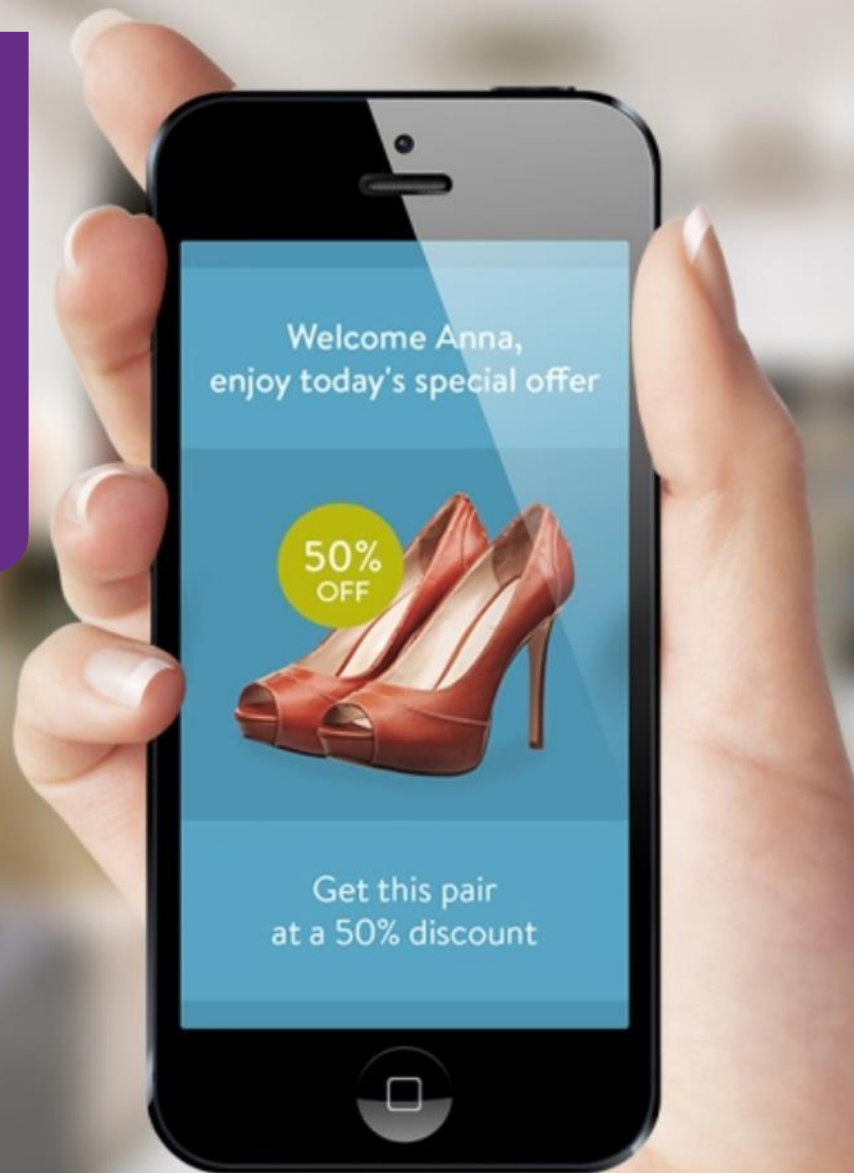


”Vær der hvor kunden er...”

