

deployteq

The MME: Using data to transform the way consumers and tradespeople shop at Wickes.

Wickes & MME

07.09.2023 | Deployteq Connect

Introductions



Robin Jung

Business Director
Deployteq X Wickes



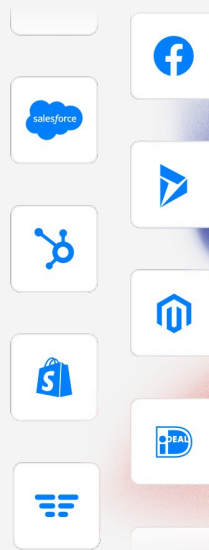
Sophie Broughton

Account Director
Deployteq X Wickes

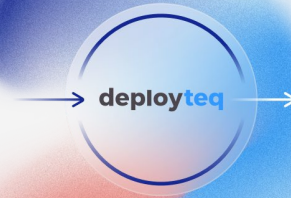
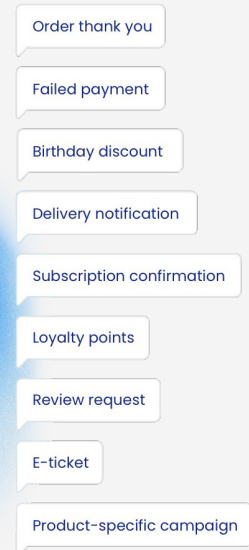
Agenda

1. Our shared history
2. Insights fueling omnichannel communications
3. The Missions & Motivations Engine (MME)
4. Tailored programmes
5. Key takeaways

