



A Premium Geospatial Industry Conference

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NOBACCO[®]

life tastes better

NOBACCO®

The **leading vaping/H'n'B** company
in Greek market
since

2008



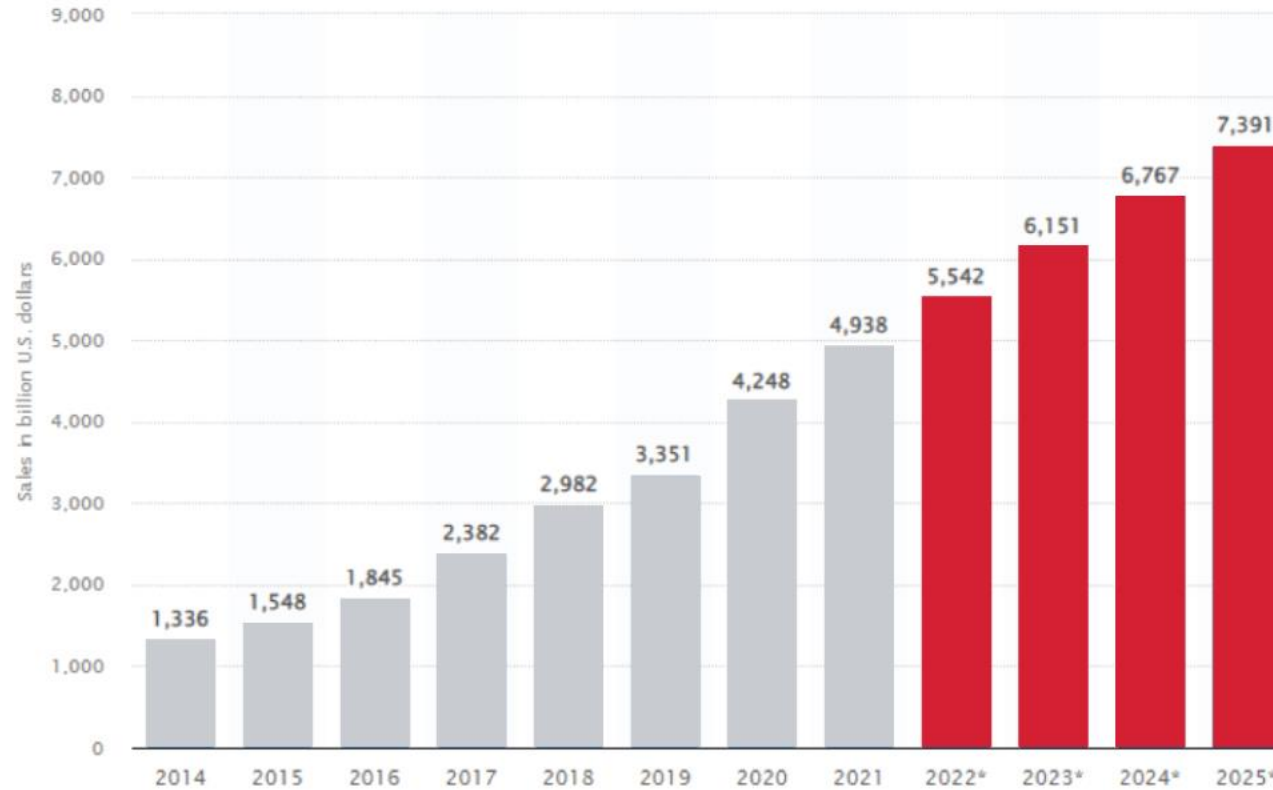
Our Network

65 Nobacco Shops

200+ Key Accounts

320+ sales points

Retail e-commerce sales worldwide from 2014 to 2025



Key trends shaping the e-commerce logistics market



Customer
Convenience



Retail Stores
become a strategic
key asset



Real Time
Visibility



Omnichannel
shopping



New delivery options
(same day delivery)



Nobacco Speedy – 2h Delivery
evolves the online shopping experience,
from “now and then” to “here and now”



- Launched in **August 2020**
- Available in **3 biggest** greek cities (Athens, Thessaloniki & Patras)
- Offered approximately to **2M end-customers**
- Operating in **22 Nobacco Shops / Hubs** (Corporate & Franchise)
- Delivery days: **Monday to Friday**
 - Delivery hours: **10.00-17.00**



