



Laurie Astor
Ecommerce Manager
Pandora

CUSTOMERS > DATA

PANDÖRA

NO. 1 JEWELLERY BRAND

COMPANY
PRESENTATION

102

MILLION PIECES
OF JEWELLERY
SOLD
2021

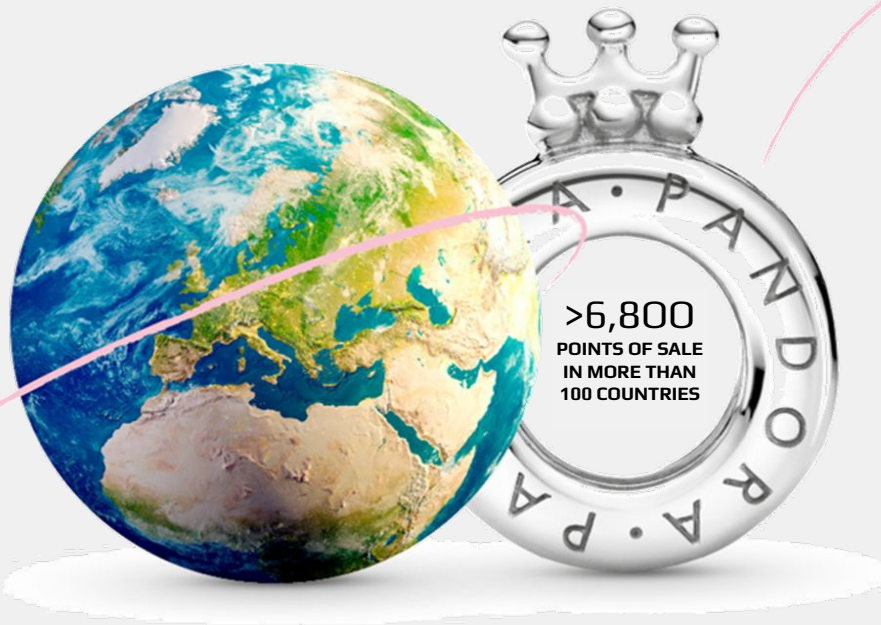
670+

MILLION VISITS
TO
OUR PHYSICAL
AND ONLINE
STORES
2021

26%

ONLINE SHARE
OF REVENUE
2021

Based on FY21 results



23.4

DKK BILLION
REVENUE
2021

27,000

EMPLOYEES

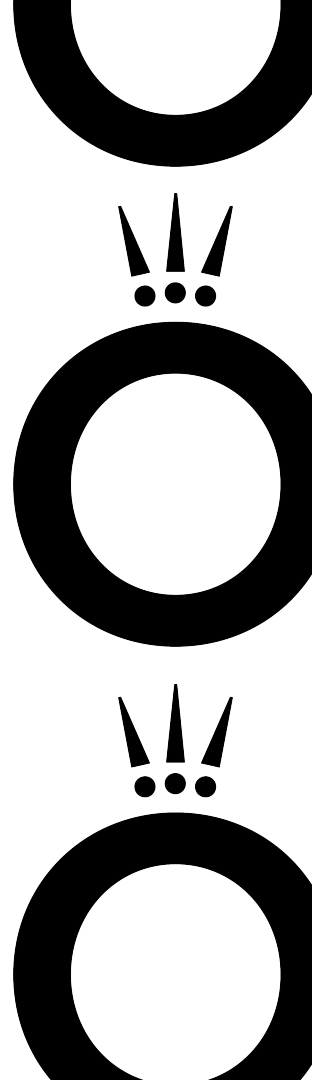
54%

OF OUR SILVER
AND GOLD IS
FROM RECYCLED
SOURCES



OUR PURPOSE

WE GIVE A VOICE
TO PEOPLE'S LOVES



THEY
WEAR IT
THEIR WAY





CONTENT

1

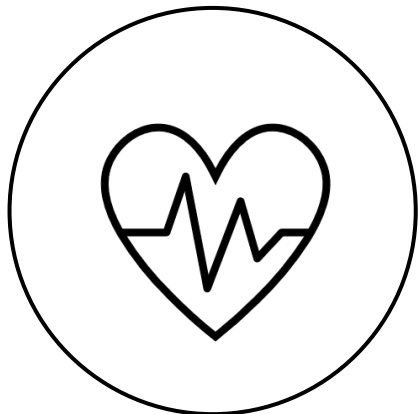
CUSTOMERS ARE HUMANS

2

DO YOU KNOW HOW YOUR
USERS FEEL?

