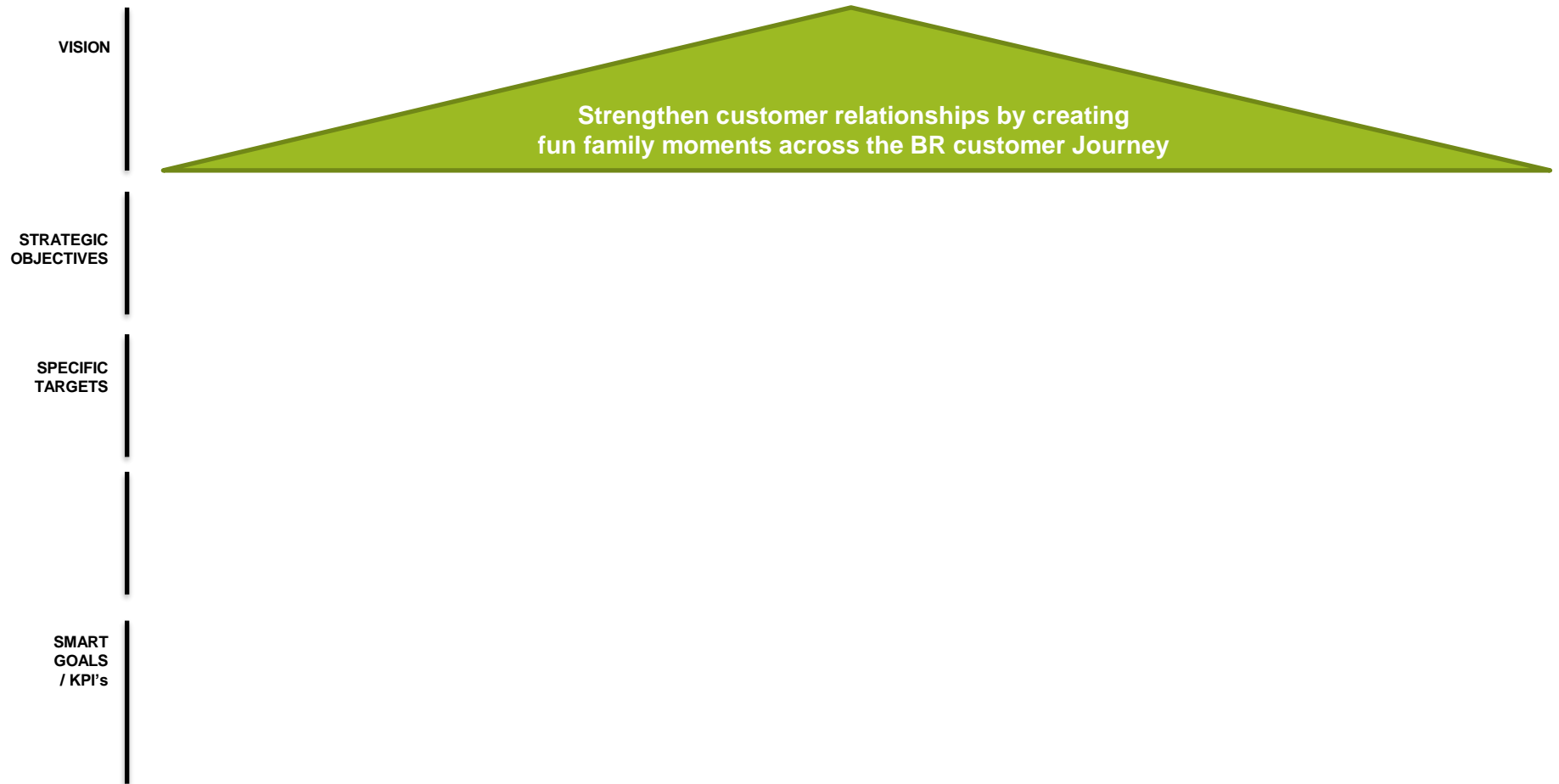
I'll try to sell them this one

-
I have so many in stock and
the GM is just fine



How do we fix it?