Data capture



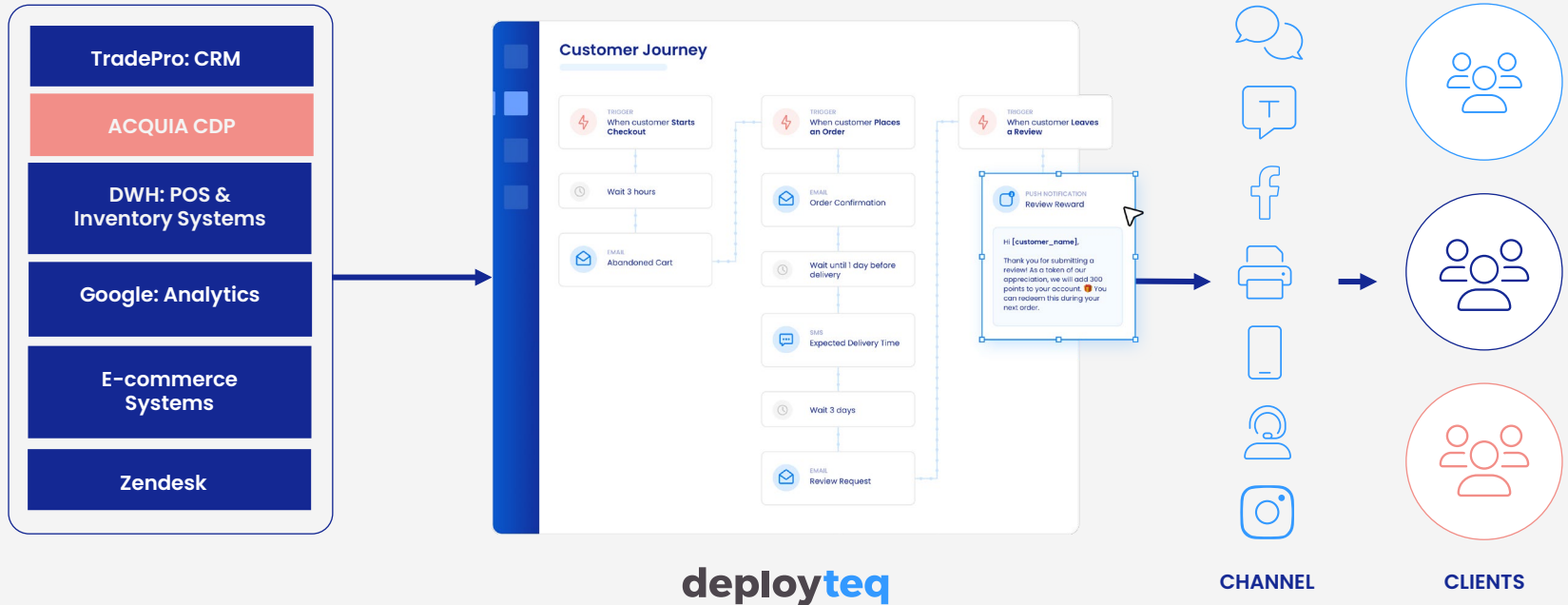
Messages sent



A little about Wickes

- We're a digitally-led, service-enabled home improvement retailer
- Local trade, Do-it-for-me, and DIY Retail form the core of our customer base
- We have 230 stores
- And 8,100 colleagues
- Help the nation feel house proud

The Wickes tech ecosystem



Our Journey

Wickes

December 2017

Wickes partners with ITG to help deliver CRM Strategy, and connected experiences with our customers

teamitg™

December 2019

Acquia CDP machine learning testing in comms



October 2020

TeamITG begin mining data assets and customer behaviour - Mission Motivation Engine



Nov 2022

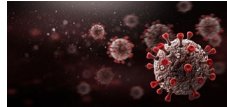
Best in Segmentation, Retail & Ecommerce & Grand Prix Winner



deployteq™

October 2019

Wickes migrate to ITG's Deployteq platform for broadcast fulfilment of SMS, App Push and Email



March 2020

First UK Covid lockdown



London
Stock Exchange

April 2021

Wickes completes demerger from Travis Perkins Group. Listed on LSE

Creating a revolution in the Wickes customer programme

Wickes worked with ITG to mine their Data Assets

Surveys

500+

Customer records

Web

+300m

Transactions

App

+73m

Web browsers

Search

+1bn

Page views

CDP

+2m

**Unique customer
records**

Social

+20m

Searches

What we found

The pot of existing, truly regular, high value customers is small, and we're often too late to influence the mission

Most DIY'ers buy only once a year, and from only one category

Insight:

- DIY see Wickes as a destination for a specific product, rather than using us to deliver the whole mission

Just over half of TradePro members shop 6 categories or fewer

Insight:

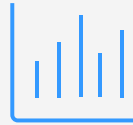
- We're seen by Tradesmen as a specific product destination, not a one-stop shop to answer all of their needs



