



RESPONSIVE

Agillic Summit 2019

The Data-Driven Customer Experience | Interflora





Introduction

ZVI GOLDSTEIN

Media agency background, focusing on media strategi and advisory.

CMO, responsible for marketing and IT in Interflora Denmark.

Interflora Denmark was acquired in 2018 by a French private equity fund..

2016 – 20???: Interflora, CMO & co-owner

2012 – 2016: Mediacom, Chief Strategy Officer

2010 – 2012: PHD, Director

2004 – 2010: MEC, Group Account Director

PETER THERKILDSEN SCHLEGEL

Consulting/agency background as well as technology company experience.

CEO, also responsible for individual clients at Responsive.

Took over leadership at Responsive in 2015 and has led a turnaround transforming Responsive into a high-impact CX consulting agency.

2015 – 20???: Responsive, CEO & co-owner

2013 – 2015: Magnetix, Client Service Director

2011 – 2013: Admazely, CEO & Founder

2008 – 2011: Agillic, Chief Strategy Officer

2005 – 2008: Kunde & Co., Group Account Director

KEY COMPANY EVENTS SINCE 1908

1925

The first partnership between florists in Denmark is initiated - 'Ekspreslevering af Blomster (EB)' is founded

2001

Interflora Denmark has grown to **483 members**. Interflora expands the product portfolio with **wine**

2015

Interflora launches own beer line, **ASK**, and a new **procurement** department is established

1946

Interflora is established in Copenhagen. The organization initiated an international **partnership** between florist's

2007-2008

Interflora introduces **chocolate** and **specialty goods** in the product portfolio

2017

Interflora launches own gin, **ASK**, and a new chocolate brand, **Orangeri**

1908

1908

Max Hübner initiates „Blumenspenden-Vermittlungs-Vereinigung“ (BVV). The organization is the beginning of the collaboration between florist's in Berlin



1910

With 40 members, Florist's Telegraph Delivery is established in US

1914

The famous slogan "Say it with flowers" is coined

1946

1927

Fleurop is established as the main organization in Europe for florist's

1929

Ekspreslevering af Blomster (EB) becomes a member of Fleurop and changes the name to Interflora Denmark

1931

Fleurop Deutschland is founded. With 3,500 members, they replaced BVV



2001

2000

Interflora's website receives top grades from the customers

2002

Interflora receives numerous awards including: Årets Annoncør, 3 x Guldkorn, E-Handelsprisen etc.



E-HANDELSPRISEN

2007

2009

Interflora Denmark has sold **1,000,000** bottles of wine since the introduction in 2001



2013

Interflora introduces its own chocolate brand, CHOCHO



2014

Interflora has sold 1,000,000 boxes of chocolate



2015

2014

Søren F. Larsen starts as a new CEO

2015

Interflora announce a new strategy (3x WOW) with service, quality and delivery as their main criteria

2015

Interflora is the big winner in the advertising industry's True Awards

2017

2017

Interflora launches a new Interflora.dk in April



2017

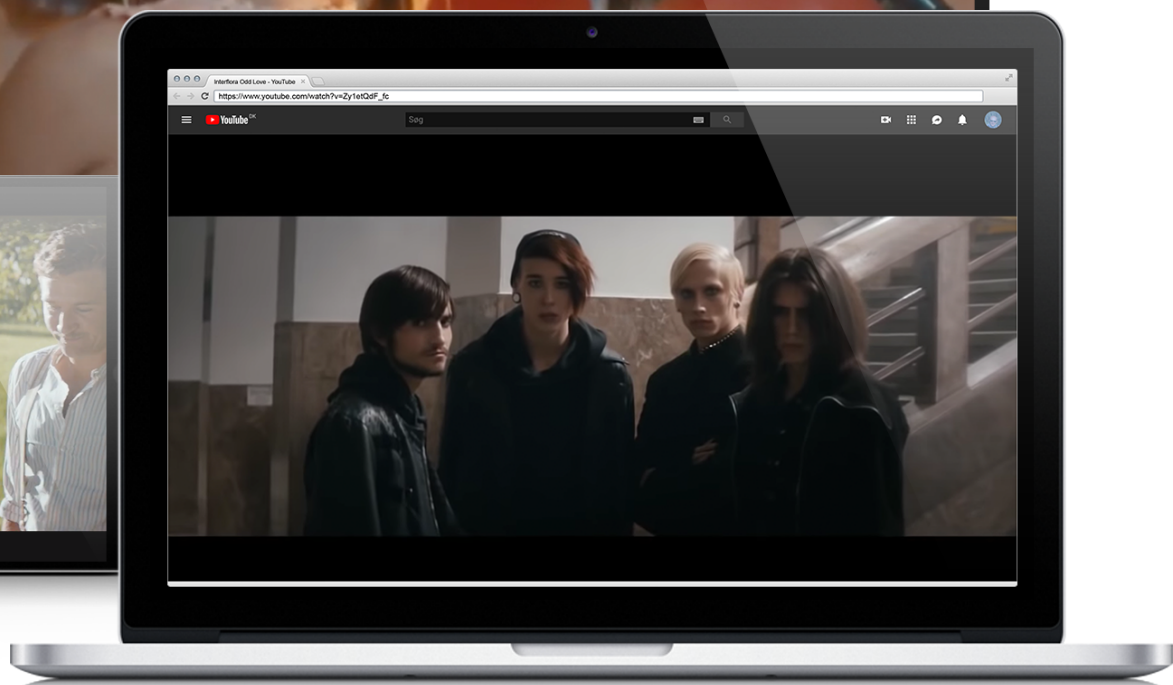
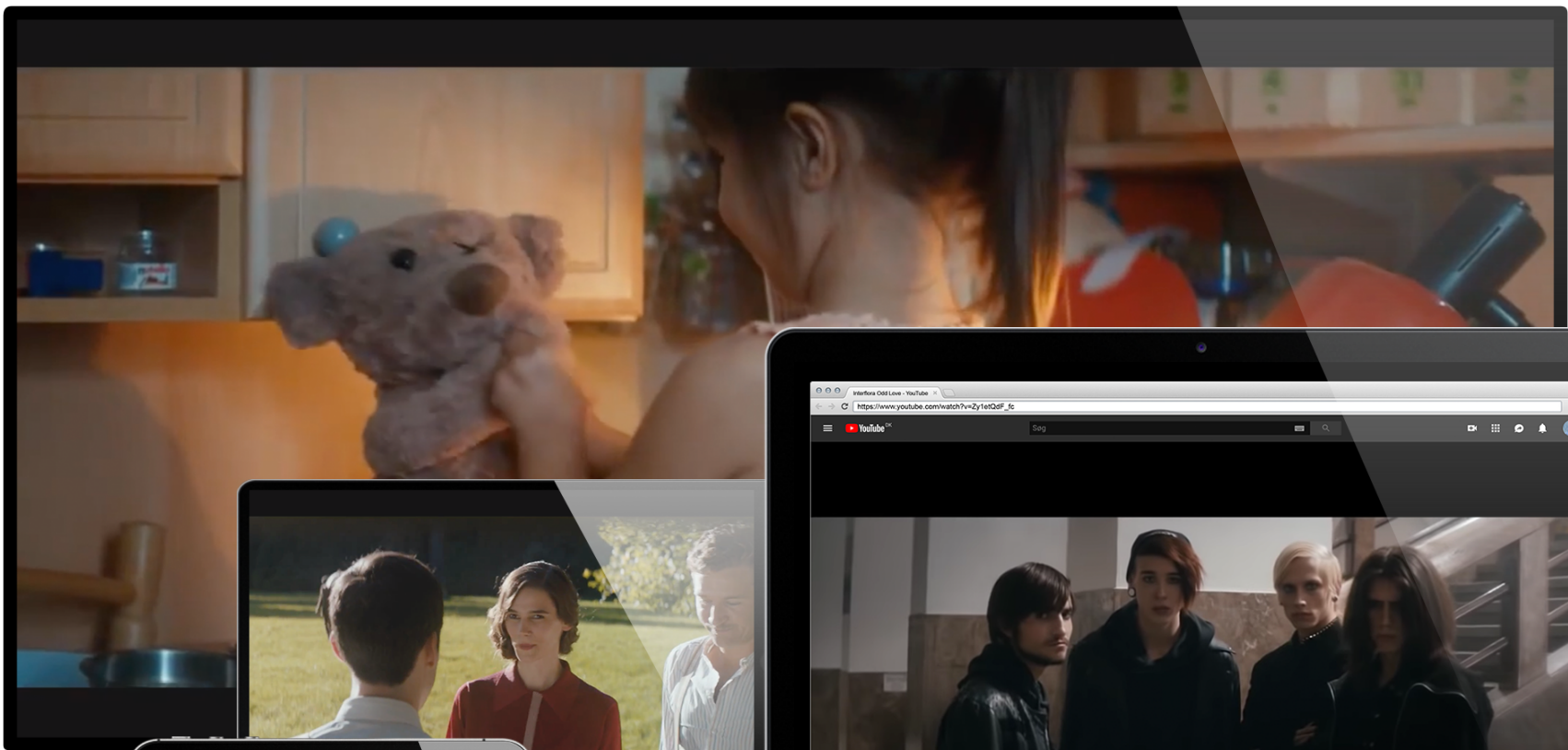
Interflora expands the product portfolio with a new vase designed by Morten Larsen



