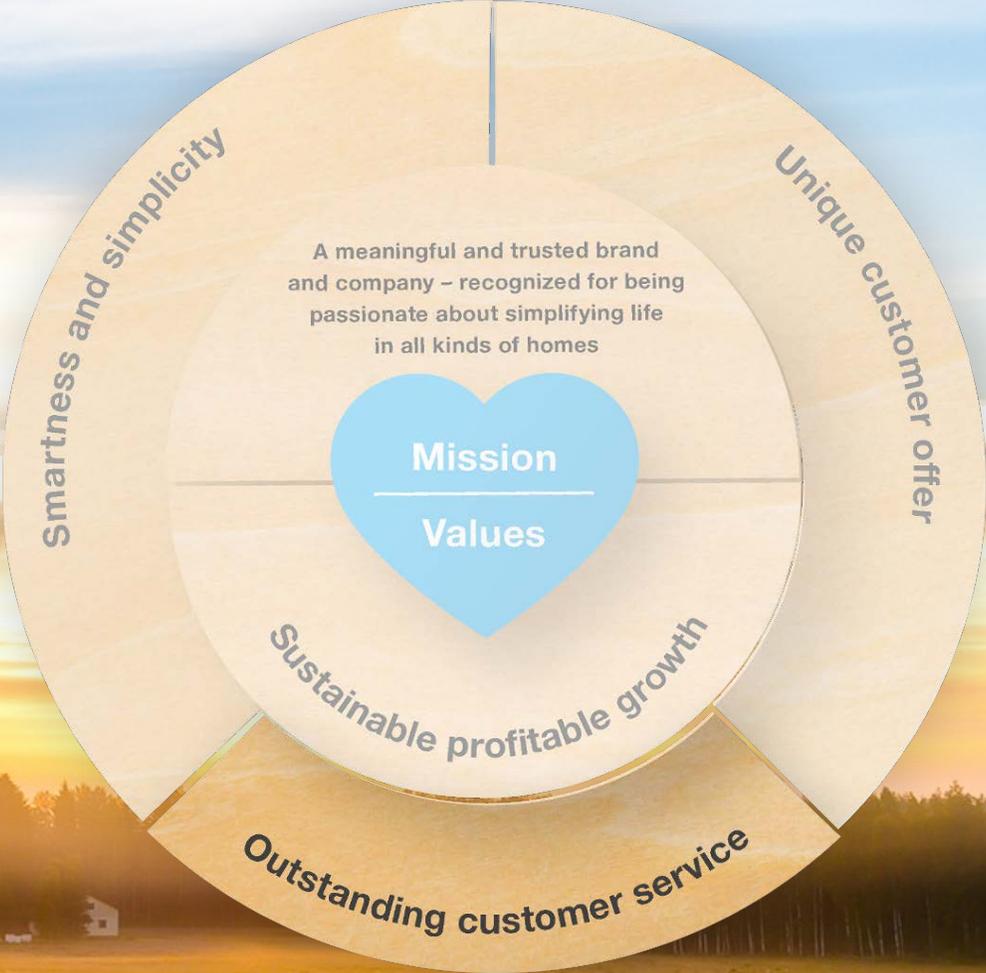


# OUTSTANDING CUSTOMER SERVICE







# THE FUTURE ROLE OF THE STORE

Geir Hoff and Fredrik Uhrbom

# Store experience in the customer journey



**C/O platform**

- One point of contact
- Access to all of Clas Ohlson
- Unique loyalty setup



**Product offering**



**Service offering**



**Store experience**



**Online experience**



*Passionate about simplifying life in all kinds of homes*



Coming from:  
Growing by opening  
new stores



# Moving towards: Growing our business through increasing share of home and utilizing our store network



# Store network supporting the unique customer offer

service  
snabba svar, byten och återkop

Products

*An arena for direct buys  
and click & collect*

# Click & collect

- Available in UK and Norway today
- Being introduced in all stores

# Klikk & hent

Vi lanserer klikk&hent  
hold av varer inntil 48 timer!