Wickes faces the following customer challenges



Limited categories shopped



Infrequent visits by the majority of customers

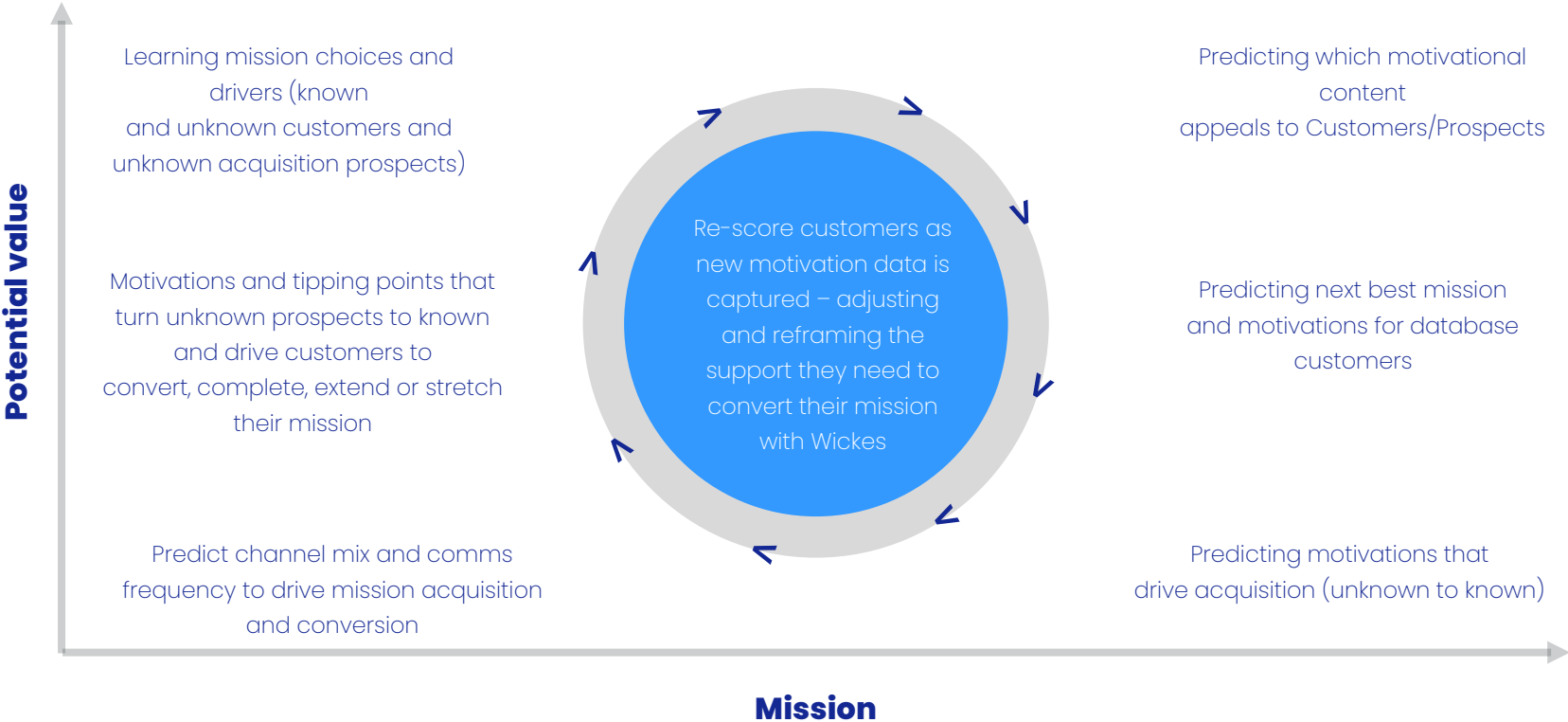


A perception gap

A behaviour change challenge

Source: Acquia, TradePro App, Google Analytics, Talkwalker.

