

Engaging in the new customer experience .

Every moment counts.

Team Insprescu

Adidas Hackathon Amsterdam 2018



#HereToCreate



1. Why are we doing this?



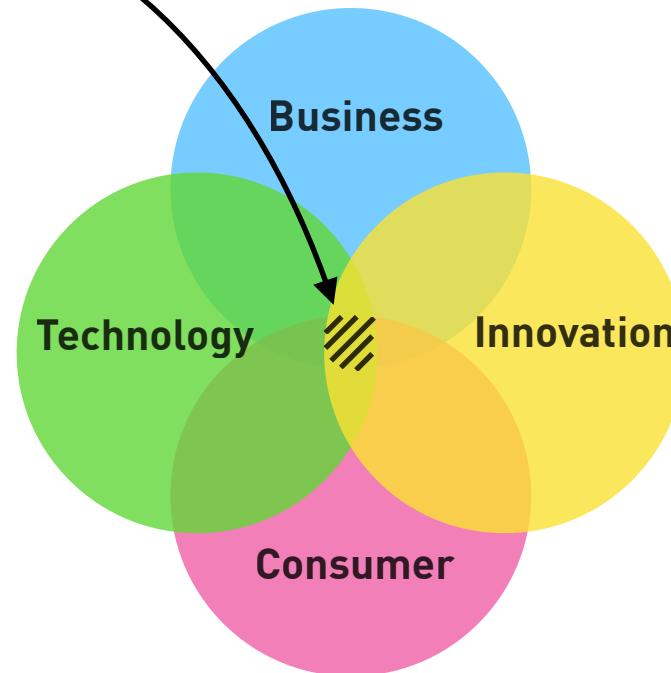
Highly engaged customers buy more, promote more, and demonstrate more loyalty, resulting in 23% more revenue than average.

- 1. Virtual assistants** - will transform customer service
- 2. Omnichannel experience** - flawless engagement
- 3. Personalization** - give customers freedom to create
- 4. First contact resolution** - customer problem solving in one interaction
- 5. Geolocation** - better customer service and marketing
- 6. Machine learning** - innovative solutions

2.What are we offering?

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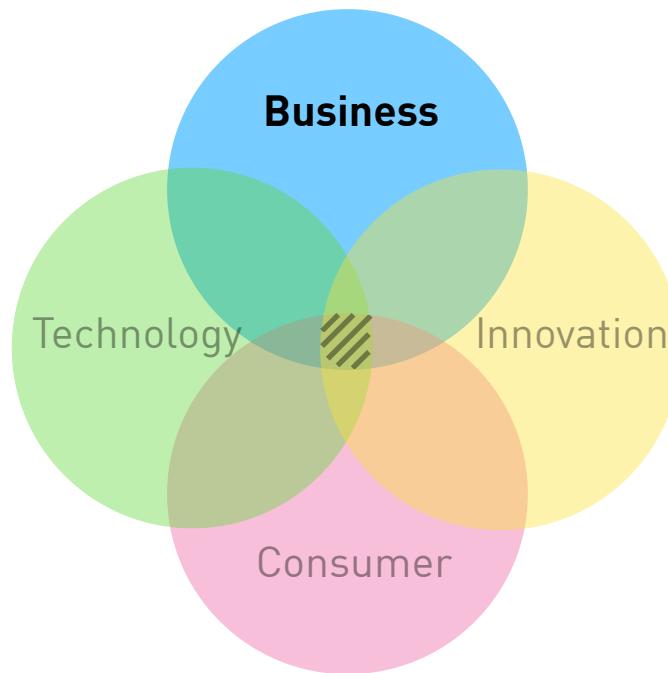
The next generation
shopping experience



2.What are we offering?

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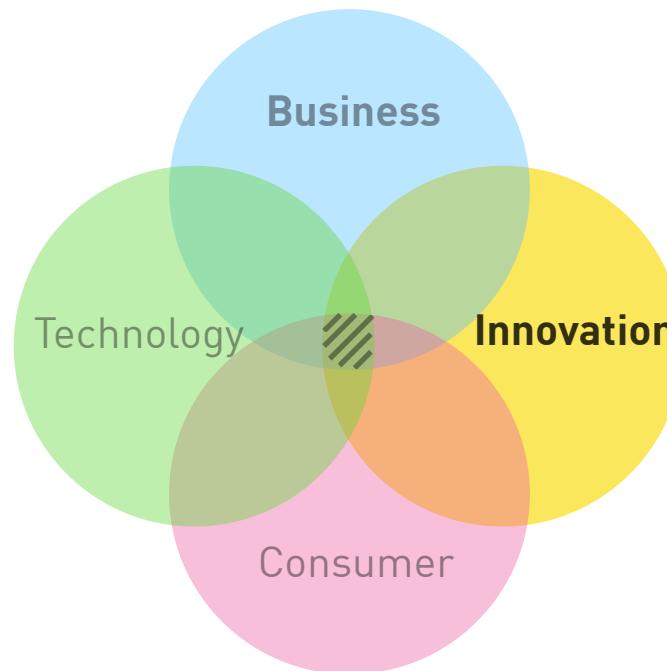
- Omni-channel data gathering
- Next generation of engaging loyalty program



2.What are we offering?