The Target

Boost brand
loyalty

Increase retention
in on-line orders

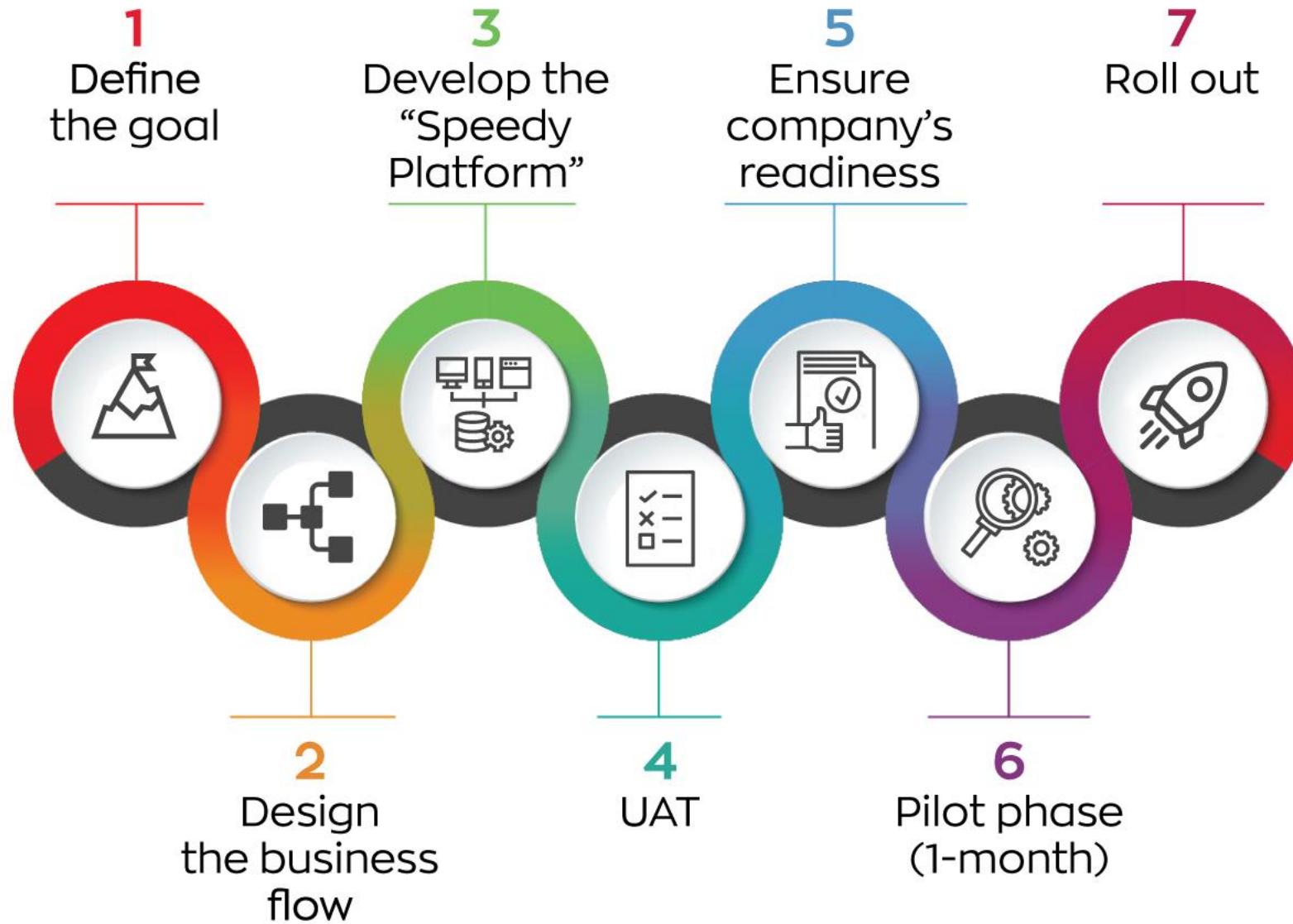
by providing a service with added
value to its customers



The Challenges

- Create a **comprehensive Business Model** accompanied with appropriate software suite to run last mile delivery
- Find **delivery companies** supporting the new endeavor
- Ensure **company readiness**

Road map



Order process



1

The customer places an order

2

The order is automatically assigned to a store based on:
1) Store's prioritization &
2) Stock availability

3

The store receives the order on ERP through a sound message, that lasts 3' & through email

4

After the store's acceptance, the courier receives (through API) the shipping details

5

Delivery to customer

Real Time Reporting

NOBACCO[®]
Headquarters

← two - way
communication →



- provides **accurate** and **timely** access to **reliable information**
 - shares the **necessary** information
 - **improves** company's business operations
- supports **business processes** and **decision making**



Achievements

Increase Customer satisfaction and retention

- 95% declares that is very satisfied with the service
- Increase 6% Client Retention Rate (CRR)
- Increase Customer engagement

Increase the traffic and conversion rates

- About 31% increase in sessions
- 9% increase in conversion rate



**42% of our
e-commerce
customers prefer
Nobacco Speedy!**



Next Steps

- Expand **Nobacco Speedy across Greece** through **collaboration** with domestic delivery companies
 - Maintain and increase **customer satisfaction**
 - **Extend** service's delivery **days and hours**
- Offer **additional payment methods** e.g.: cash on delivery
 - **Collaborate** with other companies in **FMCG Industry**

Thank you!

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