KARL FREDRIK LUND

Vice President NetCom



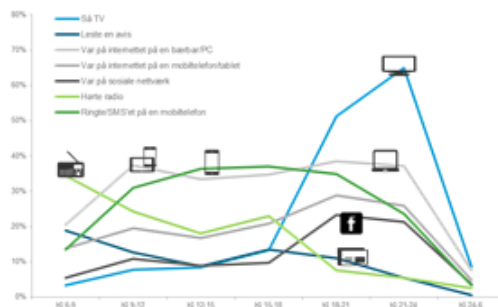




Ulike preferanser også i Mediekonsum

DAY IN A LIFE

45-50 ÅR

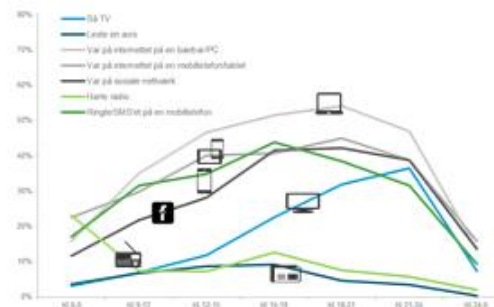


Kilde: CCS Norway 2013

TeliaSonera

DAY IN A LIFE

15-20 ÅR



Kilde: CCS Norway 2013

TeliaSonera

OMNIKANAL NÅR SKILLET MELLOM NETT OG BUTIKK VISKES UT



Meet Mike

YOUR CUSTOMER IN 2015

ALWAYS CONNECTED

63%  73% 

adult smartphone owners in the US **don't go an hour without checking their phone** ²

75% of Millennials are disconnected for an hour or less per day ²

50% check their phones before they sleep and after they wake up ⁴



OPINIONATED & SHARES IT

34%    

have turned to **social media** to air their feelings about a company.

26%  express dissatisfaction

46% feel they can be brutally honest online

23%  share companies or products they like ⁵

51% aim to influence others when they express their preferences online ⁵

TRUST IS CONVENIENCE

69%

said they are more likely to buy from a brand that talks publicly about its CSR results ²

>88%    

think companies should try to achieve their business goals while improving society and the environment ¹¹



VALUE CONSCIOUS

41% practice "showrooming" ⁶

>50% of Millennials use four or more sources to help them make their purchase decision ¹



REQUIRES IMMEDIACY

89% having access to real-time product availability would influence their shopping choices ⁶

Walmart's Site to Store service is very popular, with over

50% choosing store pickup ⁹



IGNORES ADS, SEEKS AUTHENTICITY

92%

say they have more confidence in info found online than other sources ⁵

75% don't believe that companies tell the truth in advertisements ⁵



If friends don't approve more than a third won't make that purchase ¹



70% consult reviews before making a purchase ⁵



are testing drones as a method of parcel delivery



Amazon says that it will be able to ship 86% of its deliveries in under 30 minutes with short range drones ^{7&8}

FOLLOWS RITUALS

When performing our morning rituals

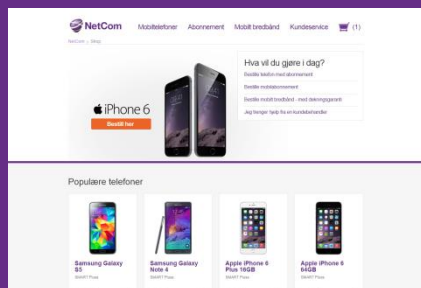
89% rely on the same brands

3/4 gets disappointed when their sequence is disrupted or their brand of choice is not available ¹³





62 butikker



Nettbutikk



Apps



SOME



Chat



Callsenter





NetCom lanserer nå en ny måte å kommunisere med kundene på via iBeacon-teknologi på mobilen



100,- i rabatt pr mnd de første 6 mnd på SMART Pluss og SMART Super abonnement

Samsung Galaxy Note 4

Tweet 2

+1 4

Liker 23



Farger



- 5,7 tommer SUPER-Amoled-skjerm
- Forbedret S-Pen med enda flere trykknivåer
- 16 megapixler optisk stabilisert kamera
- Sterk batterikapasitet

["Note 4 overgår alt vi har sett av mobiltelefoner"](#)
[- Les hele testen på amobil.no](#)