3

CHANGE HOW YOU WORK



CUSTOMERS ARE HUMANS

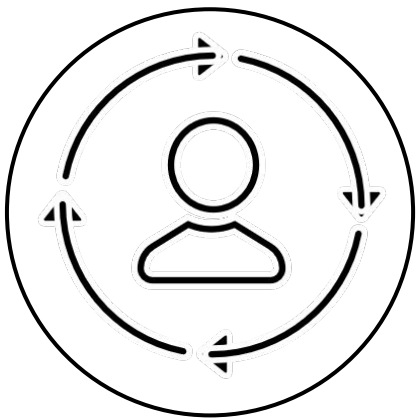
WELCOME TO THE PYRAMID STAGE







YOU ARE
ALREADY IN
“YOUR”
METAVERSE



THEY HAVE FEELINGS, THEY CHANGE, THEY ADAPT

FOCUS ON FEELINGS – Data doesn't have emotions



COVID



BIRTHDAY



HOLIDAYS



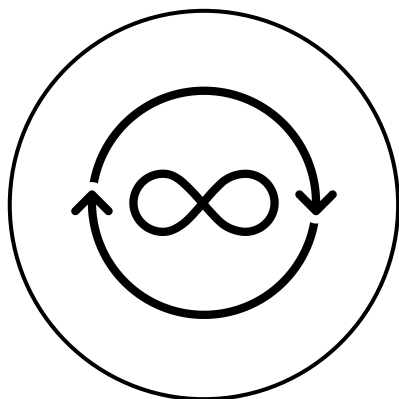
FAMILY



PAYDAY



COST OF LIVING



BE LOGICAL - BE YOU

FIND THE REAL CUSTOMER THAT IS IN YOU!

PRIORITISE PROJECTS
FROM A CUSTOMER
POINT OF VIEW!

**EMPATHISE
WITH THE
USER**

IS THIS GOING TO
IMPACT THEIR
EXPERIENCE OR
YOURS?



CONTENT

1

CUSTOMERS ARE HUMANS

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DO YOU KNOW HOW YOUR
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CHANGE HOW YOU WORK



“ALL YOUR ANSWERS ARE IN THE STORES”

ROSS MONAGHAN, UK SALES DIRECTOR

Data can show you a lot of different things.





“BE CURIOUS”

KATE WALSH, SVP OMNICHANNEL
Have a real interest in people.





“I LOOK AT DATA FOR VALIDATION”

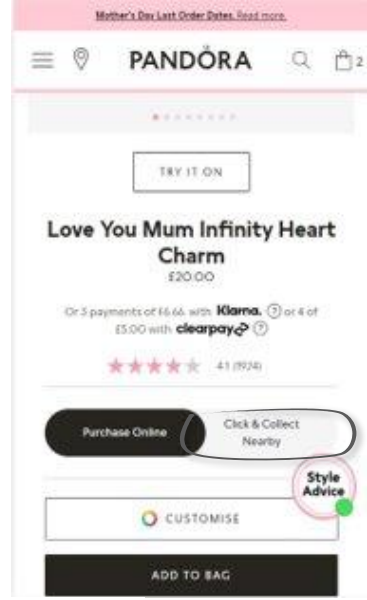
Be customer & data driven.

