



The Trust Dividend. Building life time relationships.

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CEO SUMMIT

Athens, November 2011

ΚΩΤΣΟΒΟΛΟΣ

www.kotsovolos.gr

ELECTRO WORLD

www.electroworld.gr

Turbulent yet dynamic environment



Embracing the new consumer model



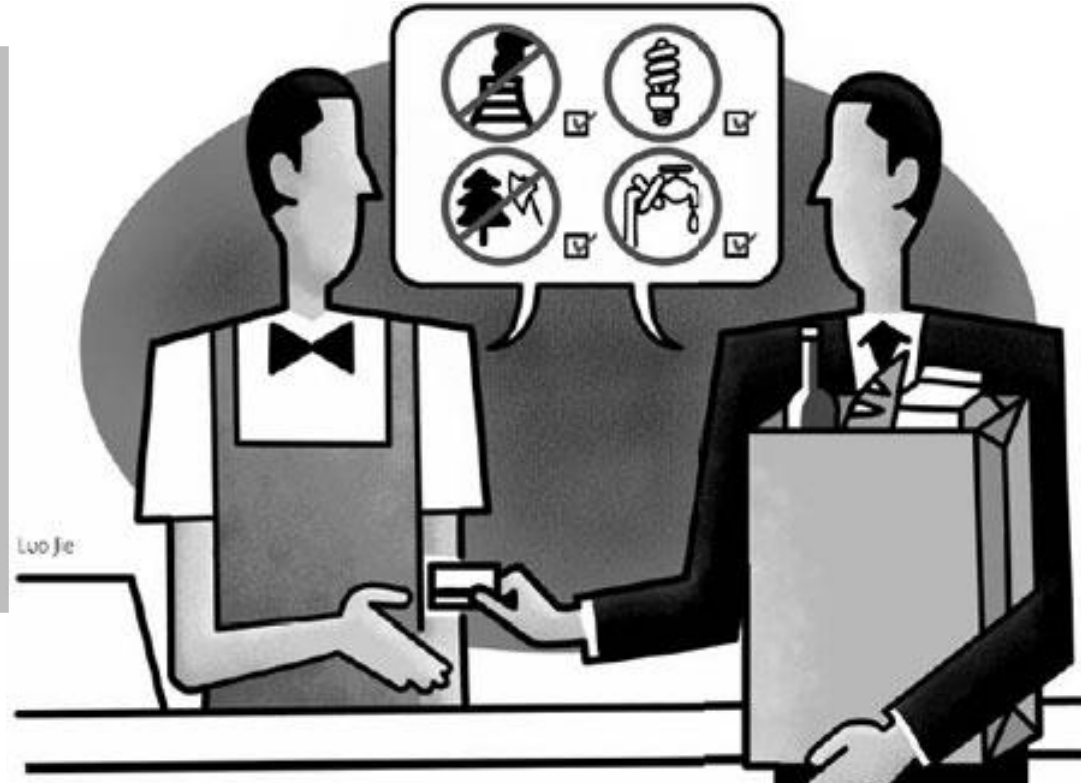
Shifting from functional

- Not perceived as solution
- Not seen as a choice
- But as a means to buy products consumers wanted to buy



Functional & transactional relationship

Changing consumer dynamics



 **skroutz**
Δίνει ρέστα!

Αναζήτηση: σε όλες τις κατηγορίες Τηλεοράσεις

γράψτε παραπάνω τον όρο αναζήτησής σας π.χ. "κλιματιστικά" ή "iPhone 3GS"

online προσφορά

Για να σεφάρεις απεριόριστα και να μιλάς οικονομικά. Μόνο **15,17€**

Skroutz » Ήχος & Εικόνα » TV & Αξεσουάρ » **Τηλεοράσεις**

 **Toshiba 19AV733 19"**
19", LCD, 1366x688, HD Ready, 16:9, 5 mts, 250 cd/m², 50 Hz, 1000:1 (PN: 19AV733)

Βαθμολογία: ★★★★★ (1 αξιολόγηση)

- Σελίδα κατασκευαστή
- Όλα τα προϊόντα Toshiba
- Προσθήκη στα αγαπημένα
- Παρόμοια προϊόντα
- Τιμές
- Τεχνικά χαρακτηριστικά
- Αξιολογήσεις χρηστών
- Ερωτήσεις χρηστών



Turning functional into emotional

- Build a long lasting relationship based on trust
- Offer flexibility, transparency
- Align choices with values



Building life time relationships

Our mission

...Our **commitment**
towards our customers

For 60 years now, we are providing you with **pioneer technology** and **services** that **improve** your daily life.

We remain **ahead** of the competition thanks to our **talented people**, our **strong retail network** throughout Greece and our **dynamic** business strategy.



ΚΩΤΣΟΒΟΛΟΣ
technology
for a **life time**
relationship

We will continue to stand next to you.
Because ours is a life time relationship.

Our values

We love to make our customers happy.

Because our relationship with them is a relationship for life

We know our job well.

Because our relationship with technology is a relationship for life.

We are efficient, this is the reason we work here.

Because our relationship with KOTSOVOLOS is a relationship for life.