2018

ASK Beer is awarded the DBA-award





3 Danish Digital Award

3 Eurobest

4 Guldorn

4 Arnold

2 Rambuk

4 The True Award

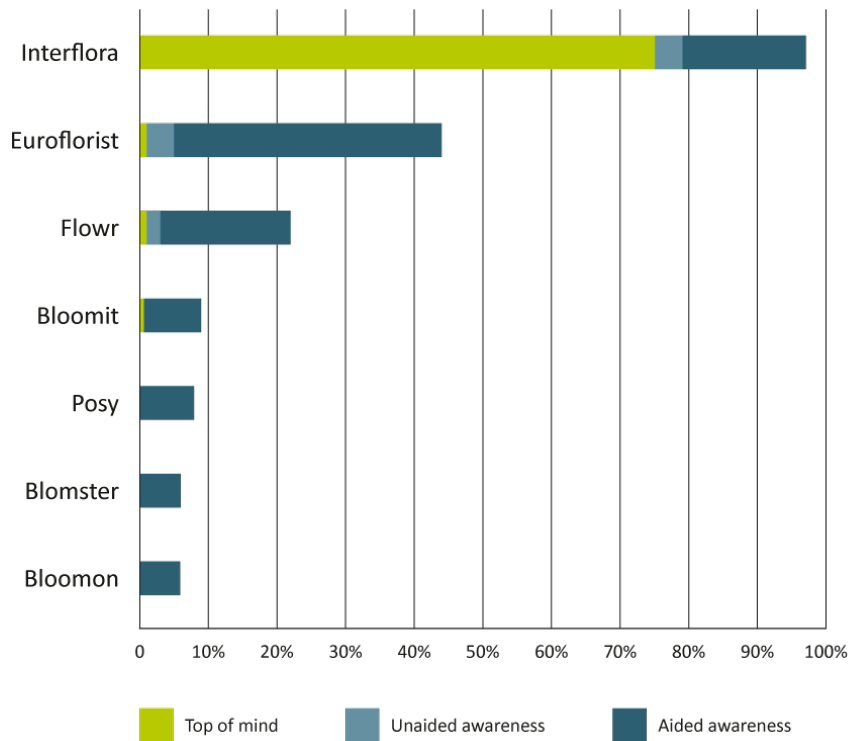
13 Creative Circle

2 AEA

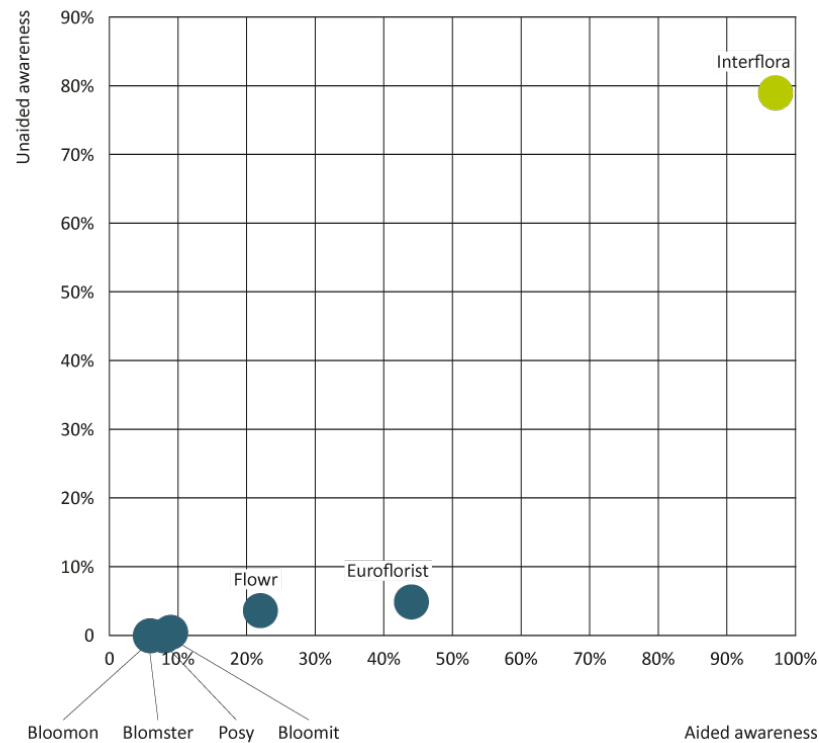