Abonnementer

Kontantkort

Usikker? Få hjelp til

SMART SUPER	SMART PLUSS	SMART BASIS	SMART MINI
Les mer	Les mer	Les mer	Les mer
8 GB Data	6 GB Data	3 GB Data	1 GB Data
Fri Tale	Fri Tale	Fri Tale	Fri Tale
Fri SMS/MMS	Fri SMS/MMS	Fri SMS/MMS	Fri SMS/MMS
✓ 100 kroner rabatt i 6 mnd	✓ 100 kroner rabatt i 6 mnd		
499,-/mnd	399,-/mnd	299,-/mnd	199,-/mnd

Legg til tjenester: ☐ Forsikring Large (89,-/mnd) [Vis alle tjenester](#)
☐ Spotify Premium med 500 MB ekstra data (99,-/mnd)
☐ Ekstra DataSIM (30,-/mnd)

Velg en rentefri nedbetaling som passer deg, eller betal nå: ?

12 måneder 375,-/mnd	24 måneder 187,50,-/mnd	Betales nå 4 599,-
-------------------------	----------------------------	-----------------------

SMART Pluss (12 mnd): 399,-/mnd
 Samsung Galaxy Note 4 (12 mnd): 375,-/mnd
Betales pr. mnd: 774,-/mnd
 100 kroner rabatt i 6 mnd: -100,-/mnd
 Samsung Galaxy Note 4: 99,-
Betales nå: 99,-
Minste totalpris: 8 787,-

☒ Vis betingelser

Kjøp

På lager

Kjøpshjelp nettbutikk



Rasmus
Support Agent



Rasmus

Hei, du snakker med Rasmus, hva kan jeg hjelpe deg med?