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- Omni-channel data gathering
- Next generation of engaging loyalty program

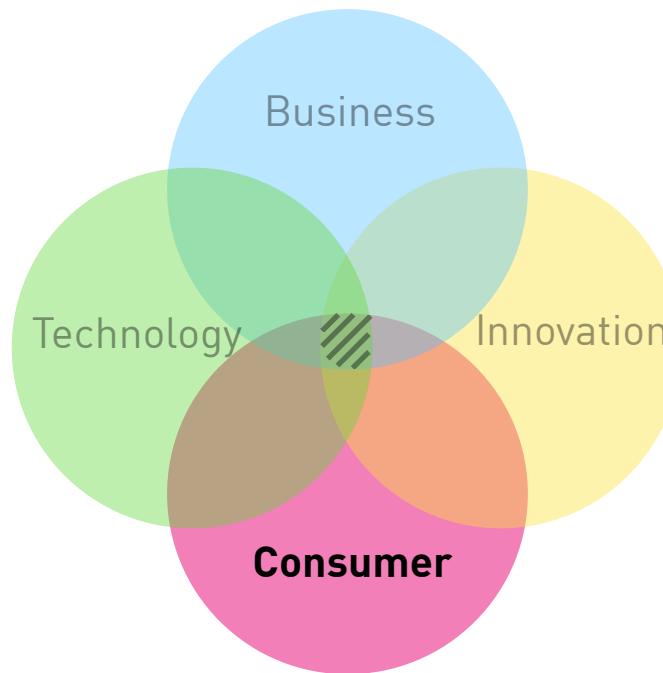


- All needs covered
- QR replaces loyalty cards
- Transforming moments into art & rewards

2.What are we offering?

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- Omni-channel data gathering
- Next generation of engaging loyalty program



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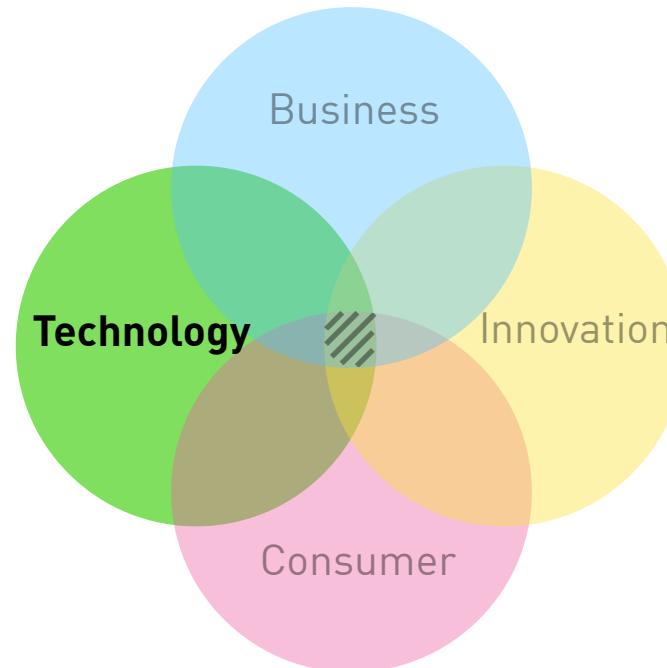
- Personal shopping assistant
- Personalized offers & rewards
- Let people express themselves

2.What are we offering?

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- Omni-channel data gathering
- Next generation of engaging loyalty program