2 Cannes Lions

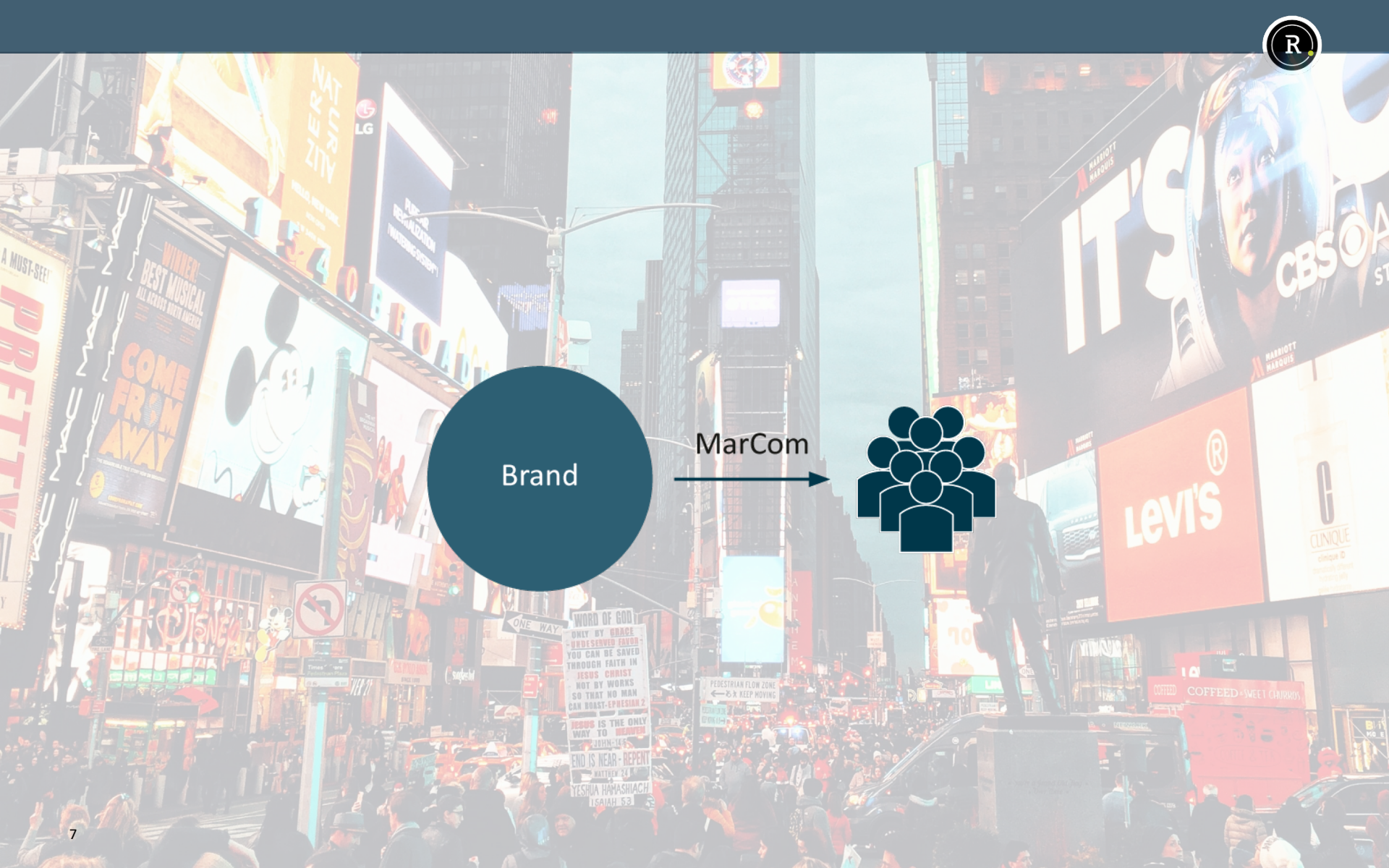
1 Splash Award

Awareness

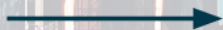


Memory blocking index



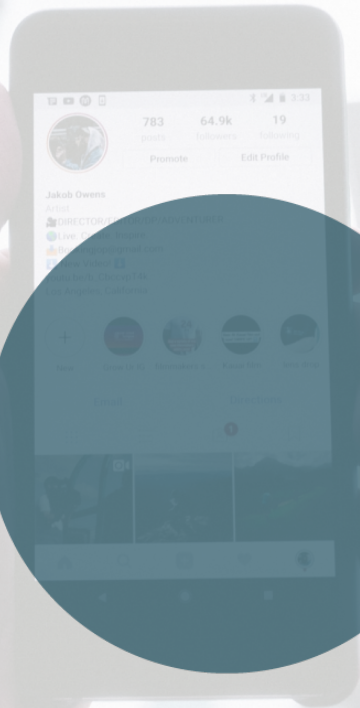