Morten

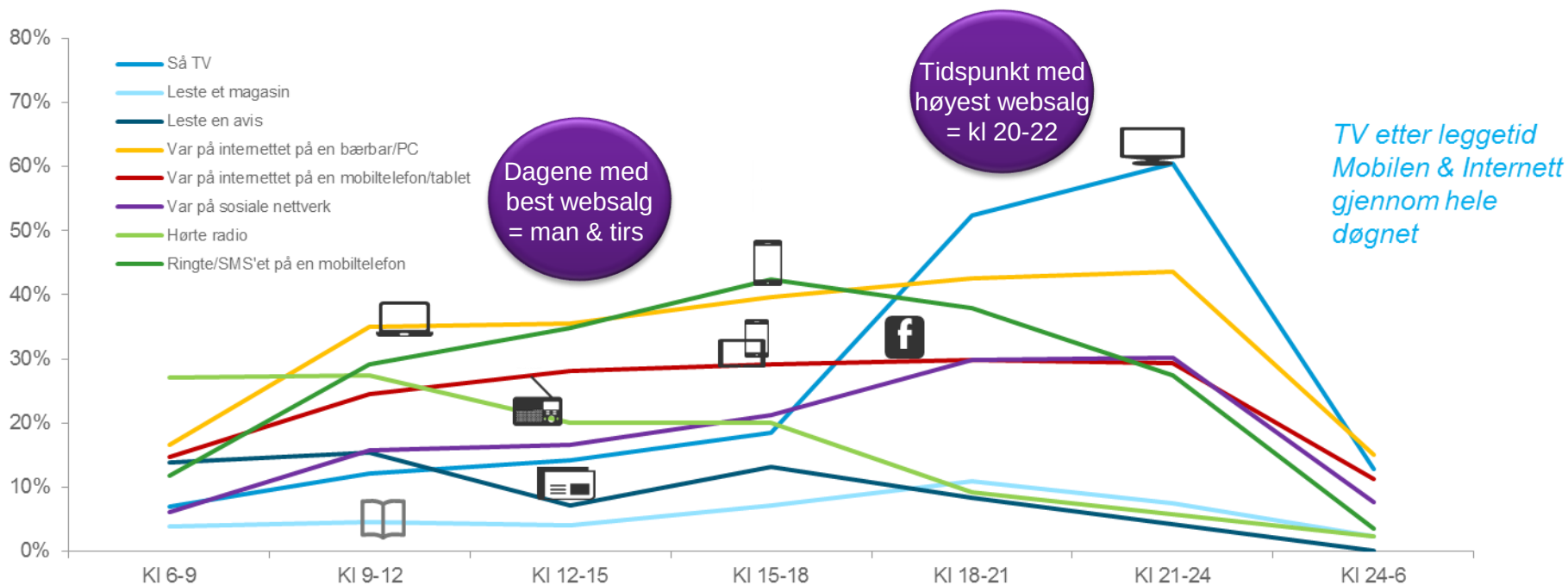
Hei, jeg lurte på Note 4

Kan jeg hente telefonen på NetCom Storo i kveld?

