

# PANDORA



## CLEO Pandora Case Study

November 2020

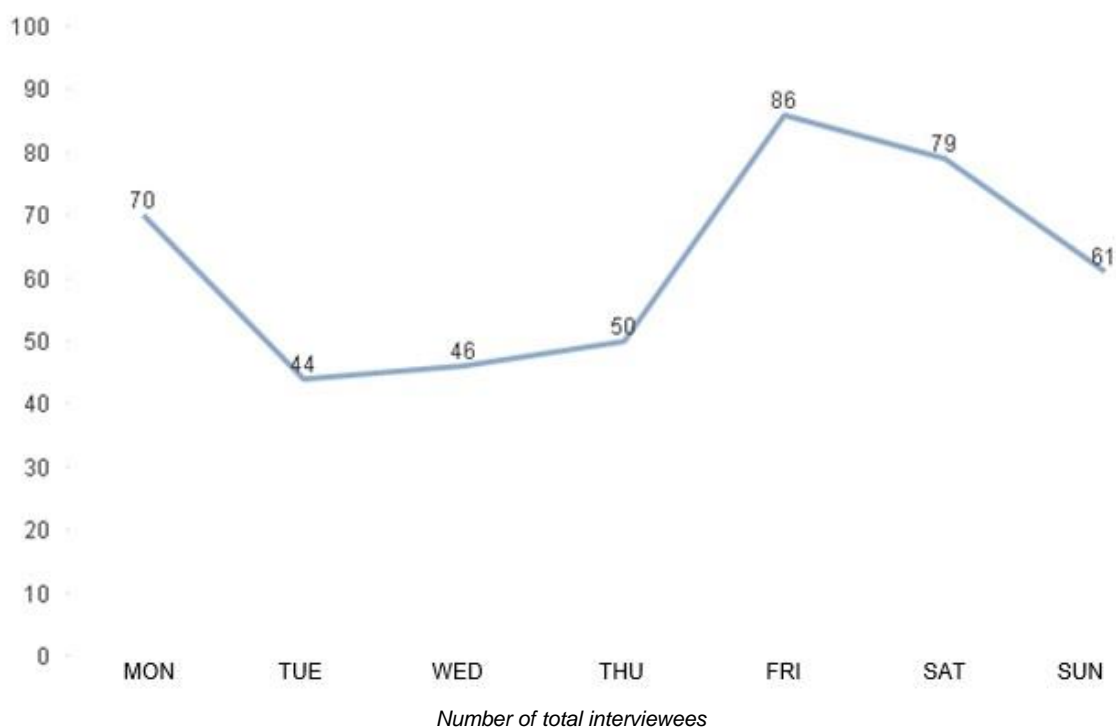


## Purpose

In November 2020, Quickborn has engaged in a Pilot exercise with Pandora, a worldwide jewellery retailer, to pilot CLEO, Quickborn's clienteling solution, in Pandora stores in Budapest, Hungary. The **purpose** of the Pilot engagement was to **gain insight into shopper's feedback about Pandora's services, products and overall shopping experience, using CLEO on a handheld device**. The objective of this exercise was to identify opportunities for quick and cost-effective improvements that lead to higher rate of sales in the stores, resulting in an increase in revenue.