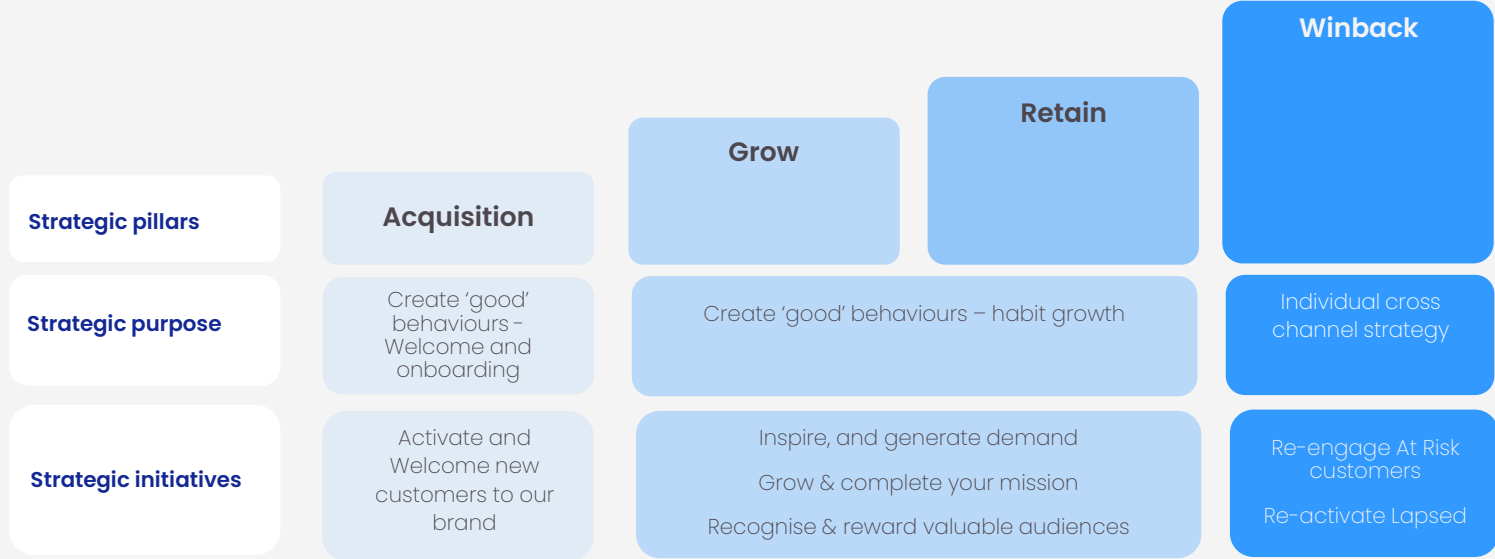
Wickes worked with ITG to mine their Data Assets





01 Our Mission Programmes

Our strategic comms initiatives



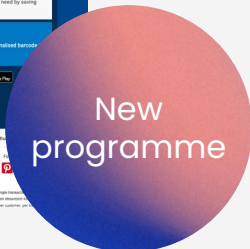
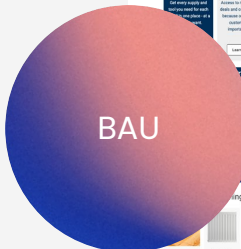
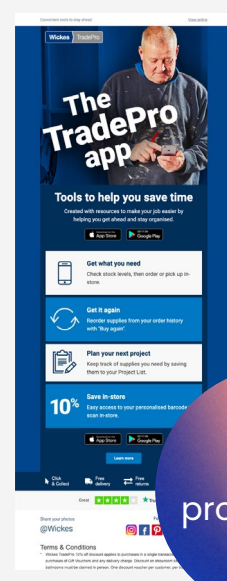
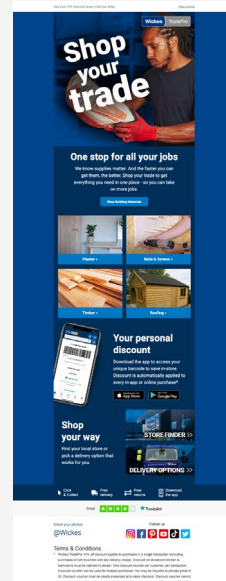
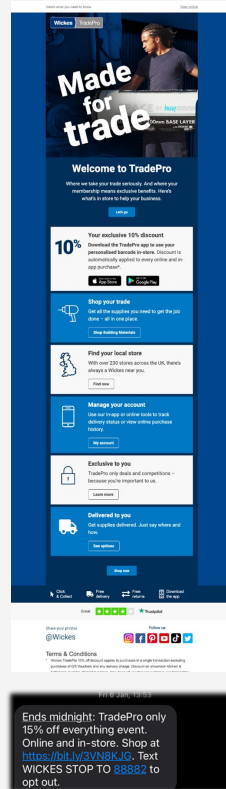
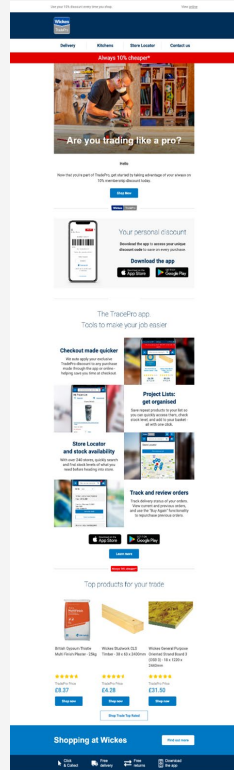
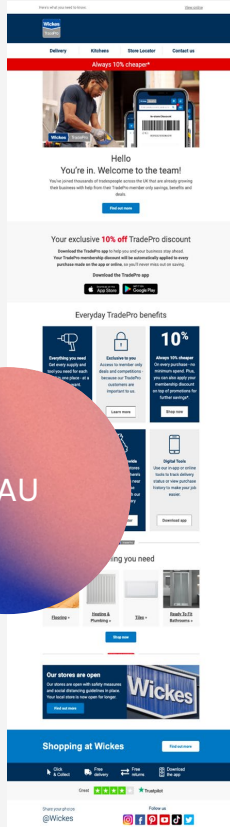
We identified 8 TradePro Missions