RASMUS BRIX, MD PANDORA UK

CHECK C&C
WHEN OOS ONLINE




FREE CLICK & COLLECT
VS NEARBY



LABEL

FILTER PRODUCTS ▾ | SORT BY ▾




AVAILABLE IN 3 COLOURS

Sparkling Elevated Heart Ring Sparkling Halo Ring

£80.00 £65.00

♡ ♡



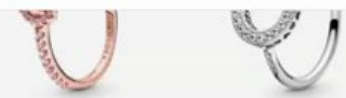
♡ ♡

Style Advice

NO LABEL

☰ 📍 PANDORA 🔍 🛒 6

FILTER PRODUCTS ▾ | SORT BY ▾




AVAILABLE IN 3 COLOURS

Sparkling Elevated Heart Ring Sparkling Halo Ring

£80.00 £65.00

♡ ♡



♡ ♡

Style Advice



CONTENT

1

CUSTOMERS ARE HUMANS

2

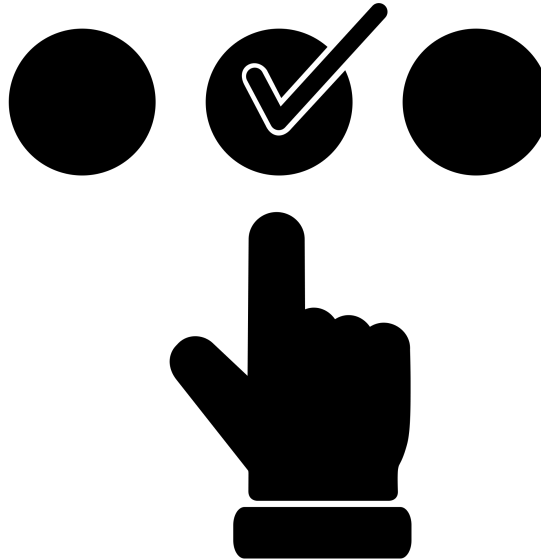
DO YOU KNOW HOW YOUR
USERS FEEL?

3

CHANGE HOW YOU WORK

WHEN WAS THE LAST TIME YOU SPOKE TO A CUSTOMER?

HONEST ANSWERS ONLY!

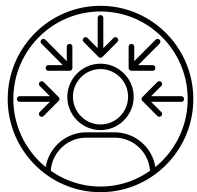


WHEN WAS THE LAST TIME YOU SPOKE TO A CUSTOMER?

HONEST ANSWERS ONLY!

SLIDO POLL HERE

GO BEYOND...



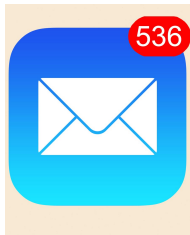
...the data to understand your customers – **BE PERSONAL**



SPEAK TO OTHER DEPARTMENTS



INVITE CUSTOMERS TO YOUR OFFICE



READ CUSTOMERS EMAILS/CHATS

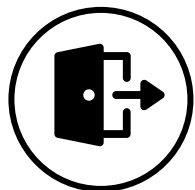


LISTEN TO PHONE CALLS

DO MYSTERY SHOPPING



GO BEYOND...



...the online experience – **GO OUT**



**GO TO
YOUR STORES**

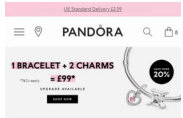


**SPEAK TO YOUR
CUSTOMERS**

GO BEYOND...



... the mindset that your ideas are the only ideas – **LISTEN**



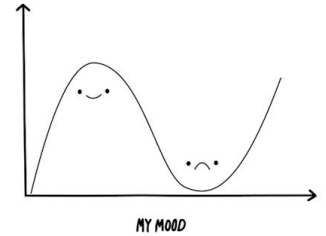
**PERSONALISE
YOUR ONLINE
JOURNEY**



**STOP THINKING
ABOUT YOU**



**ALWAYS KEEP YOUR
CUSTOMERS IN MIND**



**NEVER STOP
TESTING**



**NEVER STOP
ANALYSING**



**THANK YOU
FOR YOUR
ATTENTION**



Enjoy the festival!

Special thank you to: Gemma at Kibo, CS team
and all my Pandora colleagues.