

How Elon is Bridging the Digital and Physical CX

Discover how Elon is **unifying its customer experience** between their digital presence and network of four hundred physical stores. Learn how they **leverage AI to increase efficiency** across these channels and plan to achieve true data-driven **personalization at scale**.

eLON



Jakob Dahlner
CTO

A bit about us



Net revenue 2023, B SEK

4,8



Stores across the Nordics

+900



Million products in assortment

2.5

If you are a bit older
This is how you might remember us



If you are a bit older

This is how you might remember us



An important part
of the Elon story

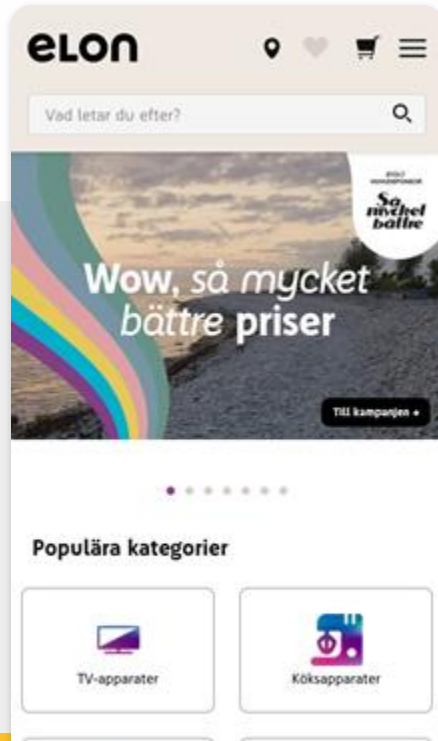
A new look!

This is what we look like now



Combining this with that, isn't too easy

The joys and struggles of brick-and-mortar



It's been quite a journey

It ~~been~~ is quite a journey

Välj din butik - Se öppettider och leveranstider

Kundtjänst Önskelista Logga in | Elon Club

ELON Vad letar du efter? Kundvagn

PRODUKTER RUM NORDANRO KÖK KAMPANJER HEM & KÖK FÖRETAG INSTALLATION & SERVICE

Sidan kunde tyvärr inte hittas

Något gick fel och vi kan inte hitta sidan du angav

- Om du skrev webbadressen direkt – se till att stavningen är rätt.
- Om du klickade på en länk för att komma hit så är länken ur bruk.

Var inte orolig, hjälpen är nära!

- Gå tillbaka till föregående sida.
- Använd sökrutan i ovankant på sidan för att söka efter dina produkter.
- Klicka på knapparna nedan för att komma till startsidan eller Mina sidor

Tillbaka till föregående sida Startsidan Mina sidor

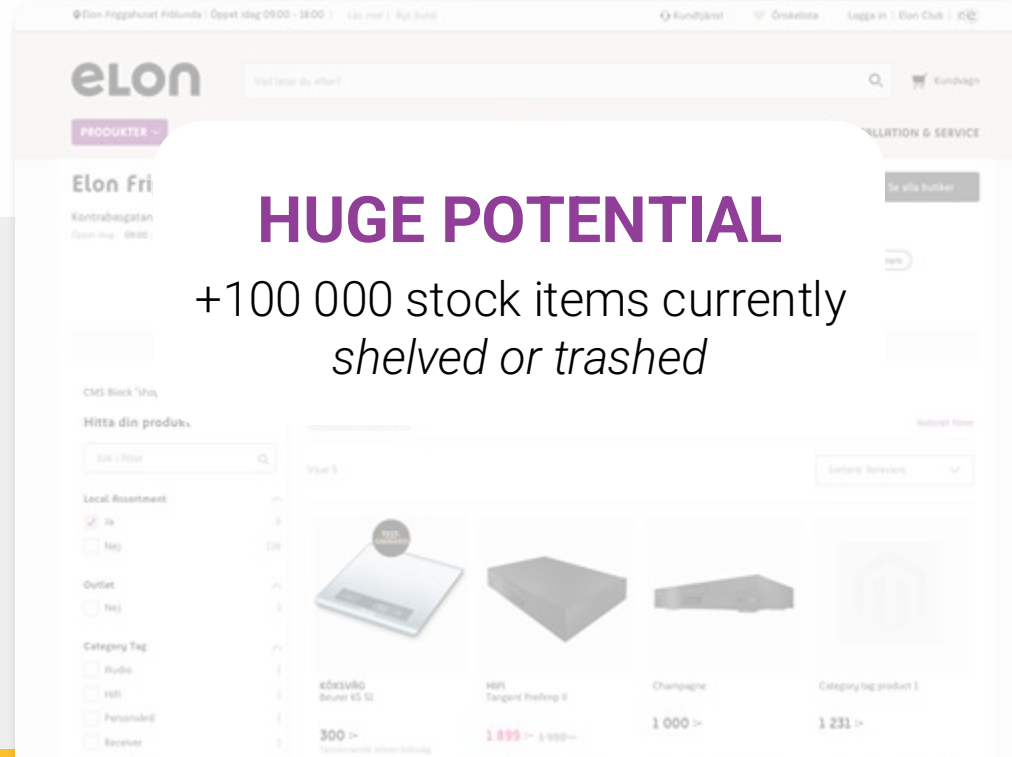
We had no way to **sell local and returned stock**, which would **help sustainability, customer lifetime value** and **bottom line**

