KEZZLER

Case study

# FRISO infant formula: from QR scan to loyal customer

How FrieslandCampina built stronger consumer relationships through QR-enabled experiences, loyalty programs, and digital engagement.



FrieslandCampina

# Meeting consumers where they are

For consumer brands, owning and steering the end-to-end consumer experience is paramount. With technology enabling product digitization and end-to-end traceability, the data generated throughout a product's journey provides valuable insight and new opportunities to strengthen consumer engagement.

This became especially important during the pandemic, when consumer habits changed significantly. For example, a McKinsey study found that more than 40% of consumers switched brands during the pandemic, and 80% adopted new shopping behaviors.



# Infant formula: a growing market with daily engagement opportunity



Fast-moving consumer goods (FMCG) is a category characterized by frequent interaction with, and use by, consumers. It encompasses everything from processed, dry, ready-to-eat, frozen, and fresh foods to health, hygiene, and cosmetic goods to office supplies. An important subset of FMCG, notable for its high-frequency engagement opportunity, is baby (or infant) formula and nutrition. The global infant formula market is estimated to reach USD 49.9 billion in 2023, growing at a CAGR of 8.5% from 2023 to 2033. By 2033, the market value will reach USD 114.1 billion.

The size of this market, and the dynamic nature of the relationship between brand and parent, underscores the need for FMCG brands to build a trusted relationship, given the critical nature of infant nutrition and the daily engagement opportunity it presents.

With this market as a backdrop, FRISO, the infant nutrition brand by FrieslandCampina, one of the world's largest dairy cooperatives, has tapped into the global demand for infant formula. While domestic markets often supply a large proportion of countries' infant nutrition needs, FRISO has made inroads in countries like Hong Kong, China, and Southeast Asia, with FRISO Gold holding a strong position in the market.

With the aim of engaging consumers on an ongoing basis to build trust and loyalty, FRISO turned to technology to take their consumer engagement to the next level, using CX innovation to transform their digital ecosystem.




*Image source: Royal FrieslandCampina*

# Digital IDs and product digitization

At a time when the infant formula market is growing and becoming increasingly competitive, FrieslandCampina is well ahead. Where the FRISO footprint is growing, the digital ID infrastructure is quite advanced, and consumers have come to expect sophisticated, integrated experiences and digital interactions with brands across apps, devices, and channels. One low-barrier way consumers are engaging is with QR codes. Brands can reach any consumer who uses a smartphone through generic codes that provide additional information about the product and let consumers sign up for a bigger experience, beyond the physical product itself.

Whether consumers scan a QR code or interact another way, the idea stays the same: brands use the product and packaging for direct consumer engagement to deliver a unique, tailored experience, and the first step in what they hope becomes an ongoing customer journey, as well as building a single customer view that enables future engagement across various touchpoints.




*Image source: Royal FrieslandCampina*

# Connected products: getting to the 'how' of delivering customer experiences

To make these customer experiences a reality, FrieslandCampina needed to digitize FRISO Gold and invest in connected products to realize the benefits of the data generated throughout the product journey. The Kezzler Platform plays an integral part in the customer experience for FrieslandCampina and FRISO, across applications used with digital IDs.

Kezzler's solution shapes the foundation of their entire brand ecosystem, including track and trace, quality management, and product authentication, all delivered alongside FrieslandCampina's full customer experience via the Kezzler Platform.

This means the same data used to better understand and optimize the supply chain could also potentially be used for any number of other use cases that help FrieslandCampina derive value from the platform.




*Image source: Royal FrieslandCampina*

# Building an end-to-end experience

## Connected product data and CRM integration

Because the Kezzler solution was already in place, FRISO decided to take advantage of the opportunities it provided. In other words, they created a model of engagement with digital IDs as a key marketing channel, building a solid foundation for their brand and customer experience.

Integrations with their CRM (Salesforce) give their customer support team an end-to-end view of engagements that helps them strengthen and refine the journey.

In Hong Kong, FRISO includes a customer chat interface, chat history in Salesforce, and extensive reporting. The backend infrastructure, including the product's digital IDs, helps create a unique, tailored experience for customers.

Another example is using data to continuously evaluate where and how best to engage. FRISO is distributed by health care providers, as well as in supermarkets and online, meaning engagement can take place across multiple channels, with the customer journey varying depending on where it begins.

By enabling digital IDs, FrieslandCampina can better understand customer behavior, since each product scan is registered as a lifecycle event, and use that understanding to better target consumers, allocate marketing budgets, and distribute products for a more responsive, dynamic, and tailored experience.



*Image source: Royal FrieslandCampina*

# Consumer engagement objectives and results

FRISO achieved a number of positive results that outperformed industry predictions, including a shift toward new buying behavior, reflected in stronger FRISO Easy order monthly sales and increased website engagement. The digital consumer experience has also empowered consumers by giving them more information, strengthening brand trust for FRISO and creating new opportunities to deepen the relationship.