- Botsify app
- Deep learning
- Style transfer
- Data driven

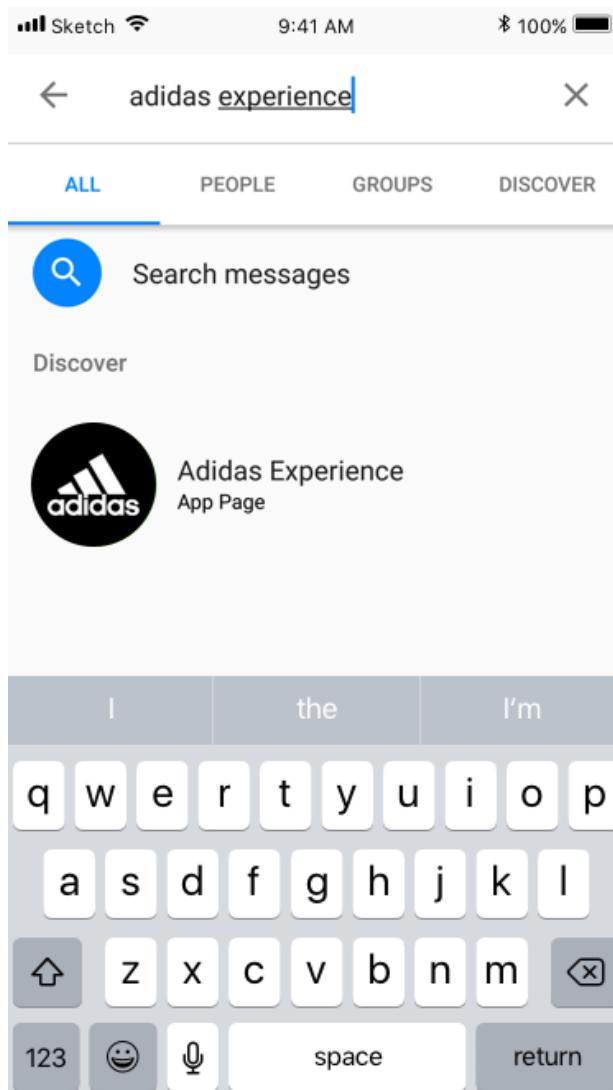


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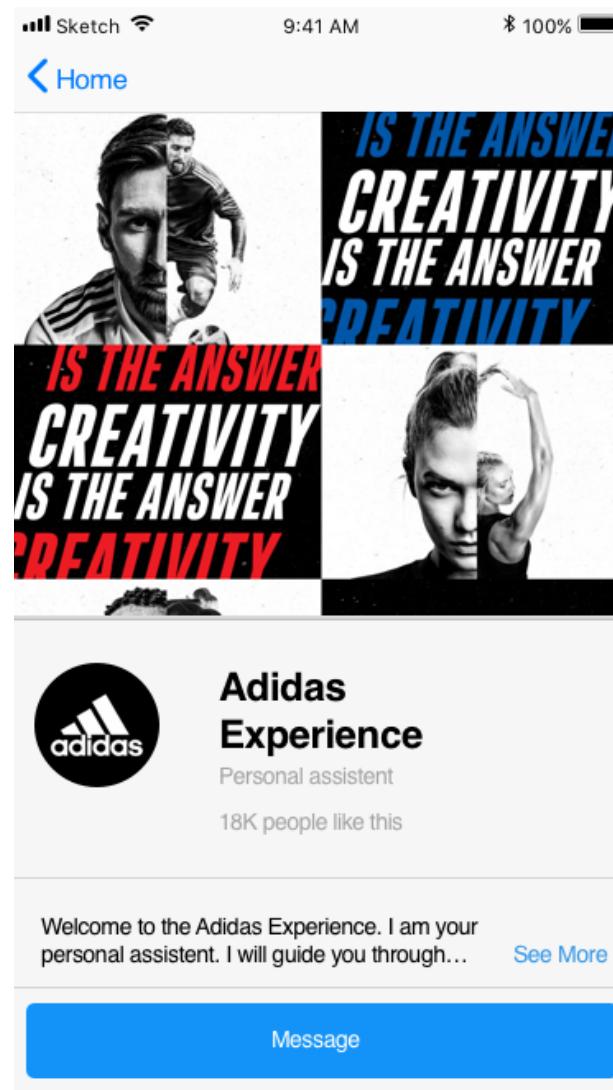
- Personal shopping assistant
- Personalized offers & rewards
- Let people express themselves

3.The way we communicate.