These are designed around the missions our TradePro customer shop. Customers frequently shop across categories and products including missions such as Outdoors & Gardening, Building and Painting.



02 The results: powered by Deployteq

Evolution of TradePro Welcome



Wickes TradePro 1m ago
With the multiple project lists feature, you can prepare and save all your jobs to your account. Find out more >

03 Our DIY Missions & Programmes


We identified 10 DIY & Showroom Missions

- These are designed around the Missions on which DIY and DIFM Customers shop most frequently
- 3 of these include the DIFM audience, e.g. Bathroom Finishing
- The other 7 are pure DIY, e.g. Outdoors & Gardening



DIY Mission in Motion

Wickes




**Ready.
Set.
Bring it on!**


[Let's get started](#)

Just like you, millions are on an adventure to be house proud.

Whether you're after a fresh look for your living room or converting spaces in to havens, we're with you all the way.




Be house proud with Wickes.




There's no stopping us now.

Our videos and guide will get you finishing like a pro in no time.

[Show me](#)



Wickes




**Ready.
Set.
Bring it on!**


[Let's do it](#)

Just like you, millions are on an adventure to be house proud.

Whether you're creating your dream garden or tidying up spaces, we're with you all the way.




Be house proud with Wickes.




There's no stopping us now.

Our videos and guide will get you finishing like a pro in no time.

[Show me](#)



Wickes




**Ready.
Set.
Bring it on!**


[Let's do it](#)

Just like you, millions are on an adventure to be house proud.

Whether you're building or fixing, we're with you all the way.



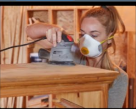
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[Show me](#)



DIY Inspiration

Wickes website banner for flooring and tiles. The banner features a red box with the text "Top Flooring & Tiles for less". Below the banner, the text reads "Transform your home for less" and "Give your home a new look with our range flooring and tiles. Plus, with our helpful advice and advice just given savings, it's the perfect time to get started. Start planning your next project today."

Wickes website grid of flooring and tile products. The grid includes several product cards with images and prices:

- Wickes Everest Stone Porcelain Wall & Floor Tiles - 600 x 600mm - £12m²
- Wickes Merino Oak Wood Effect Wall & Floor Tiles - 150mm x 600mm - £12m²
- Wickes Torreb[®] Dual Glazed Porcelain - 600 x 300mm - £27m²
- Find the right flooring for your home
- Arvision Light Grey Oak 12mm Laminate Flooring - 1.85m² - £16m²
- Harold Light Oak 12mm Laminate Flooring - 1.85m² - £14m²

Wickes website banner for woodcare and exterior paint. The banner features a red box with the text "£12" and "£8". Below the banner, the text reads "Last chance to save on Woodcare and Exterior Paint" and "For offers on Woodcare and Exterior Paint are coming for a time. Start planning today and secure these fantastic savings well before you can to give your outdoor spaces some TLC."