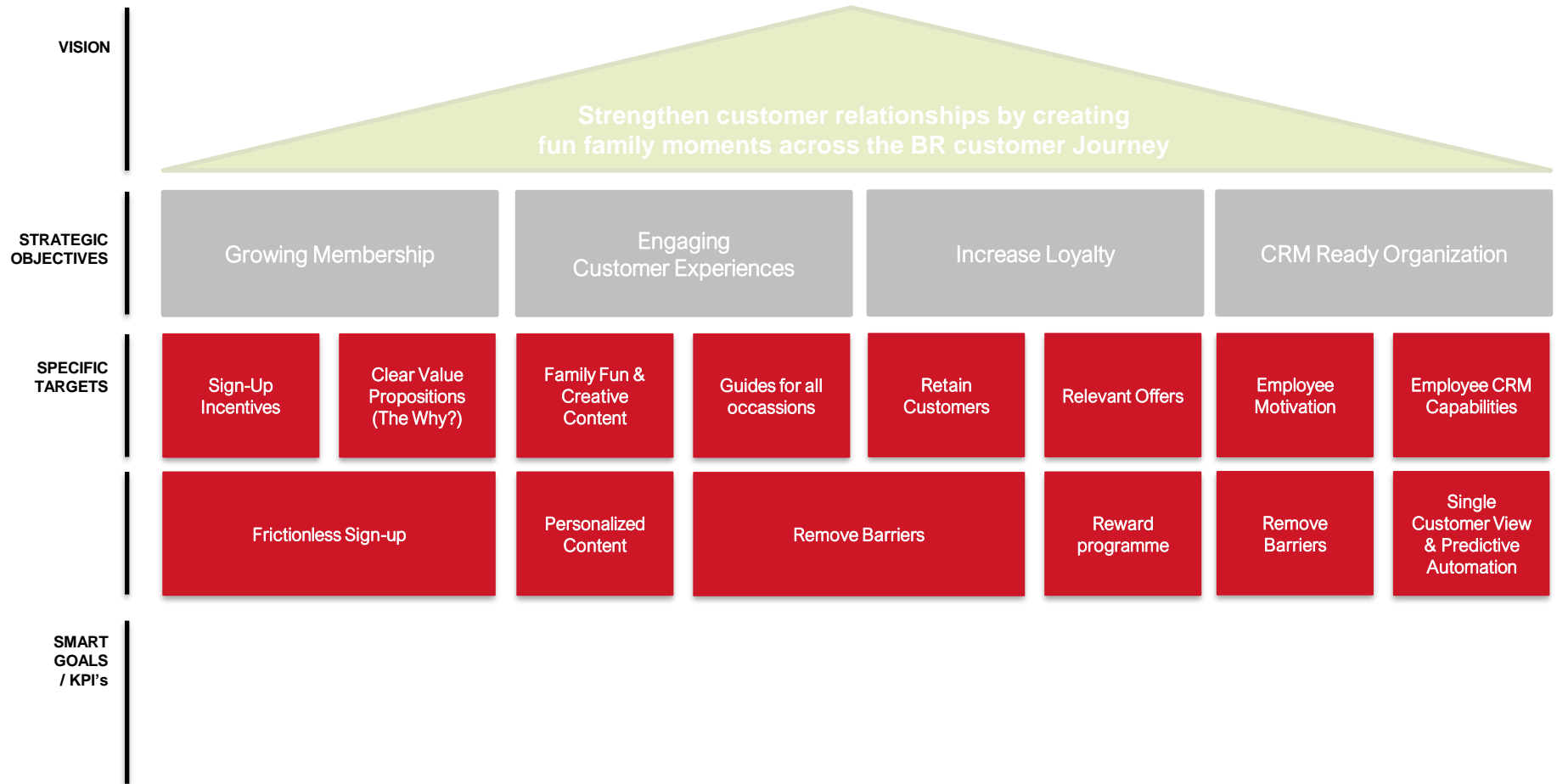
How to reach our vision