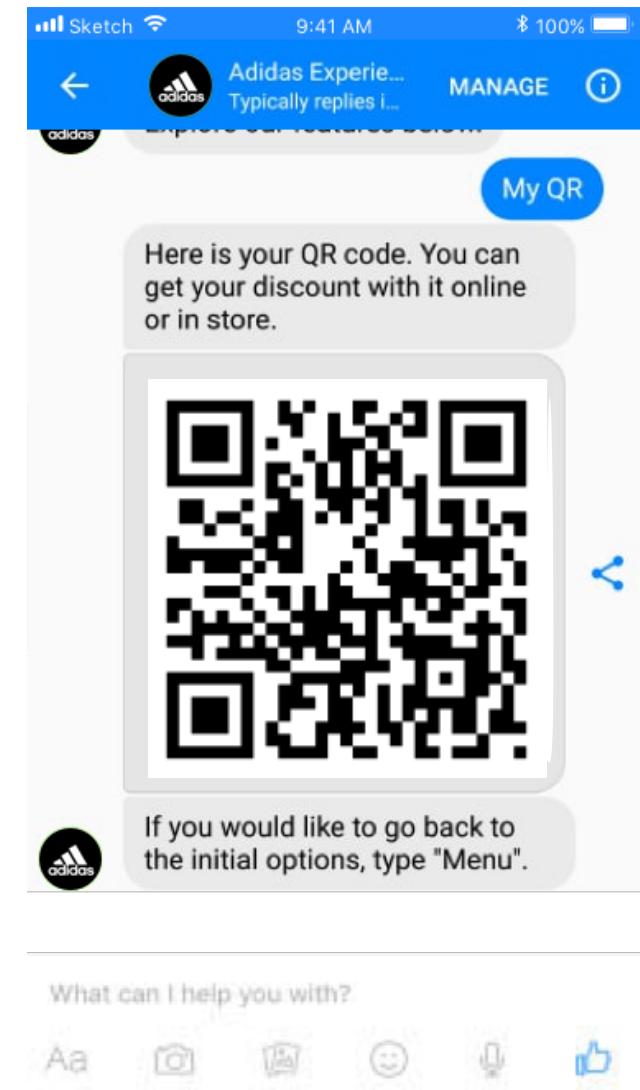
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Messenger chatbot



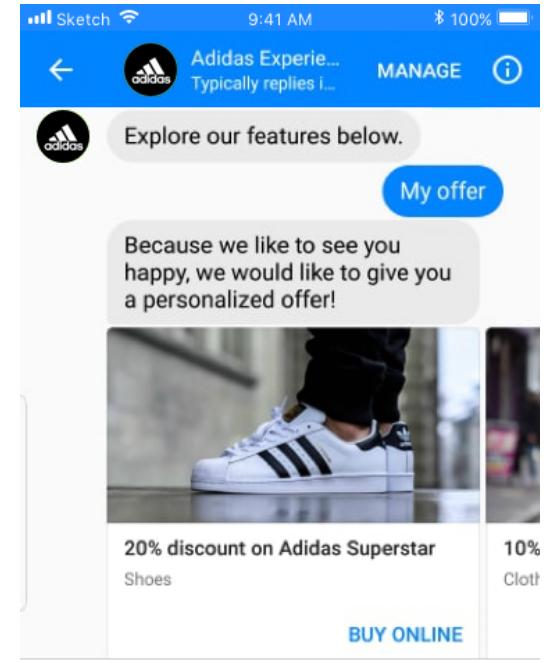
