

helixion

mobey forum

Add value to your customers by
becoming part of their tribe

MobeyForum member meeting – Vienna – Dec 2014

The context



Legacy thinking

[Video - play me](#)

Understand the psychology of mobile phones

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Understand the psychology of mobile phones

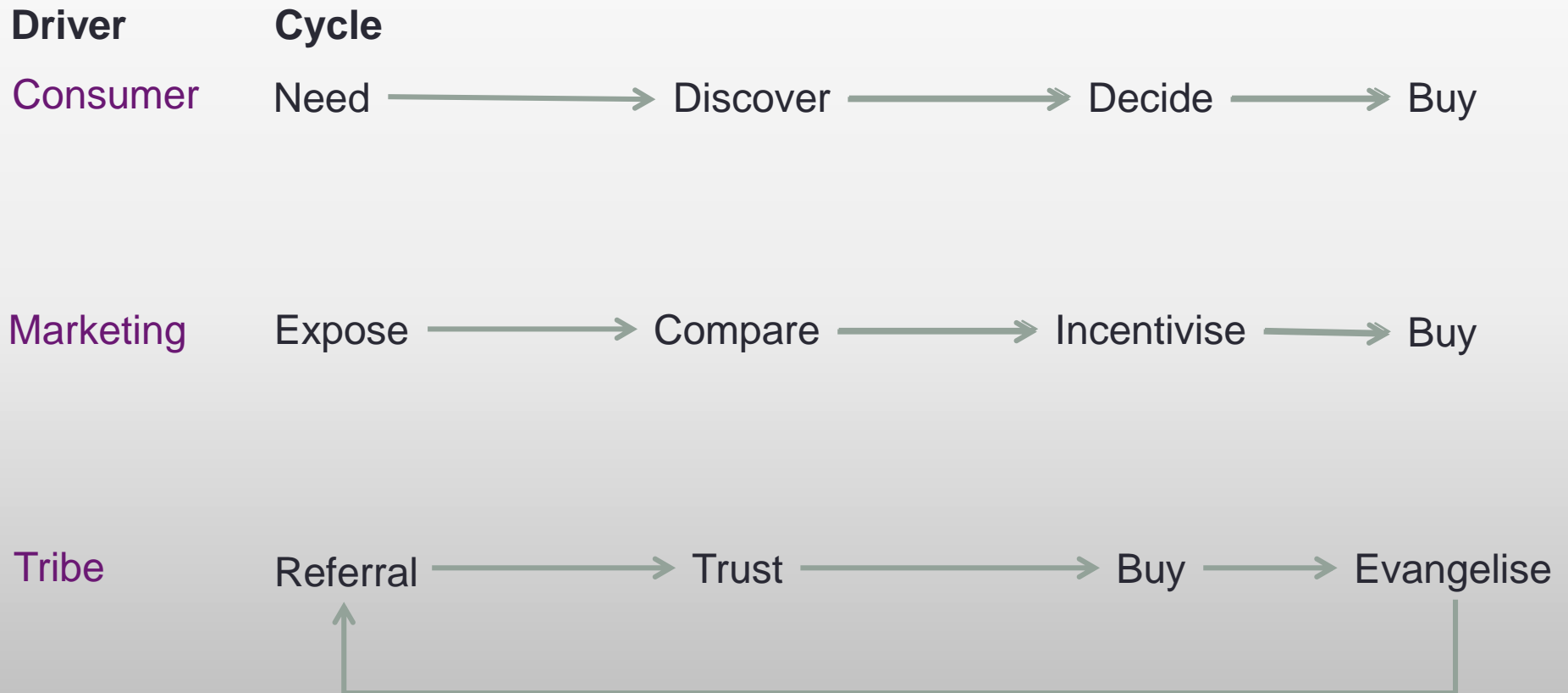


Understand the psychology of mobile phones



Is the way we shop
changing?

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Is the way we shop changing?