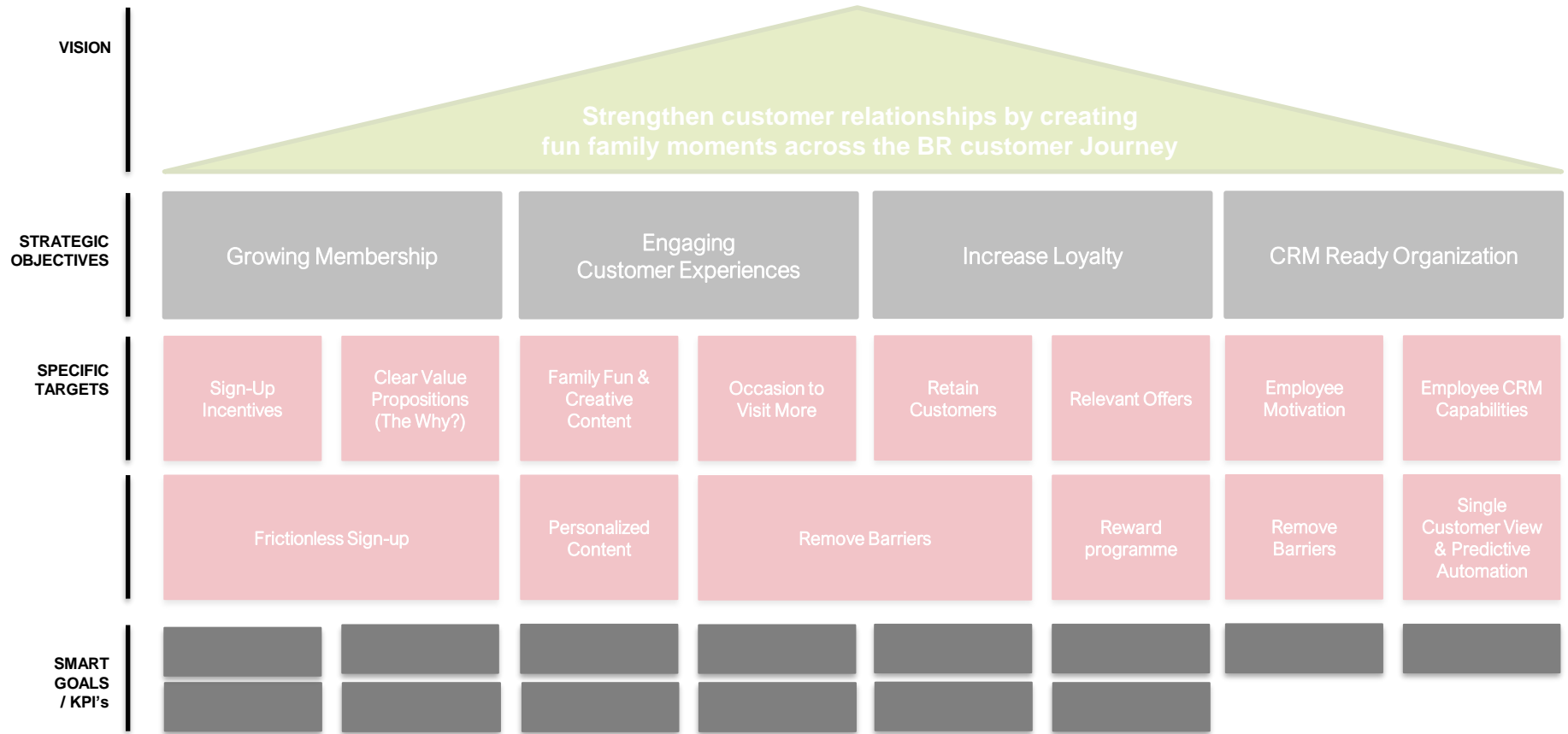
We are working with 4 strategic objectives