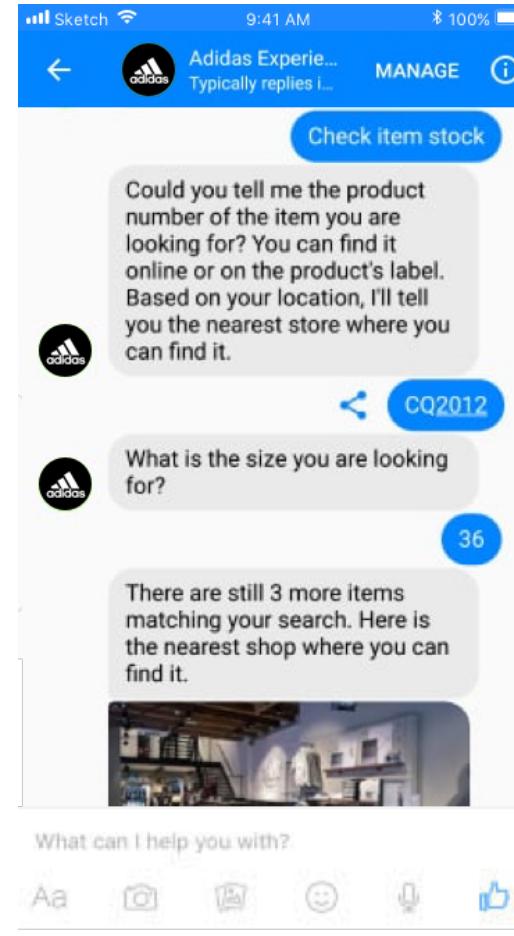
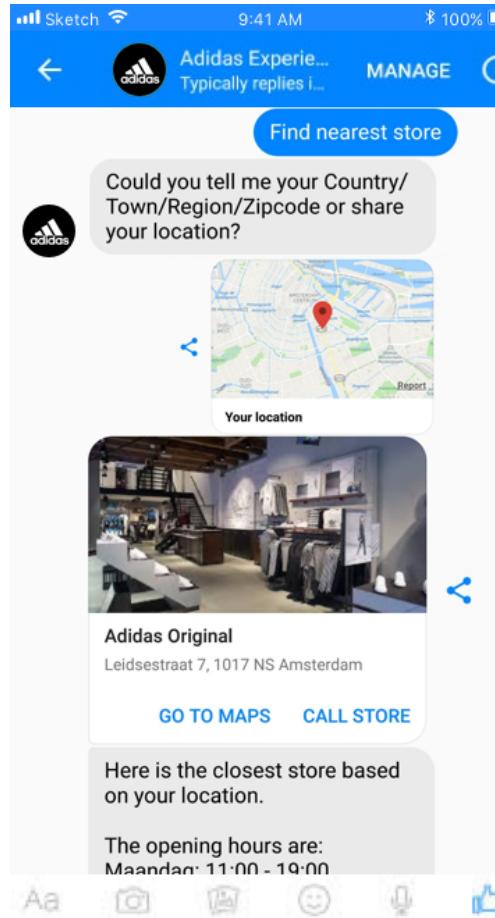
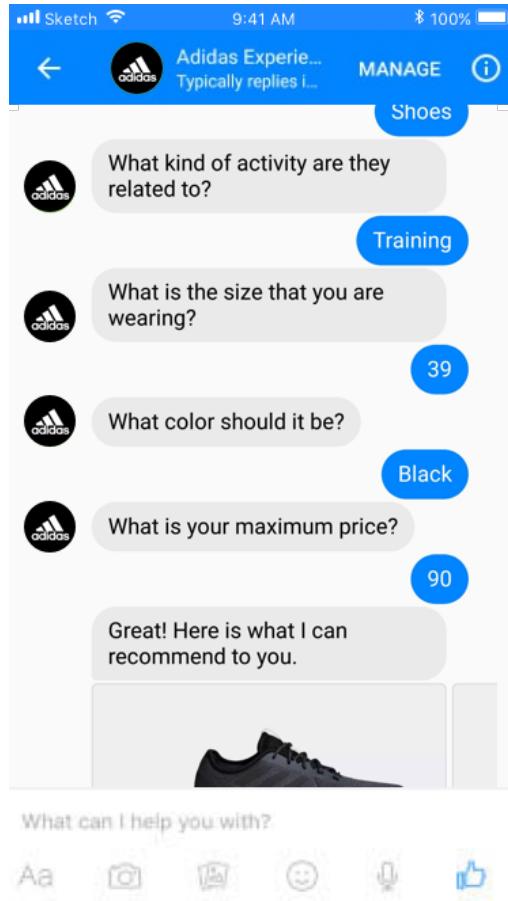
Personal assistant