Powered by LiveChat

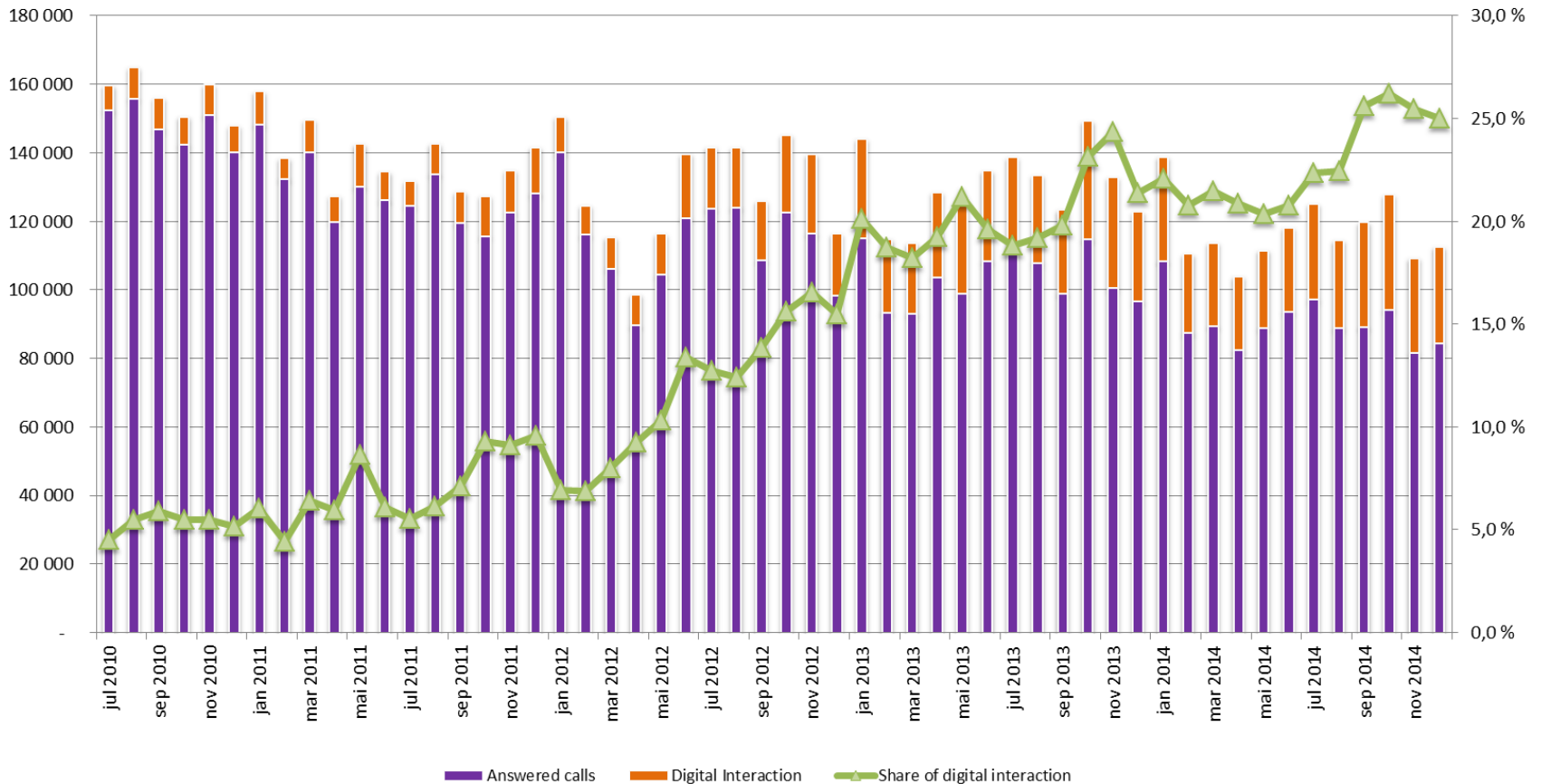
Day in a Life – Tidsbruk uansett dag

NetComs «Superkunder»





NetCom - Share of digital interactions 2010-2014





Muntert i SoMe...



BingoBango @GBildy · 15h

Netcom gjennomfører nå tidenes dekningsløft.
#netcom #tv2 pic.twitter.com/SoGcYTTv3B

Reply Retweet Favorite More



Netcom
gjennomfører nå
tidenes dekningsløft



11:31 PM - 4 Sep 2014 · Details

Flag media



NetCom

@netcom_ks



Following

Det stemmer, @GBildy! Hårete mål, men vi skal klare det :) netcom.no/superdekning
#superdekning

Reply Retweet Favorited More



BingoBango

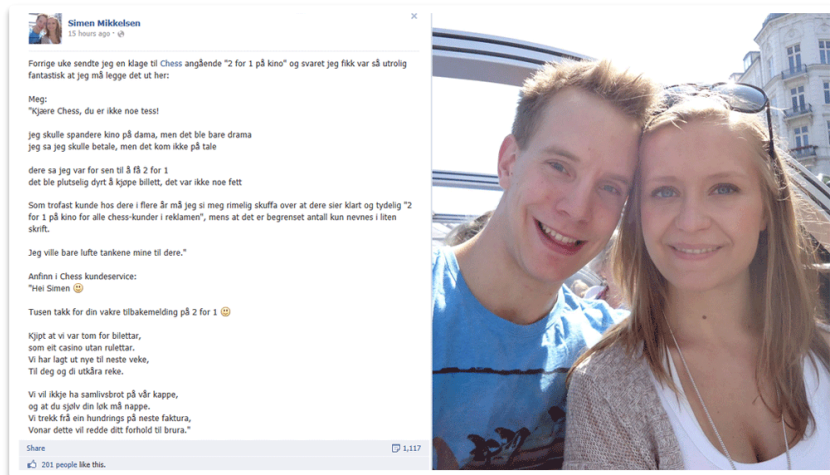
RETWEET

1

FAVORITES

6





«Kjære Chess, du er ikke noe tess!

*jeg skulle spandere kino på dama, men
det ble bare drama*

*jeg sa jeg skulle betale, men det kom
ikke på tale*

*dere sa jeg var for sen til å få 2 for 1
det ble plutselig dyrt å kjøpe billett,
det var ikke noe fett...»*



«Hei Simen

*Tusen takk for din vakre tilbakemelding på
2 for 1*

*Kjøpt at vi var tom for bilettar,
som eit casino utan rulettar.
Vi har lagt ut nye til neste veke,
til deg og di utkåra reke.*

*Vi vil ikkje ha samlivsbrot på vår kappe,
og at du sjølv din løk må nappe.
Vi trekk frå ein hundrings på neste faktura,
vonar dette vil redde ditt forhold til brura!»*

“People often worry about cannibalisation, but that’s fundamentally missing the point.

It’s about identifying your most valuable customers and satisfying them however, wherever and whenever they want to shop with us.”

Tesco Group Multichannel Director, Robin Terrell

thanks