[Les mer »](#)



# Stores as part of e-com fulfilment

- Stores used as pick up points for click & collect
- Stores used as feeder stores for e-com delivery
  - Same day and next day deliveries
- Automated e-com fulfilment at DC to reduce lead times



# Store network supporting the unique customer offer

service  
snabba svar, byten och återkop

Guidance

*An arena for learning and giving  
unique customer service*

Products

*An arena for direct buys  
and click & collect*

# A place to experience and learn



We want to help our customers to solve their problems by giving them practical help in our stores

# Store network supporting the unique customer offer

Full  
service

*An arena for securing the complete solution for the customer*

Guidance

*An arena for learning and giving unique customer service*

Products

*An arena for direct buys and click & collect*

A place to offer  
our broadened  
service portfolio



Rent tools



Telenor



Knife sharpening



Breathalyzer  
calibration



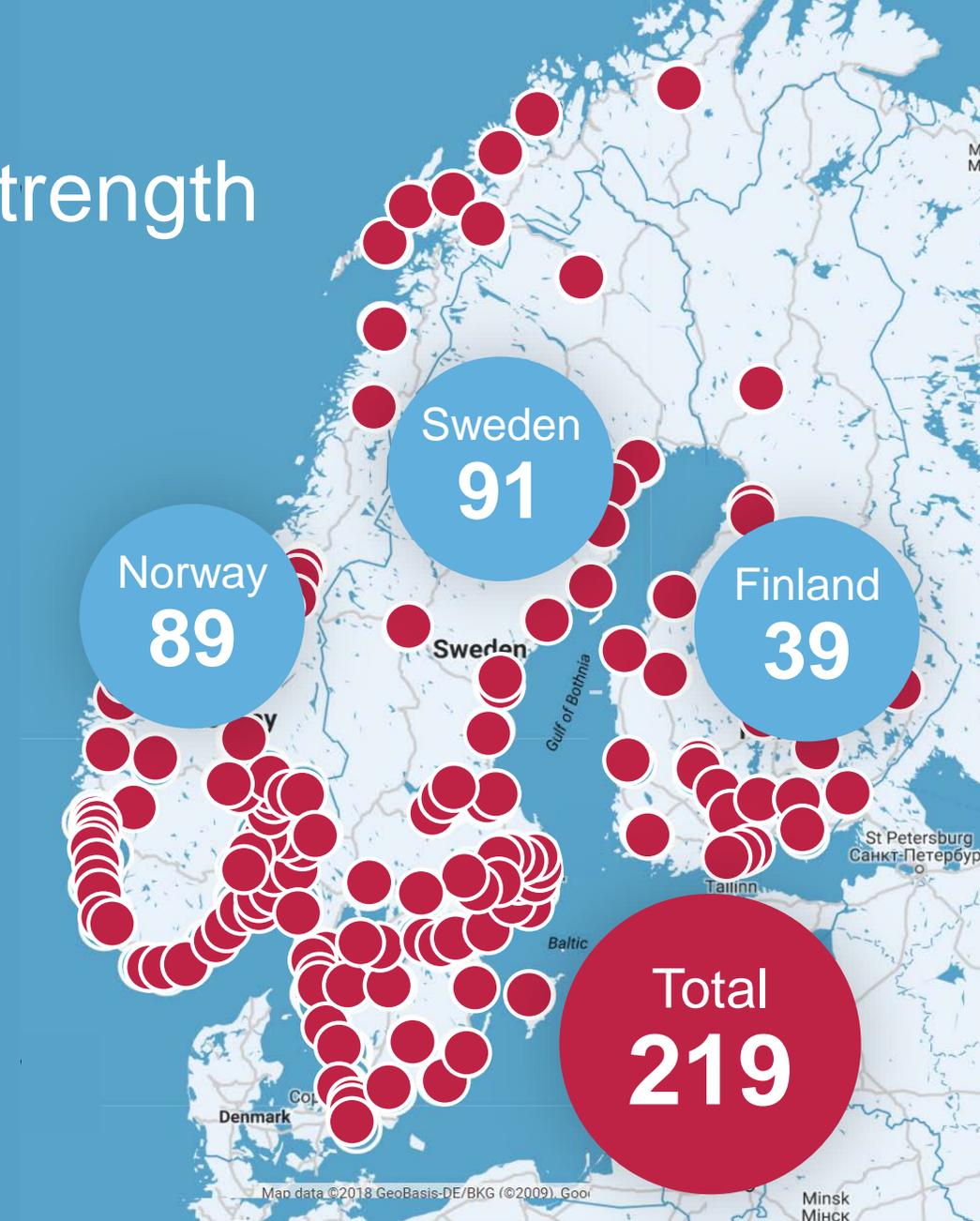
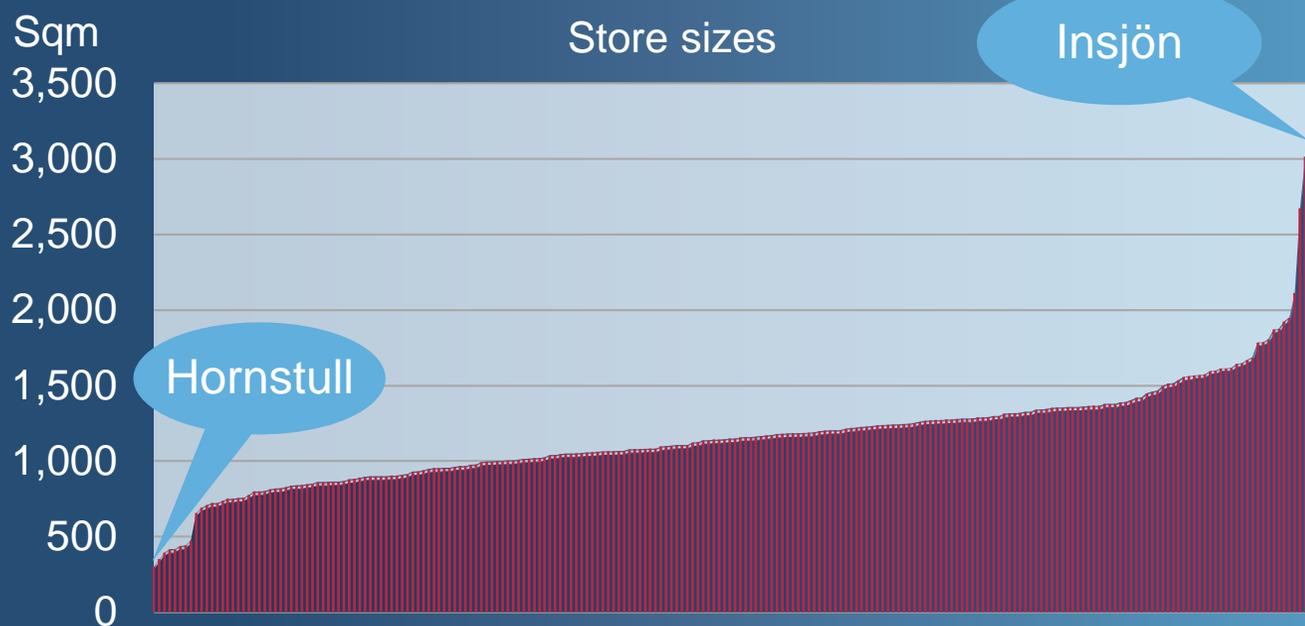
Develop photos