QR code

4. The way we shop.

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Search product

Find nearest store

Check item stock

My offer

5. The way we make it personal.

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Step 1



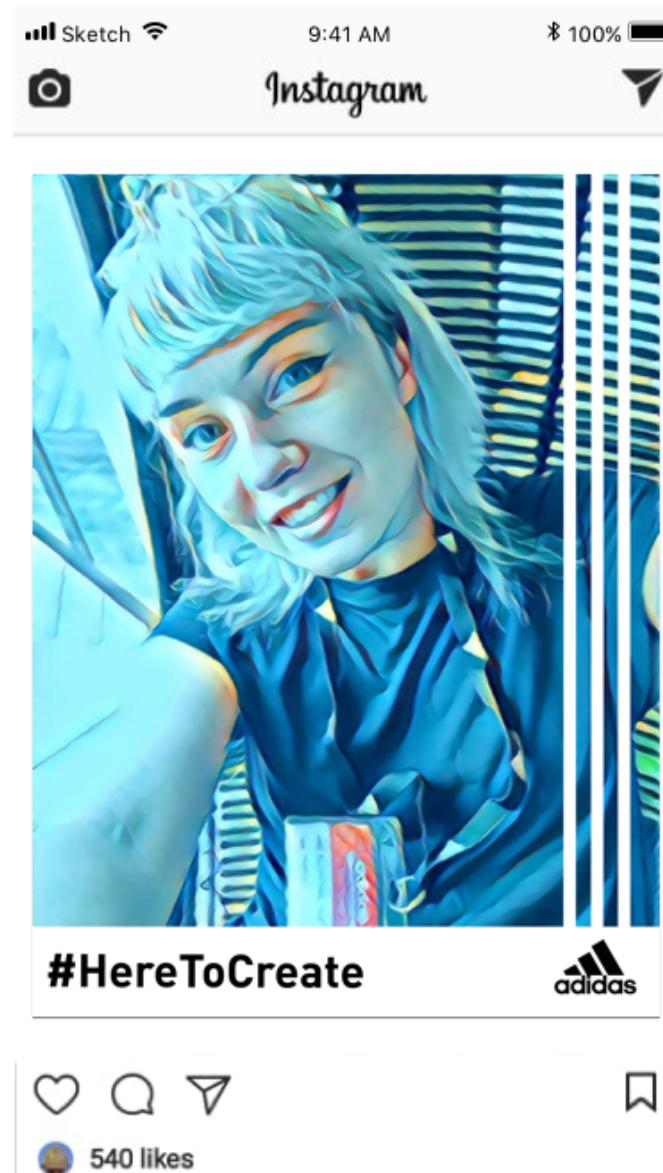
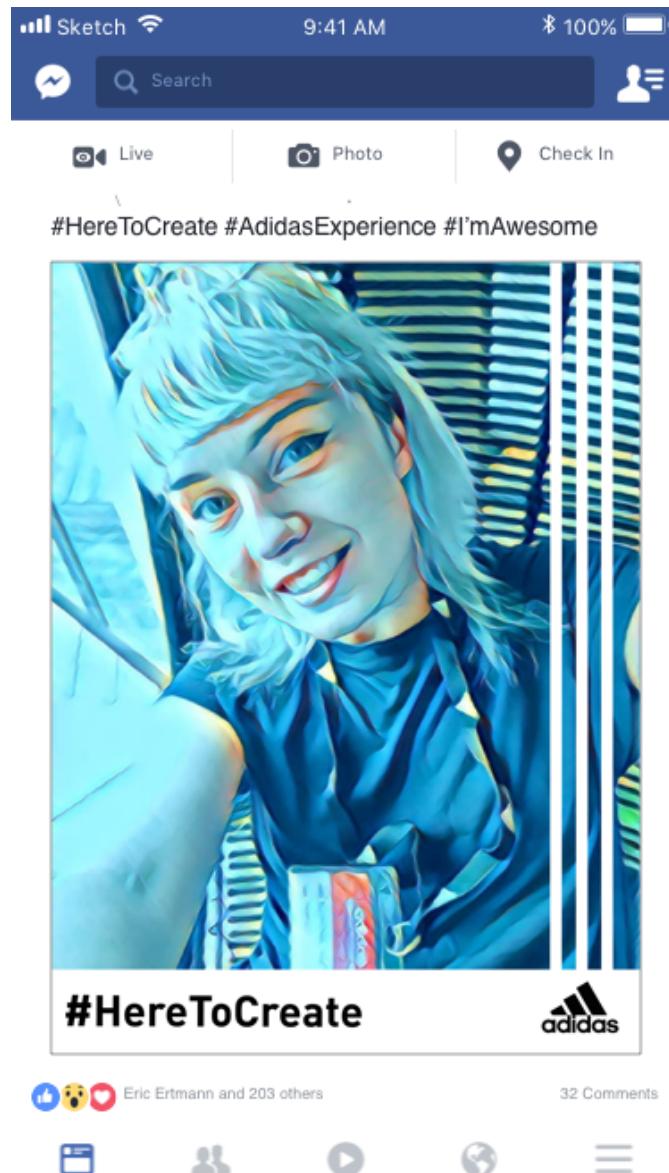
Step 2