The screenshot shows the website for 'Elon Friggarhuset Frölunda'. The header includes the company name, a search bar, and navigation links for 'PRODUKTER', 'RUM', 'NORDANRO', 'KAMPAJNER', 'HEM & KÖK', 'FÖRETAG', and 'INSTALLATION & SERVICE'. The main content area features a 'Local Assortment' filter and a grid of product cards. The product cards are:

- köciváló Beurer KS 51**: Price 300 >
- Hifi Targett Prehög II**: Price 1 899 > - 1 990 >
- Champagne**: Price 1 000 >
- Category tag product 1**: Price 1 231 >

The left sidebar contains filters for 'Local Assortment' (Yes/No), 'Outlet' (No), and 'Category Tag' (Hvita, Hifi, Personvård, Receiver).

We had no way to **sell local and returned stock**, which would **help sustainability, customer lifetime value** and **bottom line**

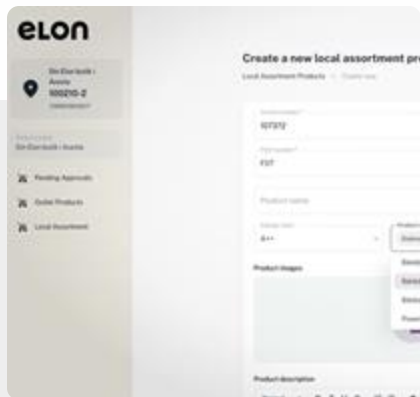


The screenshot shows the eLON website interface. At the top, there's a navigation bar with the eLON logo, a search bar, and user account options. Below the navigation, there's a main content area with a large purple text overlay that reads "HUGE POTENTIAL" and "+100 000 stock items currently shelved or trashed". The background of the screenshot shows a product listing page with various filters on the left and product cards on the right.