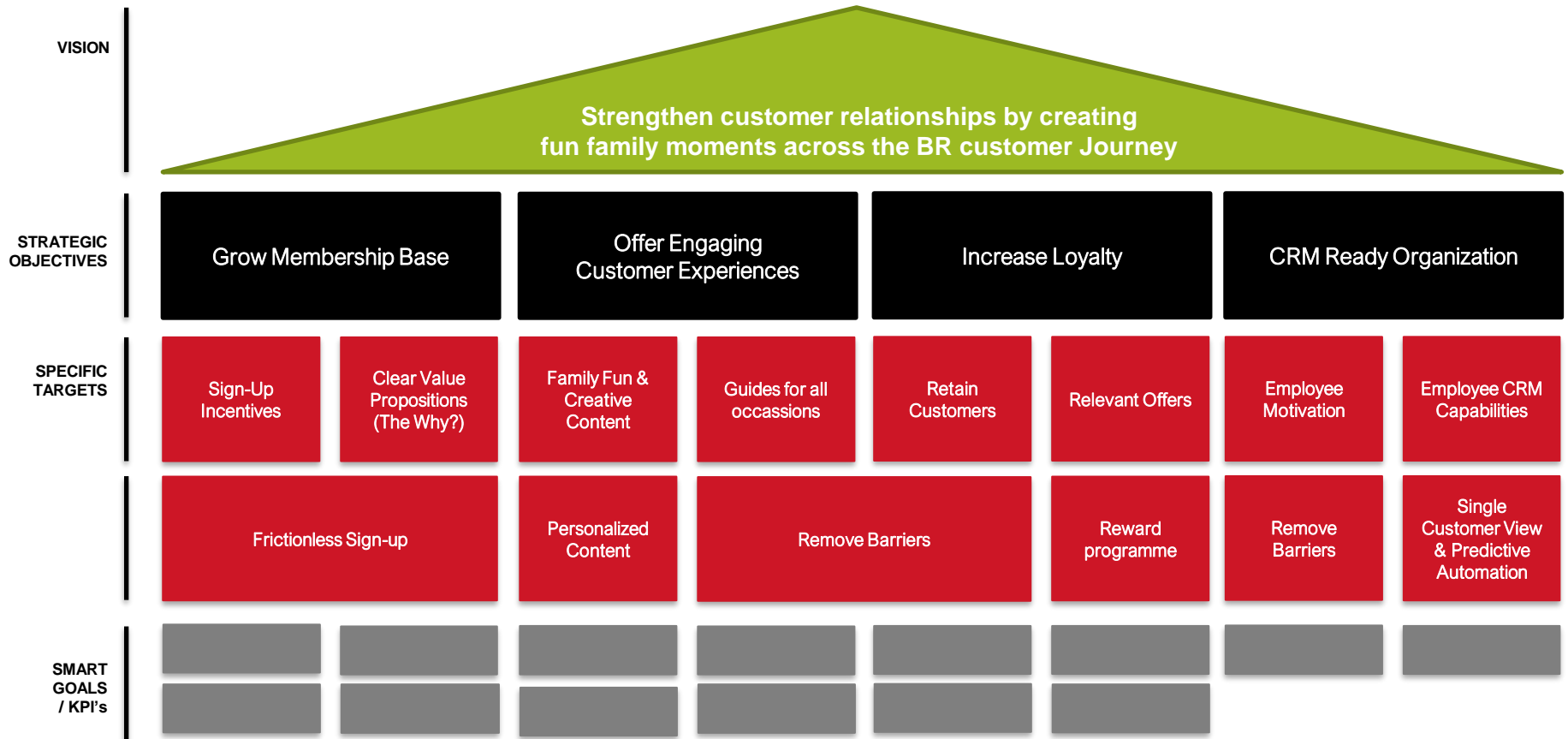
To support that we work with specific targets



To see results we measure



This is the house we've built. We are ready?