Step 3

6. Express your creativity.

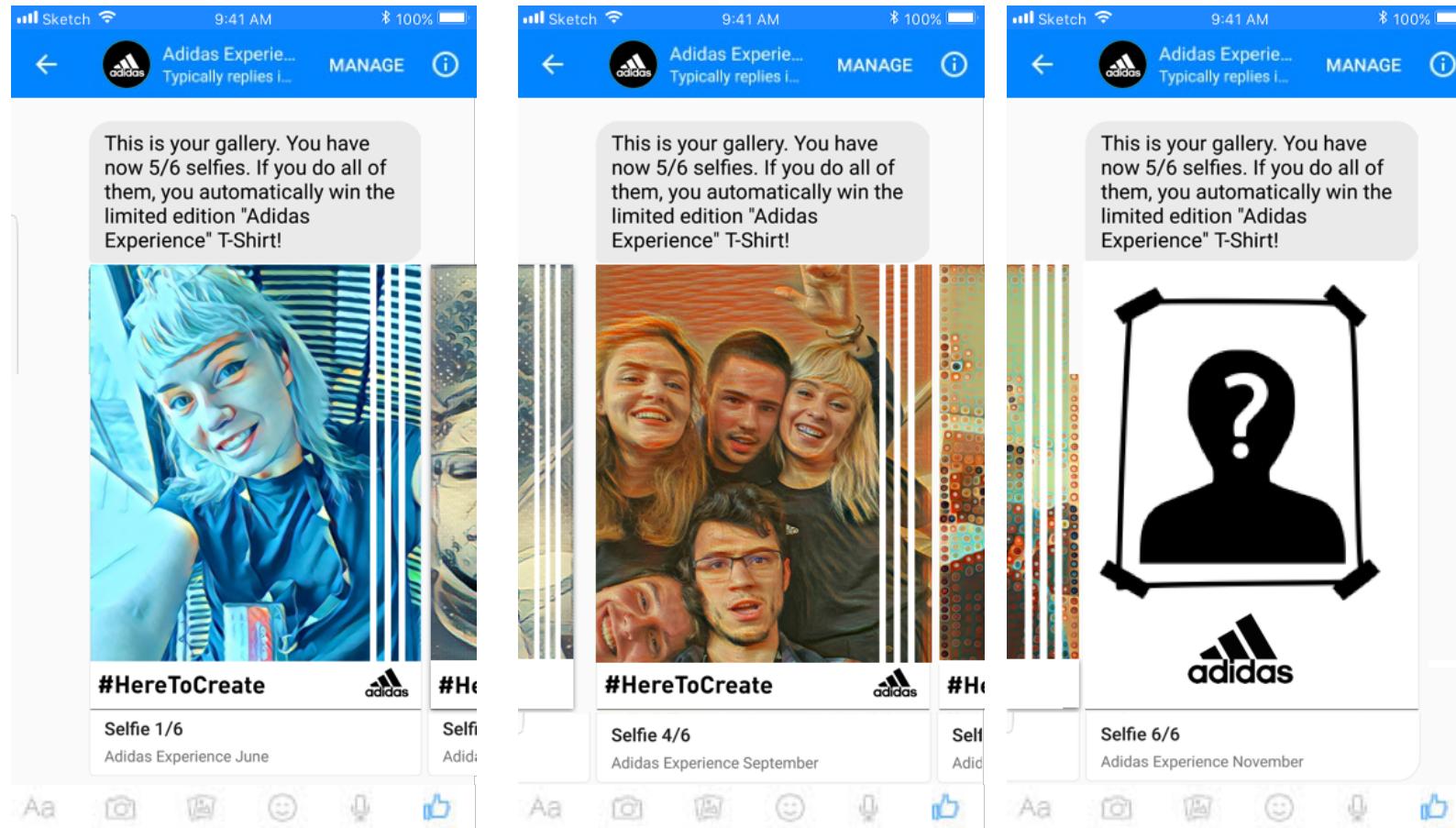
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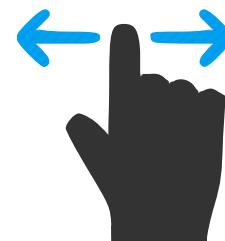
Step 4

7.The challenge.

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Open collection



Step 5

- Personalisation
- Capture the moment
- Sharing
- Connected
- Reward loyalty
- Brand engagement
- Scalable
- Fast
- Impact