HUGE POTENTIAL
+100 000 stock items currently
shelved or trashed

Minimal ReactJS Portal

For the store staff



A simple UI for stores

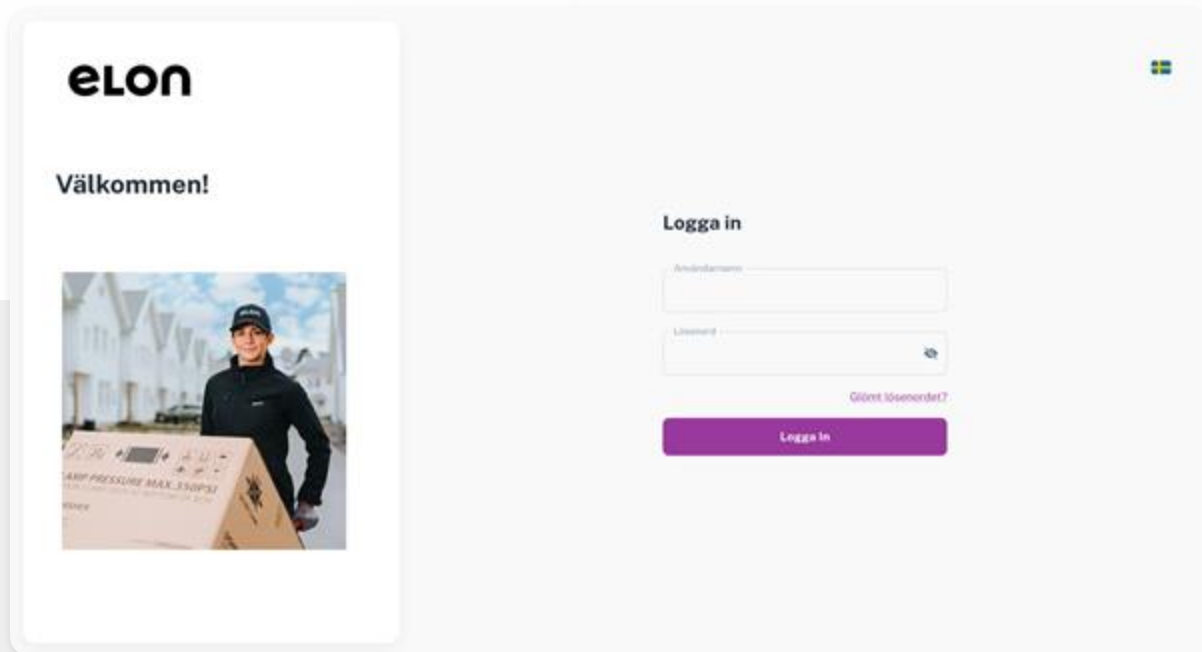
To add, manage
local stock

KEY FUNCTIONALITY

- Create outlet products
- Manage local stock
- Publish and approval flow

Focus: **Ease of use**

Go live 1 March 2024



Local stock first month: **500**

Additional revenue: **€100k**

Välj din butik - Se öppettider och leveranstider

Kundtjänst | Önskelista | Logga in | Elon Club |

elon

Vad letar du efter?

PRODUKTER | RUM | NORDANSKO KÖK | KAMPAJNER | HEM & KÖK | FÖRETAG | INSTALLATION & SERVICE

Elon Kungsgatan

Kungsgatan 13, Stockholm [Hitta hit](#)
 Öppet tider: 10:00 - 18:00 | [Visa öppettider](#)
 Telefonnummer: 08-411 79 87

Välj som min butik | [Se alla butiker](#)

SORTIMENT

Caravel | Elita | Nordans | Vitvaror | Persandörr
 Luftreningssystem | Källutställning

TJÄNSTER

Hjälpbesök | Hemövervakning
 Installation vitvaror

[Handla](#) | [Om butiken](#) | [Kontakt](#)

Hitta din produkt

Sök i filter

Produkttyp

- Riksbibliotek 23
- Batteridrivna ljuslampa jul 1
- Batterier 2
- Batteriladdare 2
- Blender 17
- Bluetooth-högtalare 1
- Bordlampor 3
- Brandkläckare 1

[Visa alla \(204 fler\)](#)

Varumärke

- Ineta 1
- Inokarum 7

Visar 1 - 32 av 702

Sortera [Relevans](#)