Building life time relationships with our customers

- By improving each stage of the customer journey
- By improving our customer services



Building life time relationships with our customers

- Improving quality & upgrading customer services
 - ✓ Improved services in Call Centre (doubled answered calls in TY)
 - ✓ Improved time to be served (12min → 3,5 min)
 - ✓ New channels, more franchisees around Greece
 - ✓ New Services in Computing, Collect@store, B2B, e-commerce
 - ✓ Improved delivery service



Building life time relationships with our customers



- ✓ New service brand
Support 360

**Η ζωή σας
ΠΙΟ ΕΥΚΟΛΗ**

**ΑΠΟ
ΤΗΝ**

ΚΩΤΣΟΒΟΛΟΣ

Building life time relationships with our customers

- Improving our Store Customer Service
 - New Sales process
 - “FIVES” & New role for Managers

State of the art stores



Building life time relationships with our customers

MAJOR STORE TRANSFORMATIONS



Building life time relationships with our customers & the community

- Appliance recycling scheme & subsidies

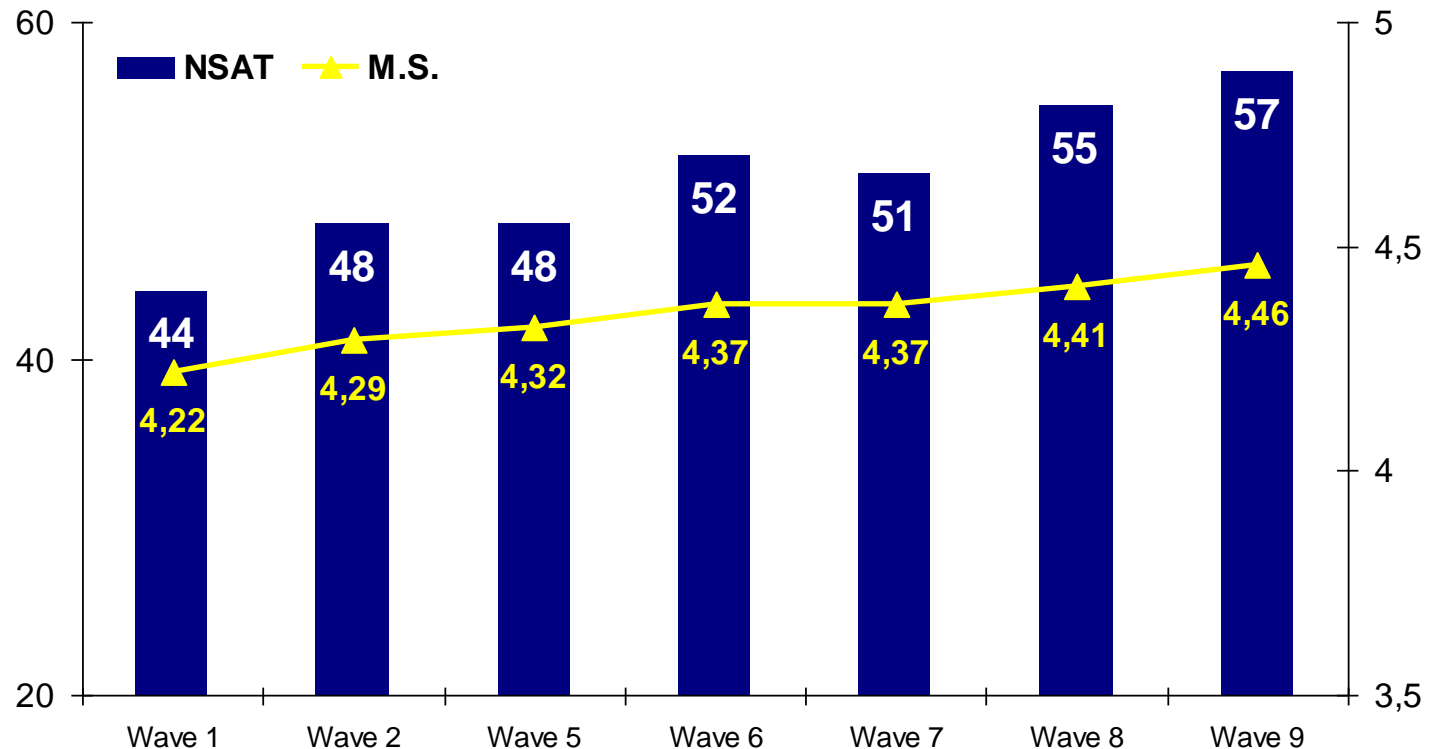
ΕΥΧΑΡΙΣΤΟΥΜΕ ΠΟΥ ΒΟΗΘΑΤΕ
ΤΟ ΠΕΡΙΒΑΛΛΟΝ



**400,000 +
appliances
recycled**

Driving a successful transformation

Exit Surveys on Customers Satisfaction



Building a new brand philosophy

Bringing technology to life and life to technology

Blending Greek heart + European mind of our business



Building life time relationships with our people

- People aligned towards a common goal
- Common mission = excellent customer service
- Embrace the new customer ethos



Building life time relationships with our people

- Investment in people development
- More than 37,000 hours of training
- New vision & mission involving all staff in process
- New internal monitoring mechanism to improve performance



Conclusion

- An ongoing transformation journey
- Marketing 3.0 era & New Consumer Reality
- New vision: **building long lasting relationships with our consumers and our people**



OPPORTUNITY