Practical challenges

Create the Concept and the Strategy

Keep the companies DNA even if changing



Market Logic

- Bonus
- Points
- Discounts
- Gifts
- Offers

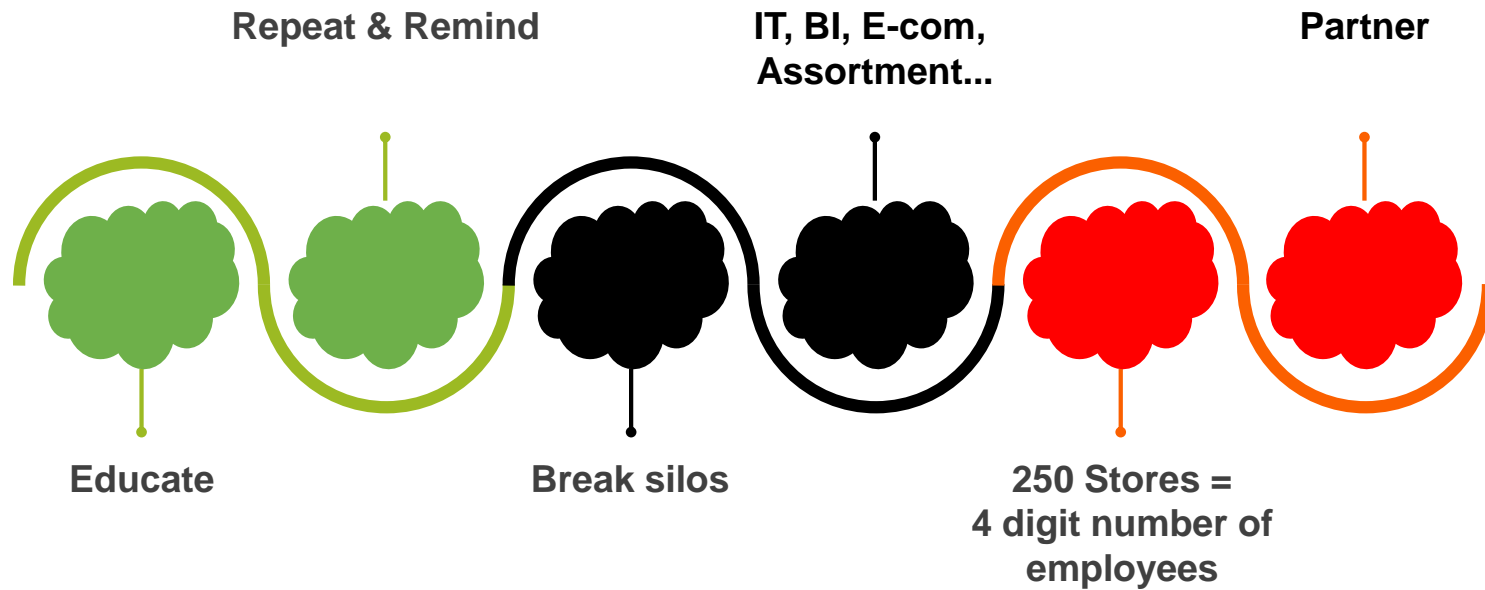
Behavior

Social Logic

- Knowledge
- Service
- Entertainment
- Community
- Status

Attitude

Practical challenges



Practical challenges

System support

A system will not solve your challenges

True? Yes

False? Yes

Imagine if...



..and back to the wine store...



I'll propose them their preferred Australian red wine

The Smiths used to come in weekly, but now they haven't been here for 4 months - I have to ask them why

I can see their satisfaction with us has been declining - I really need to exceed their expectations today

Mrs Smith has her birthday next month - I'll ask if they need wine for a dinner party

The last five times they shopped with us they didn't buy on promotion - hmm low price sensitivity;-)

We are on a journey

Thank you

**Petra ter Laak
petl@top-toy.com**