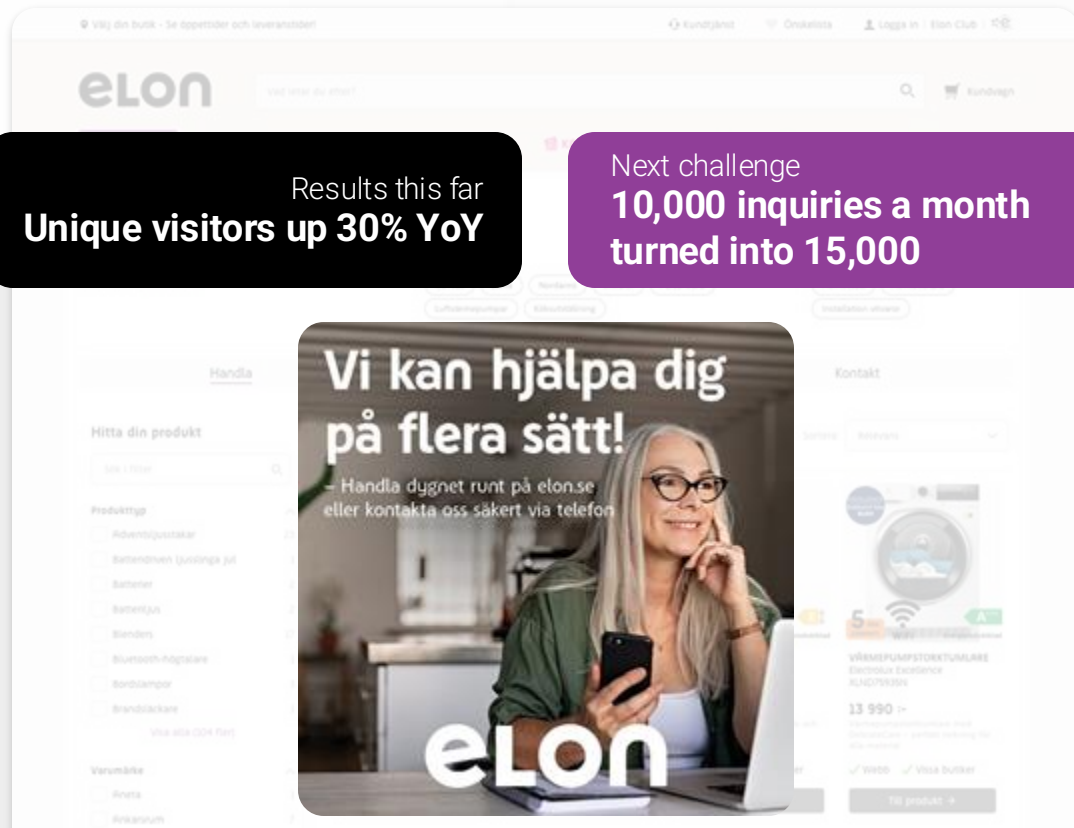
<p>TVÄTTMASKIN Electrolux Excellence XLN7403SU</p> <p>11 990 :-</p> <p>Webb Vissa butiker</p> <p>Till produkt</p>	<p>KÖLFILTER Thermex Kofilterer 535-410900-9</p> <p>349 :-</p> <p>Webb Vissa butiker</p> <p>Till produkt</p>	<p>KYL/Frys-KOMBI Elita CK4UTV</p> <p>8 490 :-</p> <p>Webb Vissa butiker</p> <p>Till produkt</p>	<p>VÄRMEPUMPSTÖRKUTUMLÄRE Electrolux Excellence XLN07933N</p> <p>13 990 :-</p> <p>Webb Vissa butiker</p> <p>Till produkt</p>
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NEXT STEPS

Introducing **AI**

Results this far
Unique visitors up 30% YoY

Next challenge
**10,000 inquiries a month
turned into 15,000**



SITUATION

Difficulty in delivering **bulky products** across the Nordics from a **centralised warehouse**