2013 Study: 79% Of Consumers Trust Online Reviews As Much As Personal Recommendations

Myles Anderson on June 26, 2013 at 9:00 am

Today, we at [BrightLocal](#) released the findings of our 2013 Local Consumer Review Survey. This is

88% of consumers consult reviews when making a purchase



By David Moth @Econsultancy

Survey: 90% Of Customers Say Buying Decisions Are Influenced By Online Reviews

Amy Gesenhues on April 9, 2013 at 8:00 am

According to a new [survey](#) conducted by Dimensional Research, an overwhelming 90 percent of

The traditional shop



Today



Today – two problems

The retailers don't know us

&

We don't know the retailers

How does mobile help?

Learning about the customer

- Is it really about big data?
- Perhaps its about lots of little data?
- Personalised targeting
- Impersonal (or partially) personal misses the target and potentially “creeps out” the customer
- Just because we can do something, doesn’t mean we should.

Learning about the customer

18 Nov 14

TESCO STORES 2837 CD 6013

DEB

22.96

Earn 15% Cashback on your next groceries shop at Waitrose

Expires 07 Dec 2014



Click to select

Building brand

- Brand is about more than a logo
- Its about what the customer knows about the retailer – or at least thinks they know about the retailer
- In a world where our tribes are becoming larger, brand protection becomes more important
- With a good brand the customer becomes an organic part of the marketing machine

Encouraging positive feedback

18 November 2014 Last updated at 22:06



Trip Advisor couple 'fined' £100 by hotel for bad review



Tony and Jan Jenkinson were charged £100 for describing the hotel as a "rotten stinking hovel"

Encouraging positive feedback

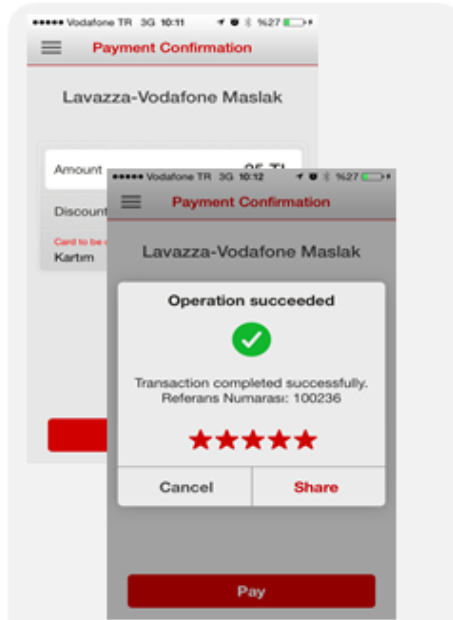
Vodafone Cep Cüzdan : Beyond Payment

Explore



Customers explore restaurants
Gets recommendations
See discounts

Pay



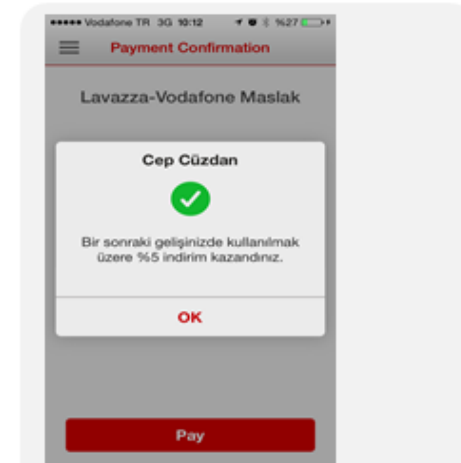
Pay
in 20K restaurants via QR
code
in 80K merchant via NFC

Socialize



Rate and Share shopping experience via Facebook

Double Win



Get extra discount for next visit

What does this mean for
banks?

The challenge

- Payment should be a seamless / transparent process
- If payments becomes difficult, sales are lost.
- This means it is effectively an “utility” – and the banks risk becoming hidden.

But....

- Banks are very much part of this ecosystem
- Have a key role to play – no purchase can take place without a payment.
- If banks work with their merchants, they can become a valuable part of the ecosystem both to the merchants and the customers.

Where does Helixion fit?

[Video - play me](#)

helixion

Thank you.

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