Wickes website grid of exterior paint products. The grid includes several product cards with images and prices:

- Original & Tear Duckback Matt Shed & Fence Treatment - 5L - £32m²
- Sanider Microseal Ultra Smooth Waterproof Masonry Exterior Wall Paint - £20
- Wickes Ultimate Shed & Fence Stain - 5L - £18
- Selvis[®] Shed & Fence All Weather Barrier - 5L - £9



Wickes website article: "Trending... cosy living". The article features a large image of a bedroom with a bed and a lamp. The text reads "Great ideas with Wickes" and "Trending... cosy living". Below the image, the text reads "Set the scene with colour" and "1. Laidback Laid by Gracie".

Wickes website article: "Get the look for less". The article features a large image of a kitchen. The text reads "Get the look for less" and "When picking out finishing pieces, choose the surface in wood and always remember the best woods (Mahogany is also ideal)."

Wickes website article: "Refresh for less". The article features a large image of a kitchen with blue cabinets and a white countertop. The text reads "Sustainable living with Wickes" and "Refresh for less". Below the image, the text reads "1. Laidback Laid by Gracie" and "2. Laidback Laid by Gracie".

Wickes website article: "Bring the outside in". The article features a large image of a kitchen with a white countertop and a green plant. The text reads "Bring the outside in" and "1. Laidback Laid by Gracie". Below the image, the text reads "2. Laidback Laid by Gracie" and "3. Conscious by Crown".

Wickes website article: "Top Tip Tiles & Flooring". The article features a large image of a kitchen with a white countertop and a green plant. The text reads "Top Tip Tiles & Flooring" and "If you are using your kitchen as a space for entertaining, it's a good idea to invest in a durable and easy-to-clean surface."

YouTube video player showing a Wickes advertisement. The advertisement features a red box with the text "£19" and "£14". Below the box, the text reads "Wickes[™] Interior Paint" and "Find The Perfect Colour To Upgrade Your Home at Wickes[™]. Shop Our Latest Offers Today."

Wickes advertisement: "Spring into action with Wickes". The advertisement features a large image of a woman in a white shirt and sunglasses, standing in a garden. The text reads "Spring into action with Wickes" and "Wickes".

Showroom Conversion Pathway

Sorry we missed you

Ready to get started, Graham?

See today's rates for an up-to-date quote. Our Design Consultants will be on hand to assist you with the next steps in your showroom conversion pathway. Call us on 01203 811300 to see our online quote and speak to one of our Design Consultants.

[Get back to work](#)

Ready to design your dream bathroom?

We're here for you, Guest

An appointment with one of our Design Consultants is a great way for you to discuss the full potential of your bathroom. We'll make sure you are.

[Get back to work](#)

Thanks for choosing us!

Your project is in safe hands, Alan

We have plenty of tips, inspiration and advice to help you get the most out of your appointment.

What's included in your design service?

- A free measuring service
- From design to installation, assembly to aftercare, we have everything you need to ensure your new bathroom.

[Learn more](#)

Your dream bathroom is getting closer

Here's how to make it your own, PARK

We have plenty of tips, inspiration and advice to help you get the most out of your appointment.

Get the look you'll love

How might it be between two bathrooms? Our Design Consultants can help you choose the right look for your bathroom.

[Learn more](#)

It was great to meet you

Thanks for your time, Rayan

Share your design with your friends and family. Ask them what they think. Save your time and come back to us when you're ready.

[View our inspiration gallery](#)

Lots to think about, we know

We've got you, Joe

Colour, texture, finishes to consider. The choice we have for you is overwhelming. Not to worry, we're here to help and inspire you.

[Get back to work](#)

Complete the look of your dream bathroom

Time to add those finishing touches, Christian

So, you're in luck! It's not just your bathroom design, it's the time to think about those all-important finishing touches.

[Learn more](#)

Good to go?

Reminder: your quote expires soon

If you still wish to continue with your purchase please feel free to contact us. We will discuss any concerns or changes to your project and offer alternative solutions.