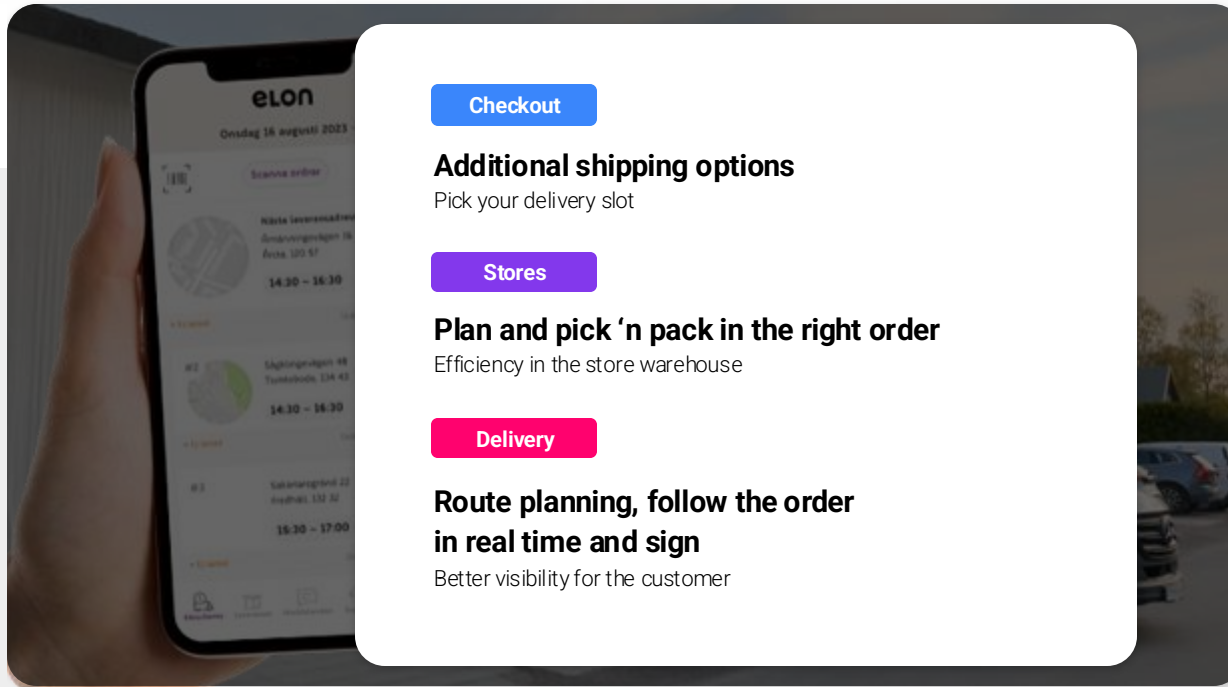
THE SOLUTION

A **Last Mile solution** to utilise the large network of local stores



THE SOLUTION

A **Last Mile solution** to utilise the large network of local stores



Checkout

Additional shipping options
Pick your delivery slot

Stores

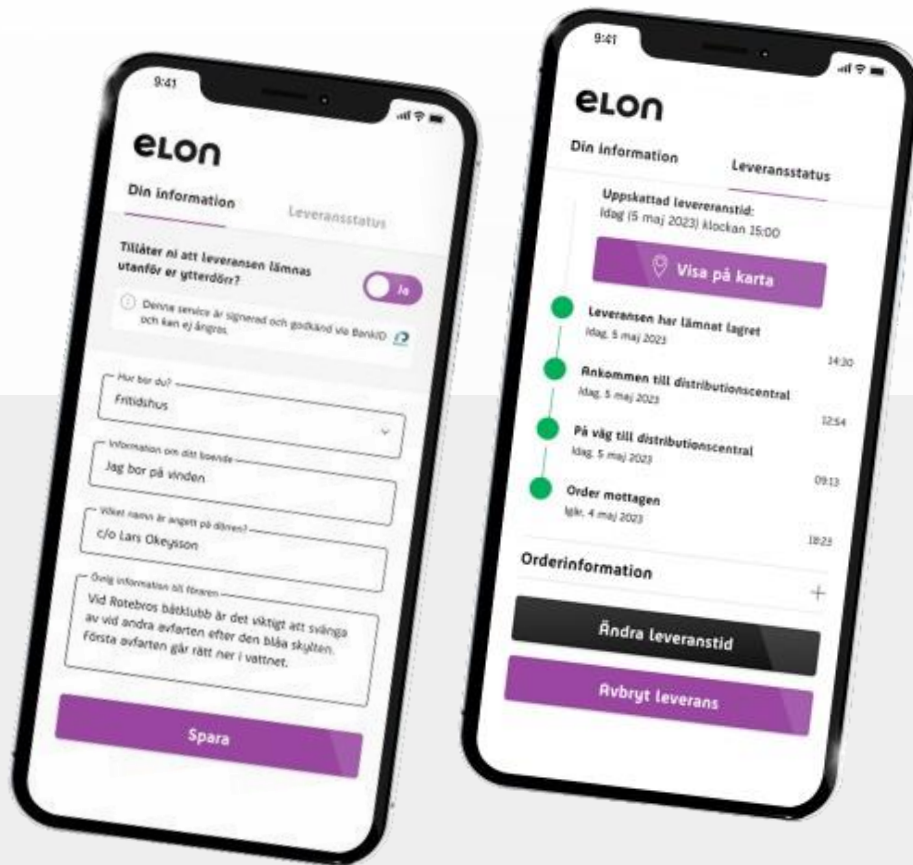
Plan and pick 'n pack in the right order
Efficiency in the store warehouse