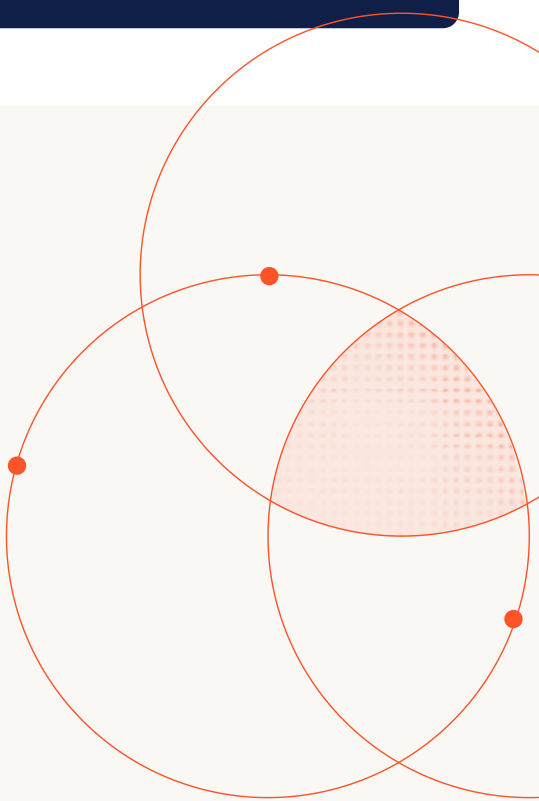
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| Increase in Friso Easy order monthly sales | Increase in website engagement | Increase in brand trust for FRISO | switched brands during the pandemic **(McKinsey)** |

Ultimately, the FRISO experience aimed to drive:

- → Better engagement and trust
- → Conversion
- → Operational and cost-efficiency

The product digitization and consumer engagement project was backed and tracked by two primary metrics: the acquisition of new users and customer retention (until kids age out of consuming formula products).

The goal of the engagements, whether in-store or elsewhere, was to generate leads and get consumers to sign up for the FRISO loyalty program. New user acquisition aimed to get users to scan a code and sign up for rewards.



"The results were promising with a 7% increase in new users and an overall lower cost of acquiring new users. Also 1 in 3 visitors clicked on the "buy now" call to action. Introducing new technologies such as a chatbot has been very successful, and with a clear customer journey and experience, the FRISO customer experience has capitalized on the investments to date. There is still potential for more enhancements and applications."



**Kenneth Lau**
Formerly Global Digital Marketing Lead (CX)
FrieslandCampina

# The future of consumer engagement and customer experience at FRISO

FrieslandCampina has seen strong, sustained success with loyalty programs as part of its consumer engagement strategy. There's also potential to extend the program to keep parents engaged for longer, with products for older children and even adult nutrition products added to the mix. FrieslandCampina is exploring ways to keep consumers engaged with the best possible experience, for as long as possible.

From a technology perspective, FrieslandCampina will continue to be a data-driven company, and its experience has shown that the more data collected, the richer the opportunities to explore.

The Kezzler Platform provides the ability to take this concept further, by tracing product scans from specific locations, an important way to enhance the data and experience, forming the foundation for more targeted, tailored, and interactive experiences.

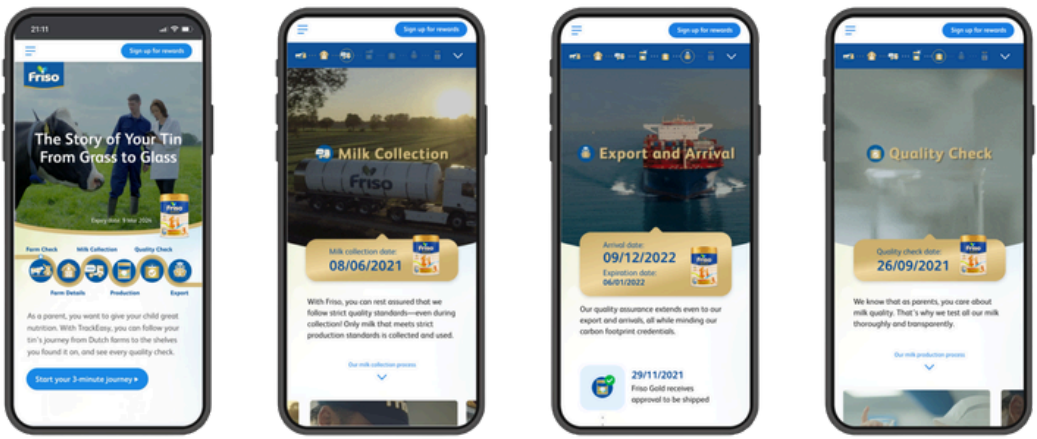



*Image source: Royal FrieslandCampina*

> "The Kezzler Platform is a critical piece in our ecosystem and gives us various opportunities to deliver personalized and engaging experiences."



**Mason Choo**
Formerly Global Brand Experience Director
FrieslandCampina

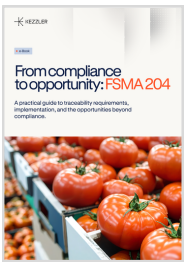
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## Case studies













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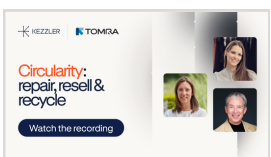















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