MarCom



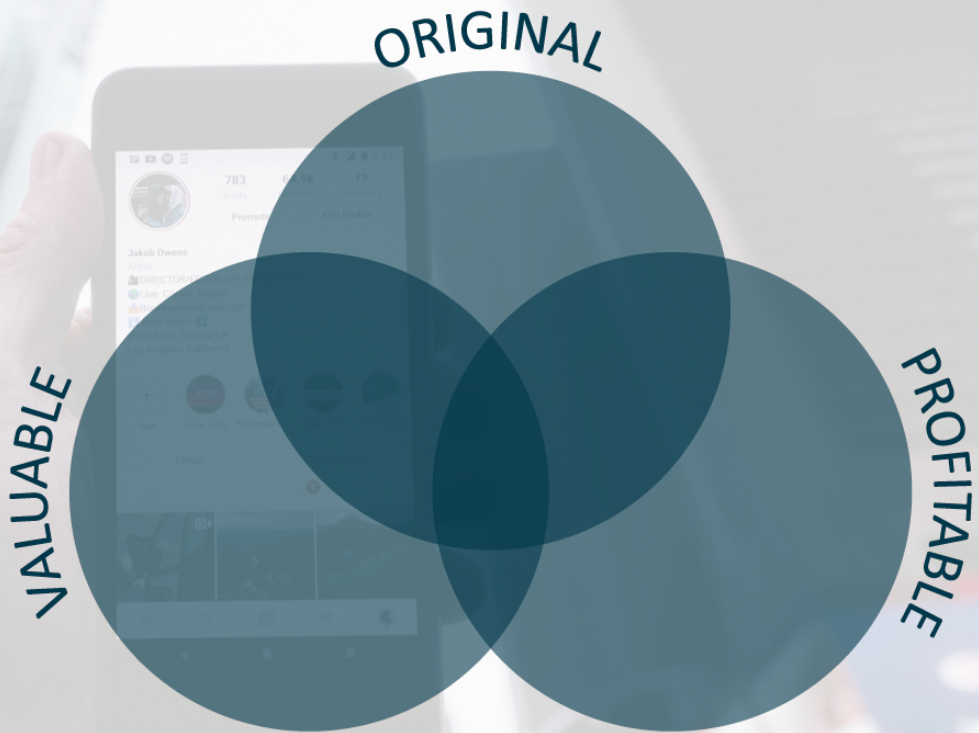


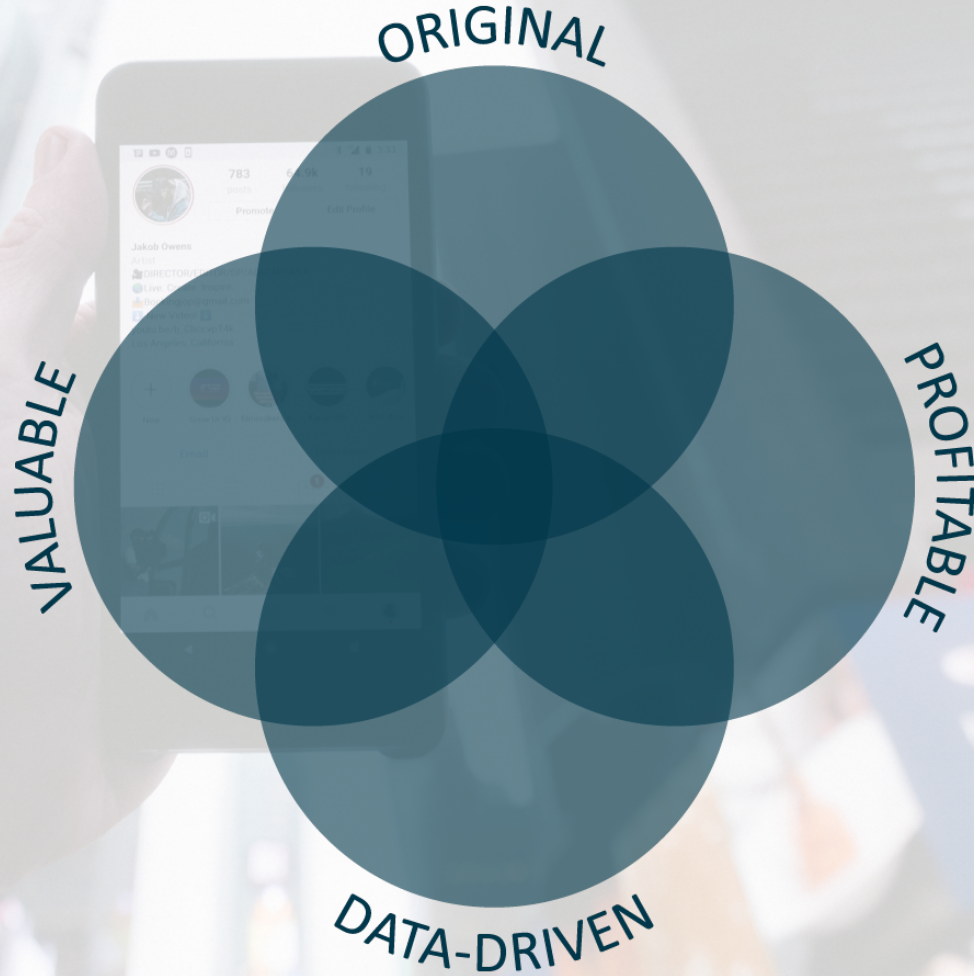
VALUABLE

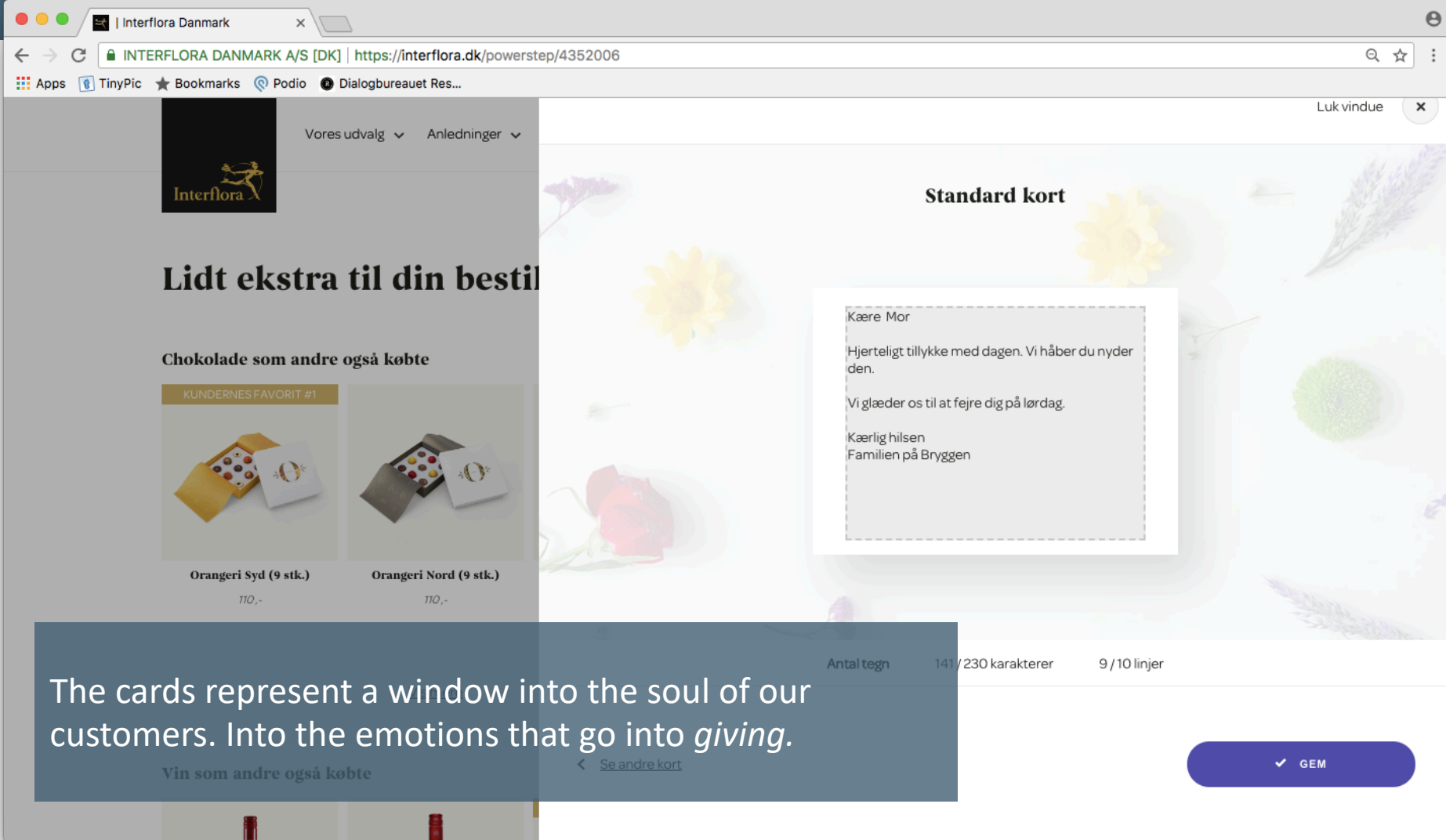


VALUABLE

PROFITABLE





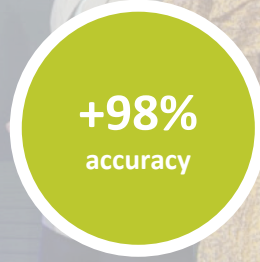