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WELCOME
TO ADIDAS

CLICK & COLLECT
DELIVERY

SHOP IN-STORE

REDEMPTION

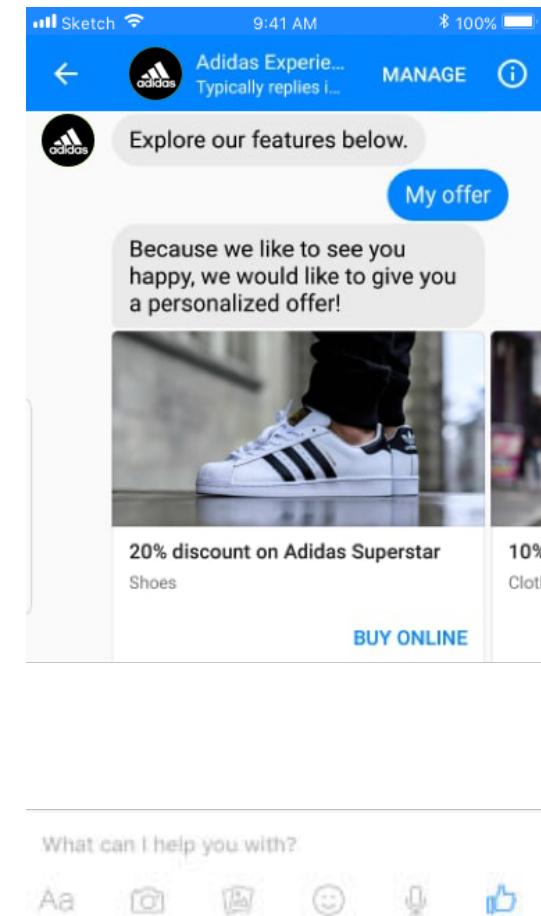
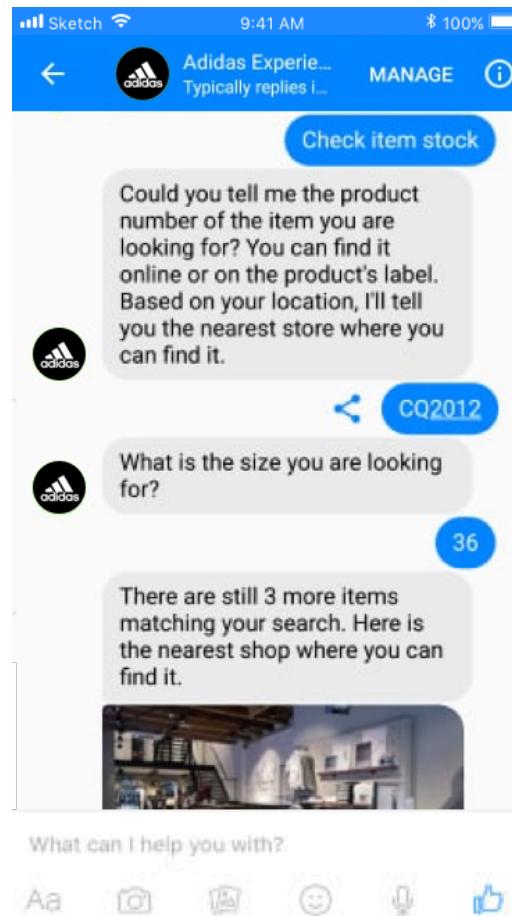
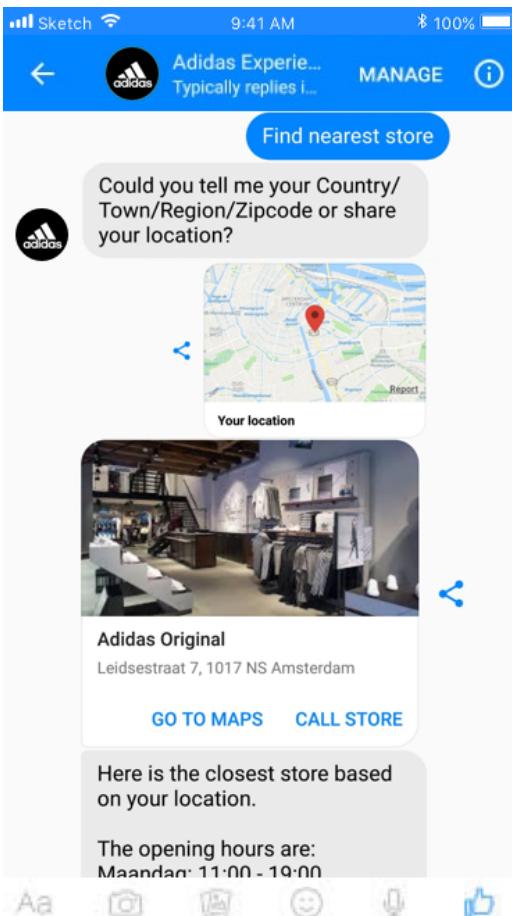
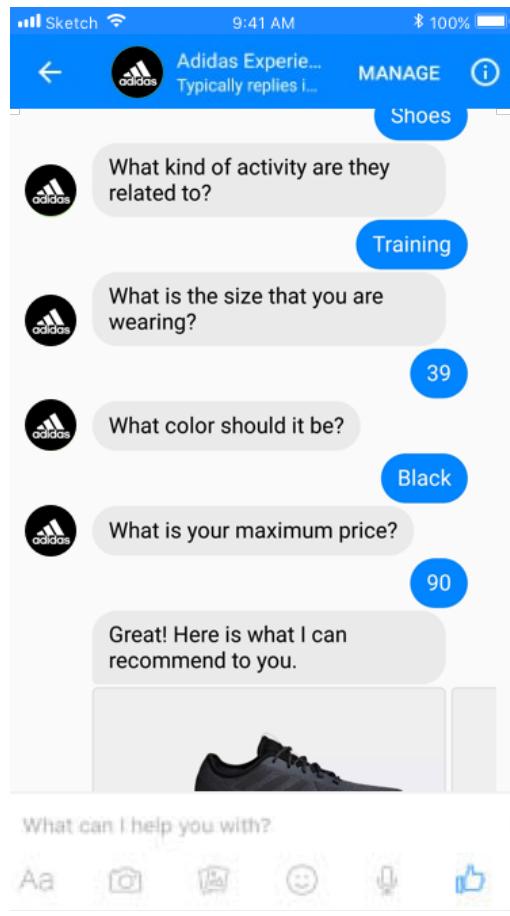
EXCHANGES

REFUNDS



@Adidas Experience
Your personal assistant





Search product

Find nearest store

Check item stock

My offer

Live testing