Delivery

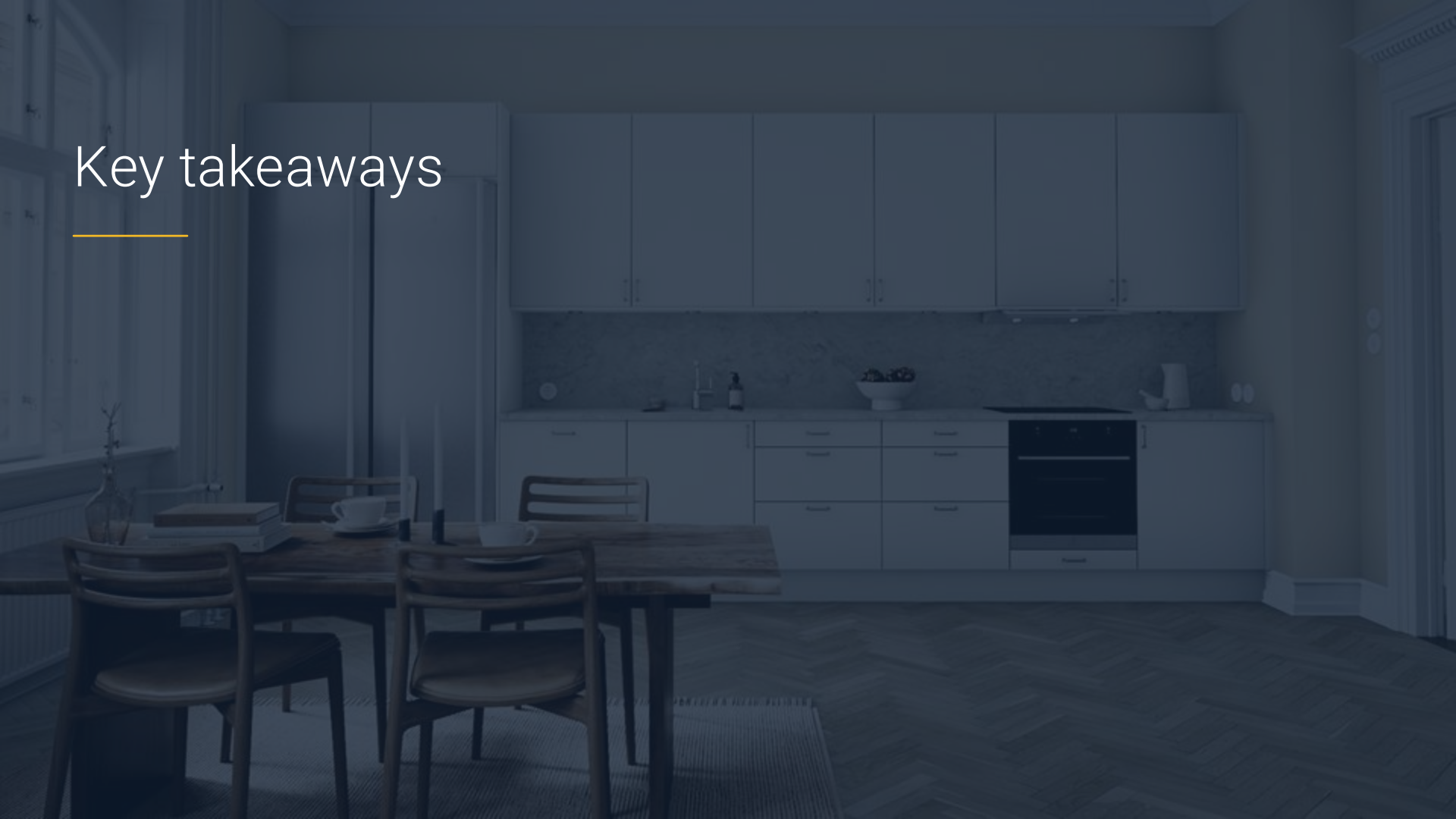
Route planning, follow the order in real time and sign
Better visibility for the customer

RESULTS

Higher **customer satisfaction**
Improved **efficiency**
Expected **higher lifetime value**



Key takeaways



Key takeaways

1

Our stores are **more satisfied**, we've given them a much **bigger shop window** with the online store

2

Last mile is **not a nice-to-have**, it's **a must 2024**

3

AI has already helped us a lot, remember to **start small** and **scale in steps**, focusing on **business value**



Jakob Dahlner
CTO

Experience is **Everything**

XVAIMO eLON