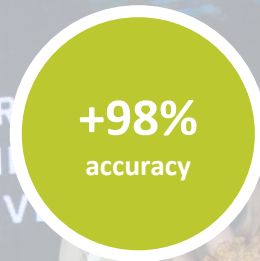
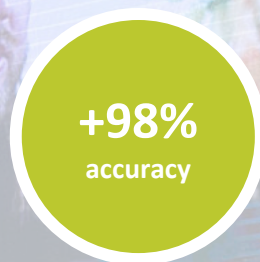


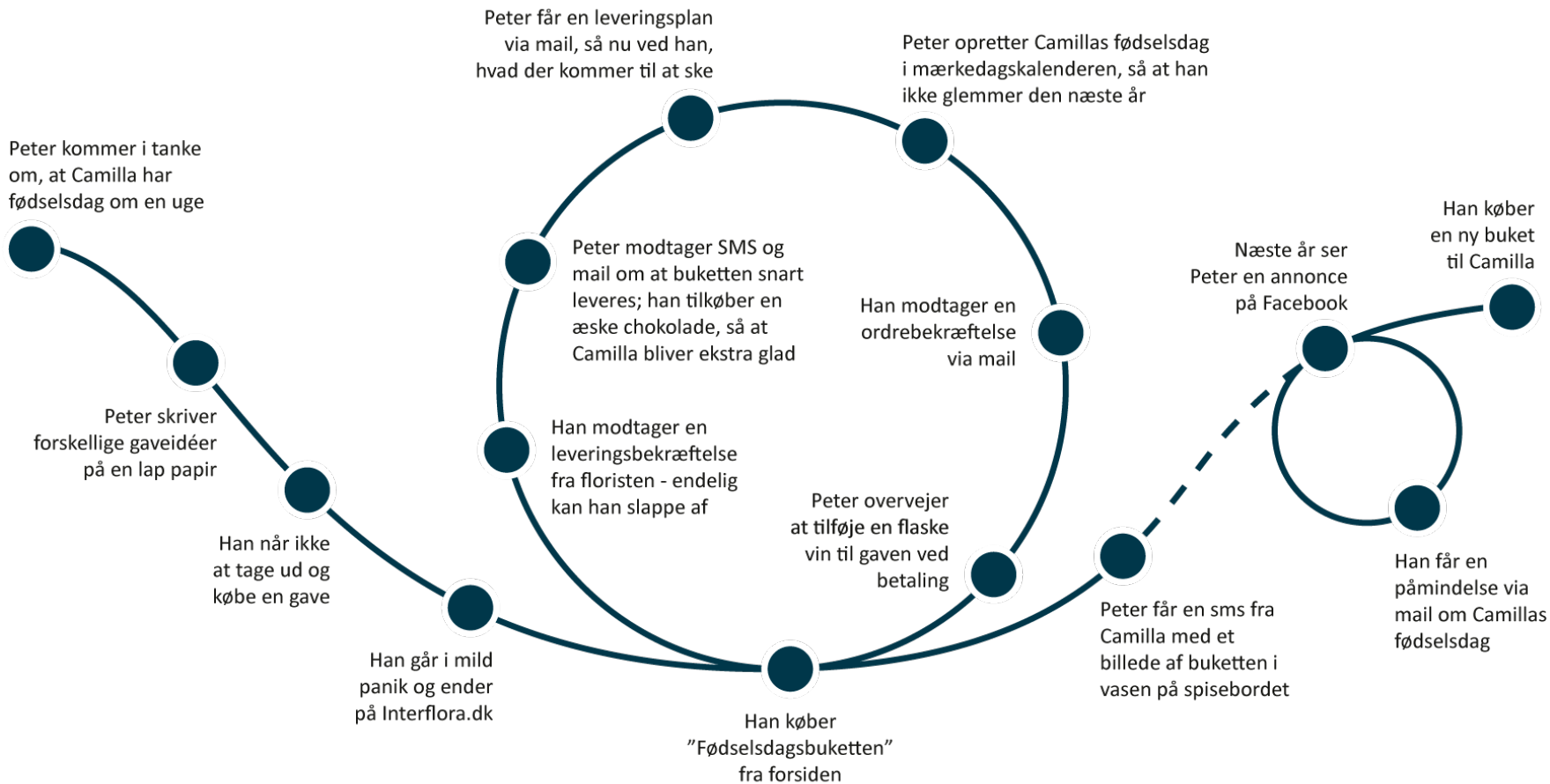
The cards represent a window into the soul of our customers. Into the emotions that go into *giving*.