[Get back to work](#)

We're here when you're ready

Your bathroom quote has expired, Vijay

We're sorry to inform you that your quote for your new bathroom has expired.

[Learn more](#)

We meet again...

Ready to discuss your project?

If you still wish to continue with your purchase, please contact us. We will discuss any concerns or changes to your project and offer alternative solutions.

[Get back to work](#)

Your Style. Our Range

From design to installation, assembly to aftercare, we have everything you need to ensure your new bathroom.

[Learn more](#)

Spread the cost

We understand that budgets are important. Our Finance experts can help you make a choice that's right for you.

[Get back to work](#)

We install floors, doors & more

Our workforces are experienced in fitting, flooring, and your other bathroom requirements.

[Learn more](#)

3D panoramic design

To help you visualise your bathroom, we offer a 3D panoramic design service. This allows you to see your bathroom from every angle.

[Learn more](#)

Have a question?

We've been there. We've had plenty of questions and answers. We're here to help you with any questions you have.

[Learn more](#)

What products surprise our customers?

We have a wide range of products that our customers love. From our premium tiles to our innovative lighting, we have everything you need to complete your bathroom.

[Learn more](#)

The perfect finish

Paint: Our range includes tough, washable wall paint for your bathroom.

Tiles: Traditional, contemporary or modern tiles to create an effect that suits your personal style.

Flooring: From luxury vinyl to natural stone, we have everything you need to complete your bathroom.

Lighting: From ambient lighting to spotlights, we have everything you need to complete your bathroom.

Finishing touches: To help you complete your bathroom, we have everything you need to complete your bathroom.

[Learn more](#)

Price Match Promise

We can match any price on an equivalent product or bathroom. We'll make sure you get the best price.

[Learn more](#)

This isn't the end

If you'd like to continue with your purchase, please get in touch with your Design Consultant who will be more than happy to pick up where you left off.

[Get back to work](#)

Looking for more inspiration?

Check out our expert pick of styles, colors and colorways.

[Learn more](#)

With every step of the way

Your dedicated Design Consultant will personally support and guide you through every step of the process.

[Learn more](#)

Bring your ideas to life

Use our bathroom visualiser to create your perfect bathroom. Choose colors, textures, flooring, appliances and more. We'll make sure you get the most out of your appointment.

[Learn more](#)

Your ideas. Our know-how

Our Design Consultants will personally support and guide you through every step of the process.

[Learn more](#)

Your trust. Our experts

Our Design Consultants will personally support and guide you through every step of the process.

[Learn more](#)

Why Wickses?

We're not just a company. We're a team of experts who are passionate about helping you create the perfect bathroom.

[Learn more](#)

Your budget. Our promise

We understand that budgets are important. Our Finance experts can help you make a choice that's right for you.

[Learn more](#)

Top Tips

Our Design Consultants will personally support and guide you through every step of the process.

[Learn more](#)

Color ideas

Our Design Consultants will personally support and guide you through every step of the process.

[Learn more](#)

Showroom bathroom brochure

Our bathroom brochure is packed full of the very latest styles, trends, design ideas and finishing touches.

[Browse the brochure](#)

Why Wickses?

A dedicated Design Consultant will personally support and guide you through every step of the process. From design and planning all the way through to installation and aftercare.

[Learn more](#)

05 Key Takeaways

Key takeaways

IMPORTANCE OF TRULY KNOWING YOUR CUSTOMERS

- Uncovering your true customer challenge (some tough introspection!)
- Setting our vision and supporting strategies per mission

LEVELLING UP OUR CX & TECH CAPABILITY

- Close collaboration with partners
- Accessing scores per customer
- Operationalising mission scores and building out tailored programmes

ONLY JUST STARTING OUT BUT...

- As Grand Prix winners, it's validated our forward thinking
- Placed data planning and automation at the heart of marketing communications
- Where we're going next...
 - AI Learning
 - Moving MME in to the physical

Thank you :)