

HELPING SWEDEN DRINK BETTER - NOT MORE

SYSTEMBOLAGET & THE MONOPOLY

In Sweden there is a monopoly for selling alcohol, which is controlled by Systembolaget. Their job, as defined by the Swedish government, is to minimize alcohol-related problems by selling alcoholic beverages in responsible way without any motivations for profit.

SELLING WITHOUT INCREASING SALES

The tricky part is to keep the public support for the state monopoly by delivering the best possible service and customer experience while at the same time staying responsible and not increase consumption. Easy right?

SYSTEMBOLAGET & TRANSFORMATOR DESIGN

Transformator Design was charged with the task of helping Systembolaget develop an improved channel-independent customer experience. Through open-ended and semi-structured conversations with the customers about their errands we were able to compose a clear in-depth mapping of their process of purchase, before, during and after their visit to Systembolagets stores.

A NEW SERVICE EXPERIENCE CONCEPT

As it turned out, Systembolaget already had what the customer wanted, which was profound product knowledge and a world class assortment. It just wasn't made available. The new service was designed to bring that out to the public.

MAKING IT HAPPEN

Knowing the goal, Systembolaget set out to make it happen. The most important challenge was about changing the culture of everyone from top management to front line staff and to go from a mind set of practical distribution to a culture of service, knowledge and customer experience. The staff went from being warehouse workers to experts on beverages. Digital services to help advise on what's good to drink with what was introduced. New uniforms, store concepts and communication enabled the new experience.

WINNING THE HEARTS, MINDS AND TASTE OF THE PUBLIC

Since systembolaget implemented their new service experience concept the Customer Satisfaction Index has increased 12 points to 84 according to independent polling institutions. The public trust in Systembolaget has also increased significantly to 77% in 2015, up from 66%. Most importantly, the turnover is increasing but total sold volumes are not. Swedes are simply drinking better, just not more.



“We went from simply distributing alcohol to advising our customers on what’s good to drink”