Vin som andre også købte

< [Se andre kort](#)

✓ GEM

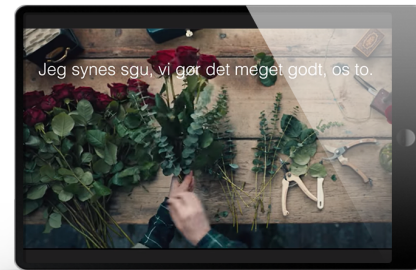




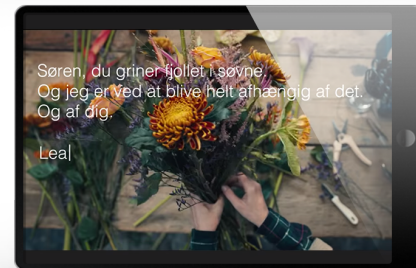


Elsker din bløde numse,
Vores unger.
At vi stadig har masser at tale om efter 19 år.
Livet ville være underligt tomt uden dig.

Elsker dig,]



Jeg synes sgu, vi gør det meget godt, os to.



Søren, du griner højt i søvne.
Og jeg er ved at blive helt afhængig af det.
Og af dig.

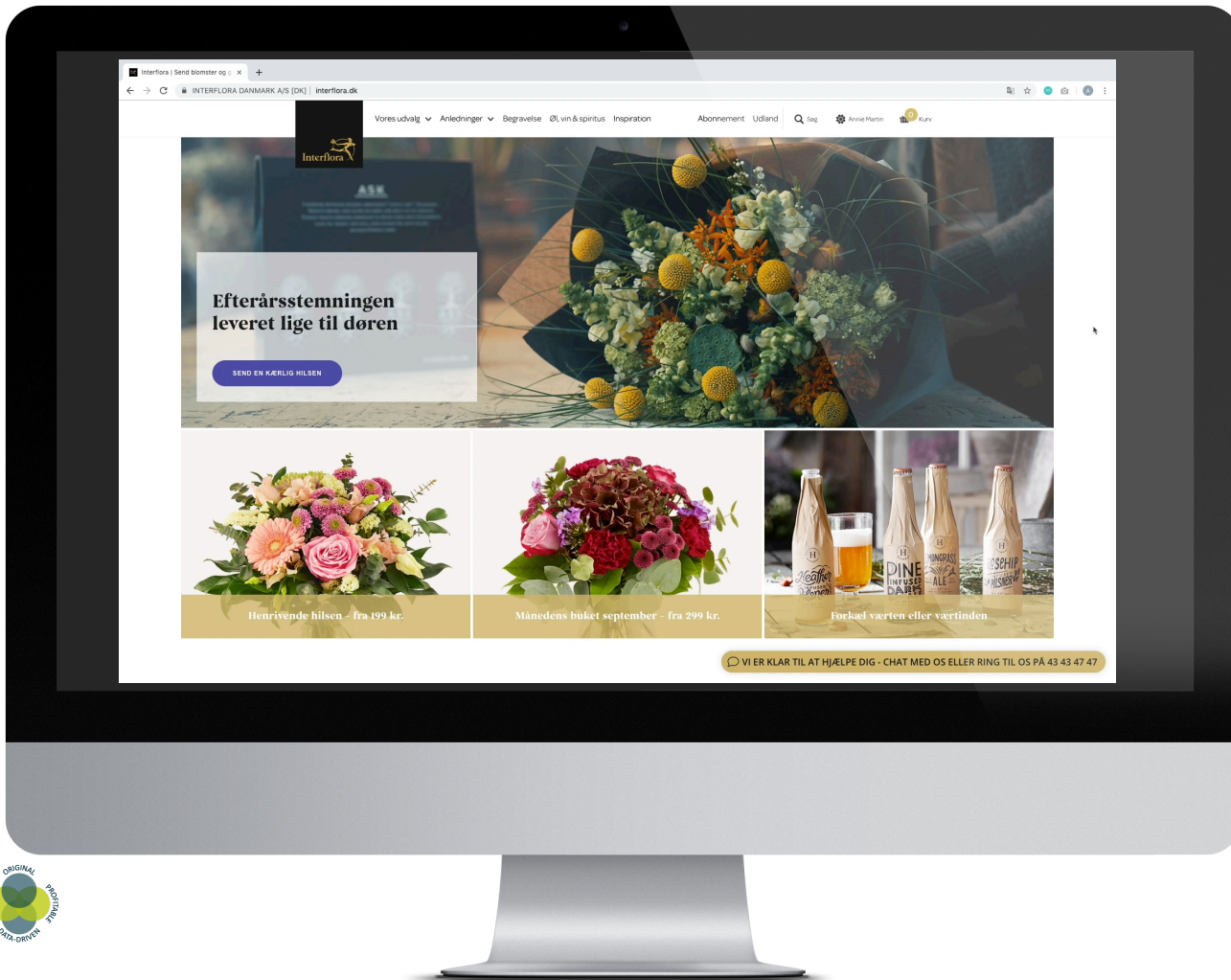
Lea]



Farvel Ove, min gamle ven. Tak for alt.
Må din sidste rejse blive den bedste.