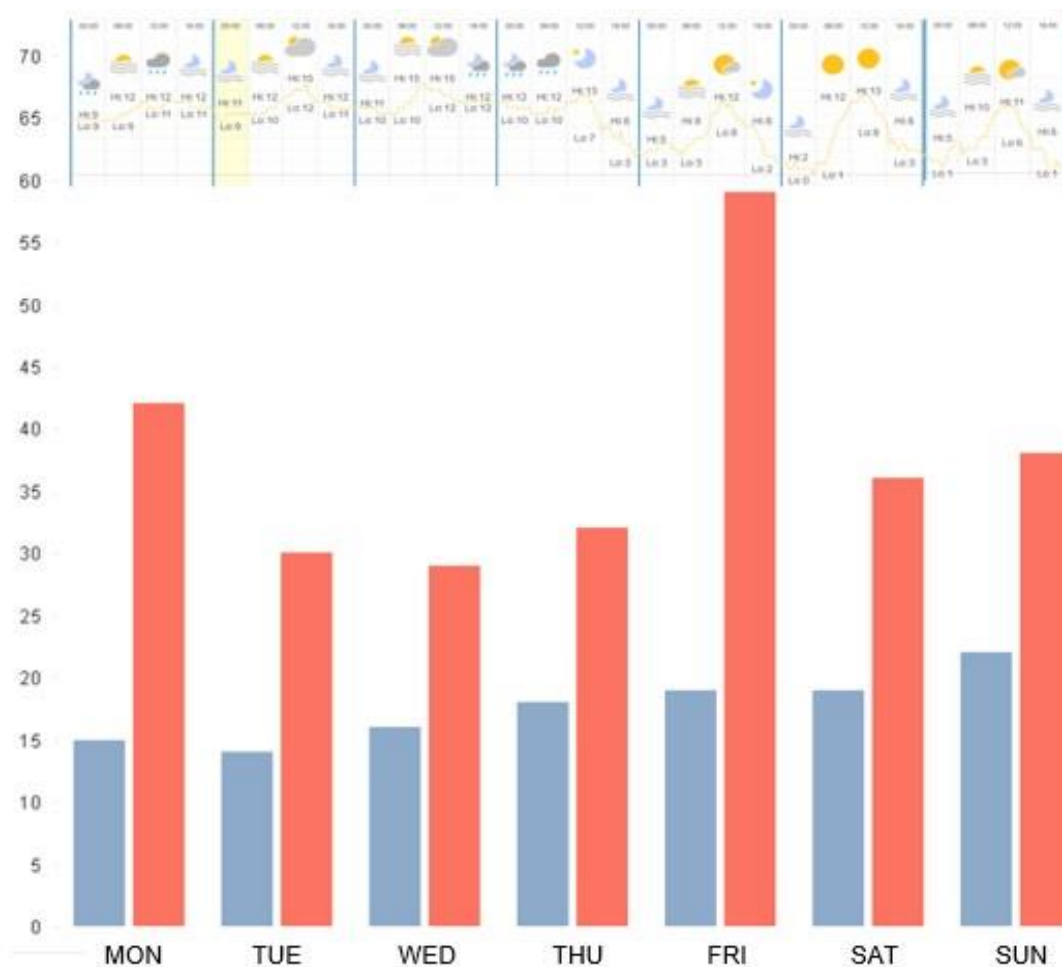
## Service

Quickborn has provided CLEO with handheld devices - mobile phones to personnel who, for a duration of 1 week, engaged with customers in Pandora's store in Allee, a premier shopping mall in Budapest, Hungary. The team's task was to **solicit feedback** from customers both based on a pre-defined scale about quality, and also in an **open-ended conversation** about what worked well and what could have worked better in the customer's point of view. The team has used CLEO on the handheld mobile devices to quickly and efficiently gather responses into **a central cloud solution** allowing for real time monitoring and analytics of customer feedback and store activity. Following the initial engagement with customers in the store, Quickborn's analytics team then collected all feedback into an analytics dashboard to study correlations between shopping behaviour and feedback provided by customers.



## Initiatives

Based on information gathered by the store team, key correlations have been identified. Based on these correlations, potential improvements have been recommended, along with a forecast of impact and benefit in terms of revenue and client satisfaction increase, of implementing those recommendations. Recommended initiatives included **implementation of a true omni-channel experience, including Pandora's own webshop**, to better meet customer demands in today's hectic economic situation. Another initiative recommendation was to **introduce a clienteling solution (such as CLEO) which would enable store staff to extend shopping experience for those still waiting in a queue including BOPUS or shopping by appointment features**, moreover, it would also enable Pandora to introduce a virtual queuing feature.



*Comparison of how many interviewees only browsed (blue) vs. purchased (red)*

Overall, recommendations derived from customer engagements have helped Pandora gain additional **insight into customers' preferences** and opportunities to increase revenue. Using CLEO, the store team has been able to **collect information efficiently and quickly**, giving Pandora the ability to interpret customer feedback in detail and make important observations for improving the business.