Recycling toner and ink cartridges

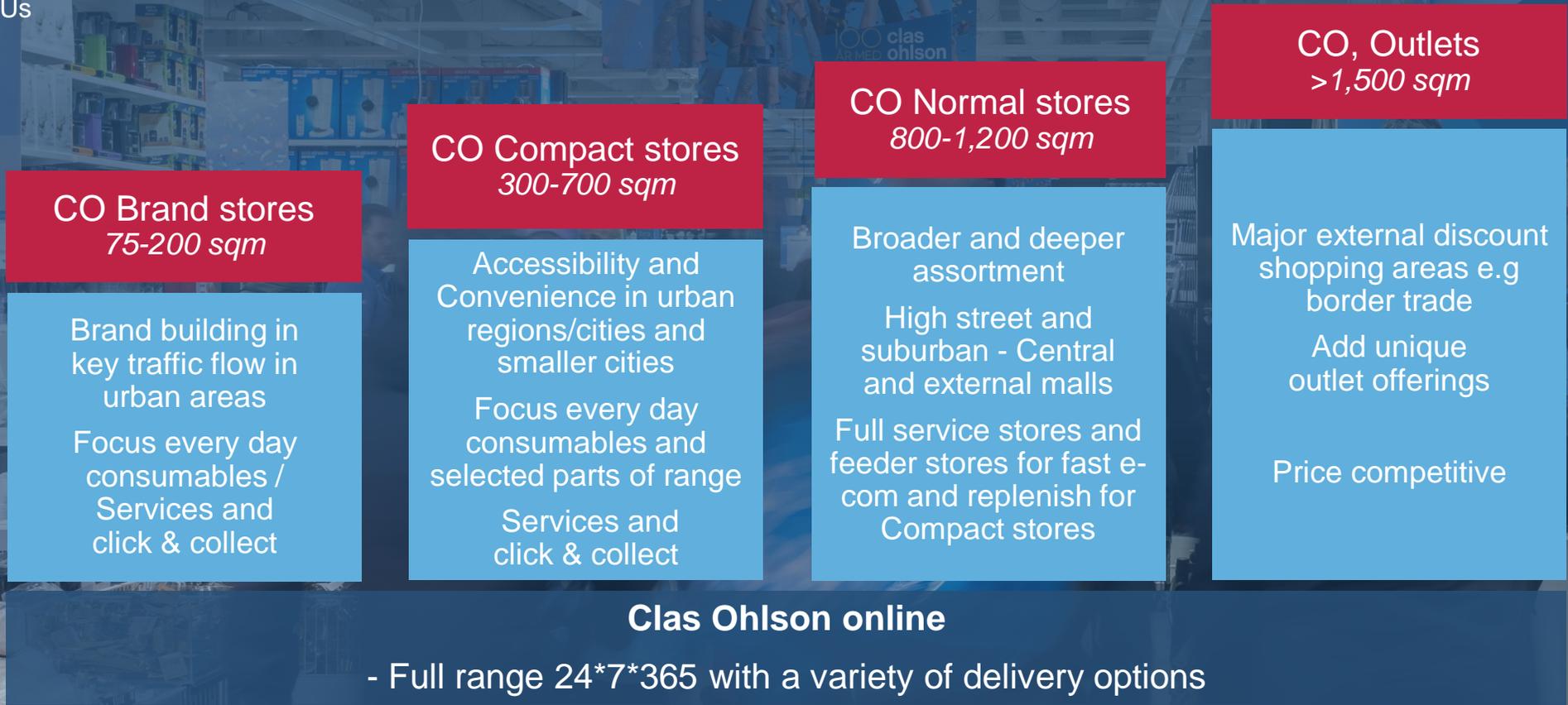
# Current Nordic store network is a strength

- Large number of stores
- Large in terms of square meters
- Extensive coverage and footprint in high traffic locations



# New store matrix supporting the unique customer offer

Range, number of SKUs



Store size, sqm

# Optimising size and location of existing store network

- Optimisation within existing contractual framework
  - Relocations
  - Downsizing
  - Transformation to other formats
- High flexibility in store network
  - Approximately 50 stores up for renegotiations or with break options within the next two years



# Way forward: new store formats

## Case Sweden – 6 new Compact Stores

- Accelerate adding smaller convenience stores, Compact Stores, in different locations:
  - Urban areas – high street locations
  - Suburban areas – Märsta/Tyresö
  - Smaller cities – Ljungby
- Efficient and cost effective way to increase store foot-print /coverage and OPEX
- Increased flexibility and efficiency in using our operational resources and replenishment between stores and adding feeder store functionality
- Introduction of click & collect services and online reservations