Ernst
p.s. Jeg tror snart vi ses]





interflora | Send blomster og g... x +

INTERFLORA DANMARK A/S [DK] | interflora.dk

Vores udvalg ▾ Anledninger ▾ Begravelse Øl, vin & spiritus Inspiration Abonnement Udland

Søg Annie Martin Kunv



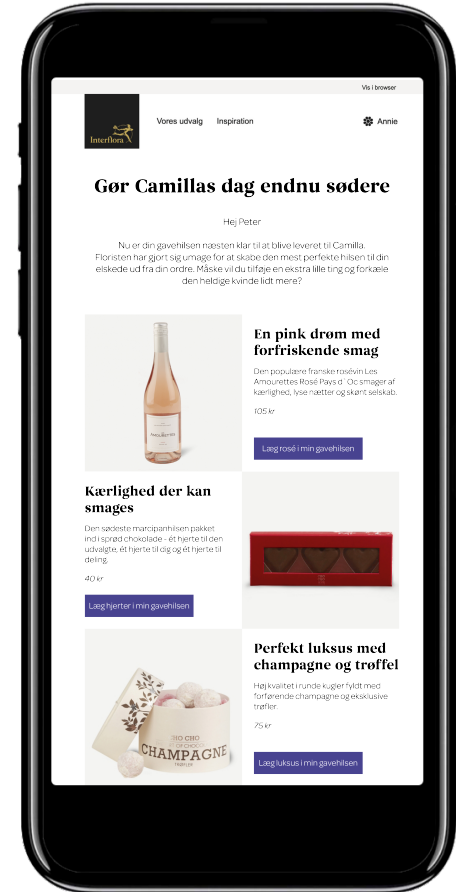
Skal Camilla forkæles med ekstra kærlighed på sin fødselsdag?

En helt særlig kvinde som din fortjener at blive fejret med kærlighed i alle former. Især på hendes fødselsdag bør der være masser af kærlig forkælelse, der gør dagen helt speciel. Derfor vil du måske forkæle kvinden i dit liv med en ekstra ting for at vise, hvor meget hun betyder for dig?

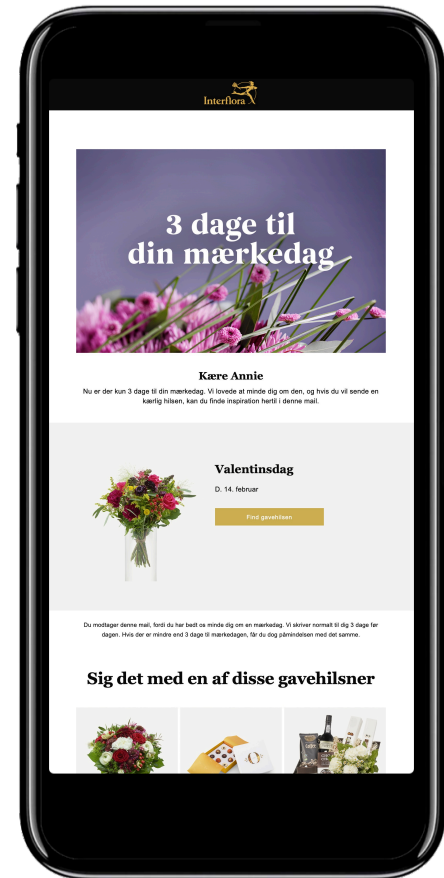
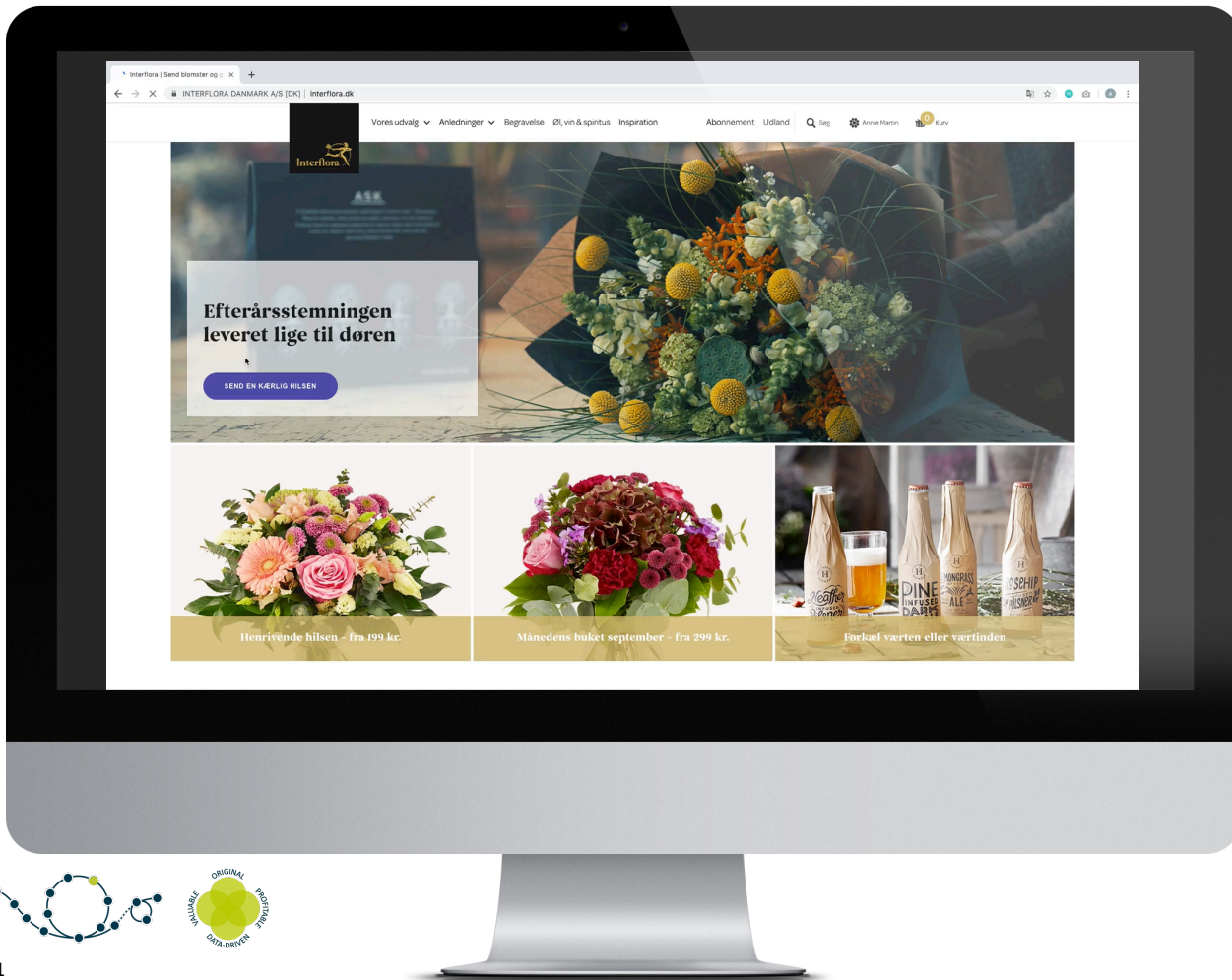
ROMANTISK RØDT	TRESØDE HJERTER	KÆRLIGE KUGLER
		
