



Askona is a leading bedding and mattress producer in Europe with over 20 million customers and more than 1,000 branded stores region-wide. The company is a part of Hilding Anders Group, a multi-diversified, Swedish-based company made up of 26 brands that operate in over 60 countries worldwide.

## PRODUCT:

Sales Creatio, Marketing Creatio,  
Studio Creatio

## INDUSTRY:

Manufacturing, Retail, E-commerce

## REGION:

EMEA

## CHALLENGE:

Askona was craving for data alignment between the company's online sales, offline sales, and ERP system. To achieve that, Askona needed to revamp its IT architecture and create a unified digital environment for its customer-facing operations. The company also wanted to optimize its manually intensive loyalty programs management processes. Therefore, the company started looking for robust automation tools that could support a hyper-personalized customer experience.

### Askona had the following requirements:

- An open API architecture to manage a complex IT landscape
- The ability to pre-configure and modify loyalty program rules effortlessly
- AI-driven marketing personalization to anticipate the next steps of the consumer journey and leverage effective upselling/cross-selling
- An easy-to-use visual marketing campaigns designer
- Powerful deduplication capabilities to support seamless migration from their legacy system

## SOLUTION:

- A unified workplace for personalized marketing campaigns management
- A comprehensive customer profile thanks to data enrichment capabilities across various channels and customer segmentation based on website behavior tracking
- A virtual product catalogue that allows users to check item availability in real-time
- Powerful loyalty program automation tools including an automated rewards calculator, special offers designer, pre-configured trigger emails, and more
- Intuitive BI tools to monitor and analyze loyalty program effectiveness
- Pre-configured customer request routing from various messaging apps
- Quick and effortless customer identification based on phone number or loyalty card number via all channels
- Integration with email and messaging apps, pre-established web push notifications and pop-ups, and SMS integration for omnichannel communications
- System enhancements with Marketplace solutions such as Beesender Bot Master to design and manage chatbots, Beesender Bot Sender for advanced email marketing, and Beesender Operator for unified customer communication

## BUSINESS OUTCOMES:



Online sales  
increased by 29%



Like for like growth in  
offline sales by 17%



High operational performance  
of 900+ branches

With the help of Creatio, Askona was able to maximize the efficiency of its comprehensive loyalty program that encompasses over 3 million loyal customers across the company's 900 outlets in 15 countries. Creatio's low-code platform for process management and CRM helped Askona accelerate the company's various customer-facing processes to serve its customers better.