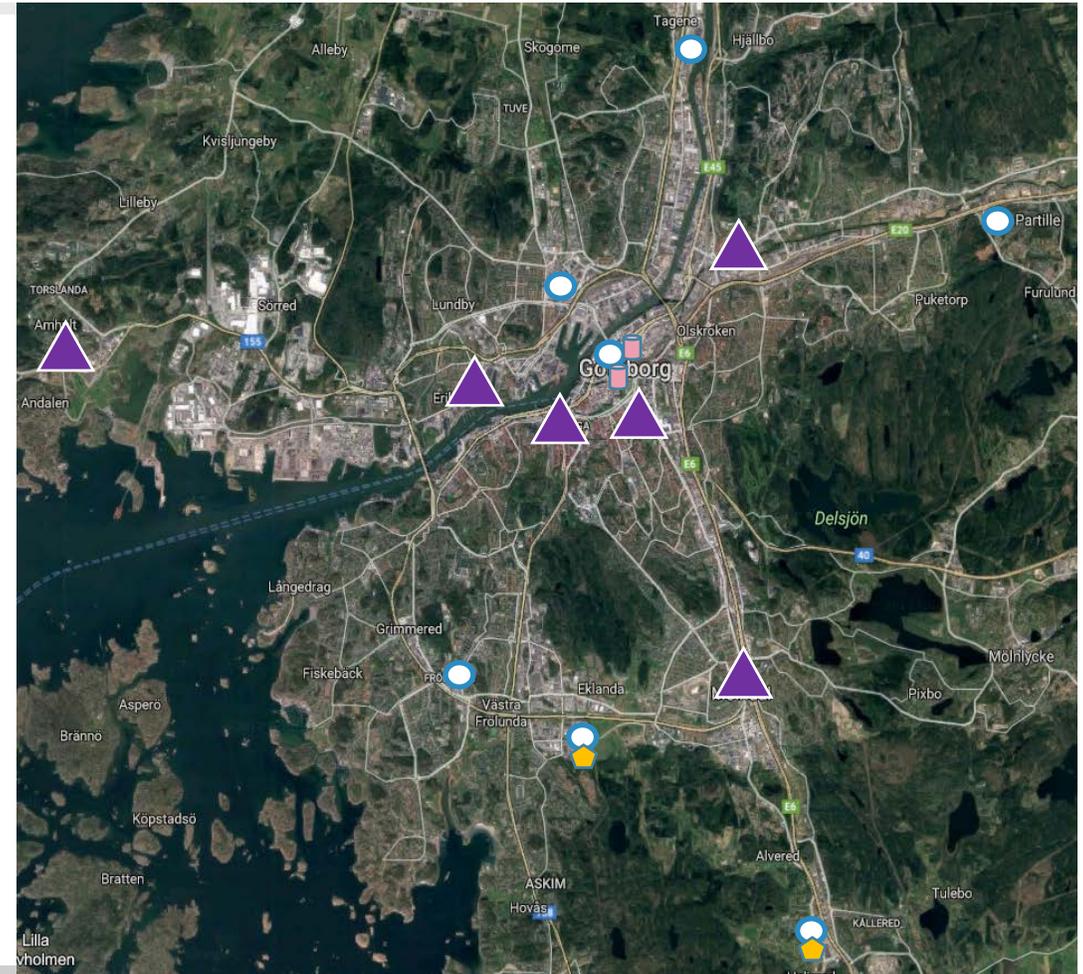


# Optimising role of each store in geographical key locations

## – Sub clustering's of different store formats

- Optimize the mix of concepts and formats in all regions to maximize customer experience
  - sub clustering
- Optimize assortment based on specific target groups per store and store location/formats
- Clear profile per store format to meet customer expectations

-  *Example Normal CO stores with feeder capacity*
-  *Example Compact stores supported by Normal Stores*
-  *Example Brand Stores supported by Normal Stores*
-  *Example of outlet locations e.g converting existing stores or new stores*



100  
YEARS OF clas  
ohlson