<p>Les Amourettes, Cabernet Sauvignon/Syrah, Languedoc</p> <p>105,-</p>	<p>Cho Cho Marcipanhjerter</p> <p>40,-</p>	<p>Orangeri Syd (16 stk.)</p> <p>210,-</p>

Kærlighed i små bider til kvinden i dit liv

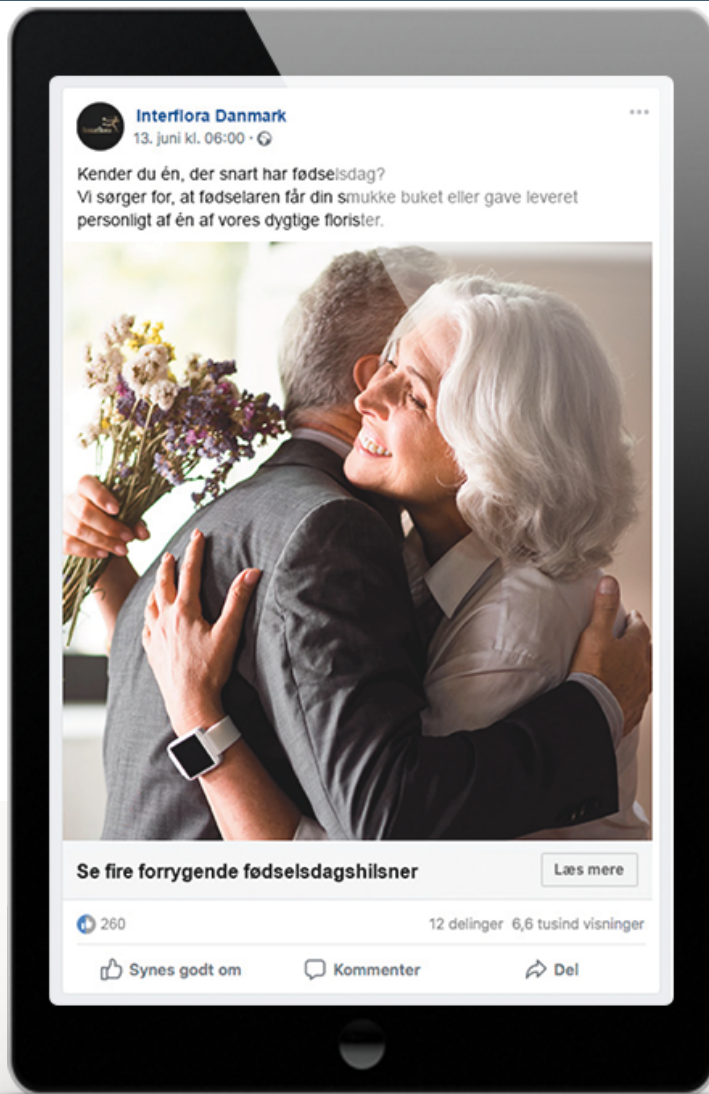








Annoncering

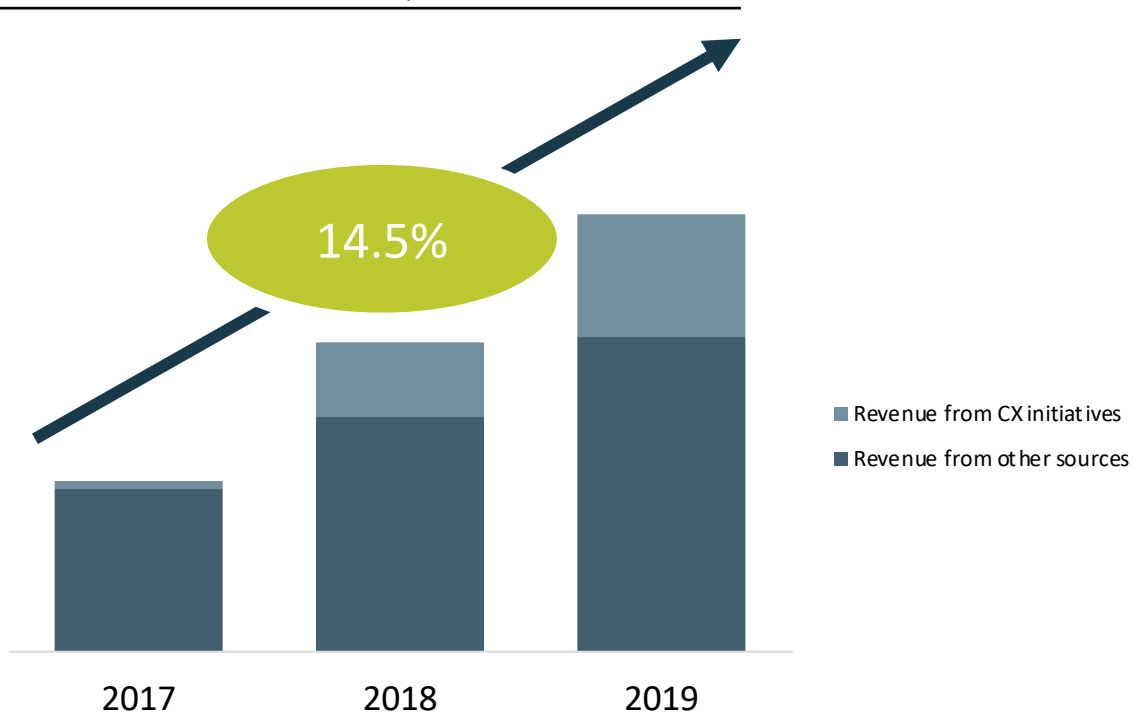


Email



Results

Total number of transactions Jan-Sept, 2017-2019



45.7%
of total growth
attributable to CX



Thank you

Peter Therkildsen Schlegel
pts@responsive.dk
+45 31142494

Zvi Goldstein
zg@interflora.dk
+45 30669255