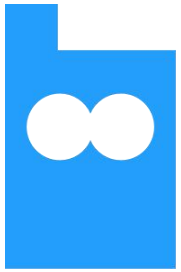


TokyWoky

Building “Super Customer” Communities

5 years

130 communities

12 countries

Etam

LANCÔME PARIS

CLARINS

SEPHORA

Jennyfer

MAC

AVON the company for women

Michaels MAKE CREATIVITY HAPPEN

Galeries Lafayette

L'ORÉAL PARIS

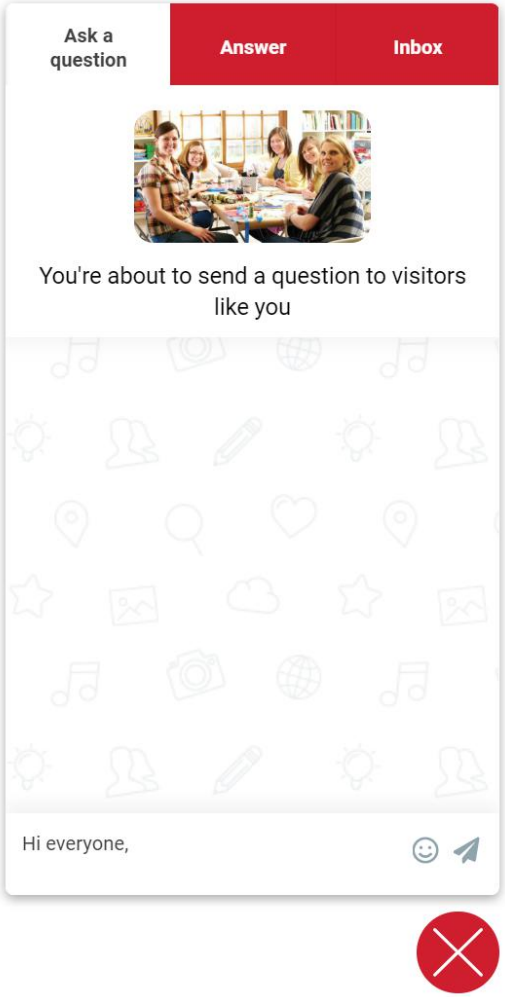
SPACE.NK

...

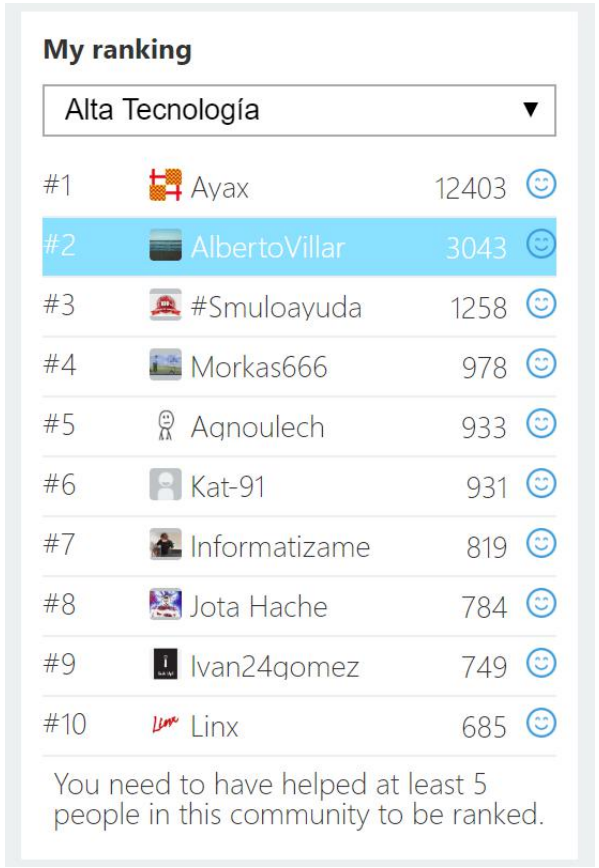
How we started

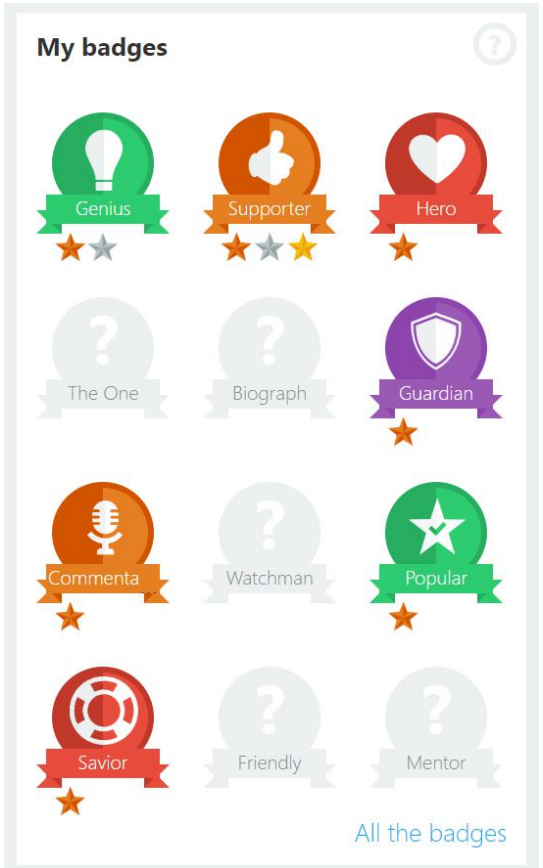
Community Chat: allows shoppers to help each other 24/7

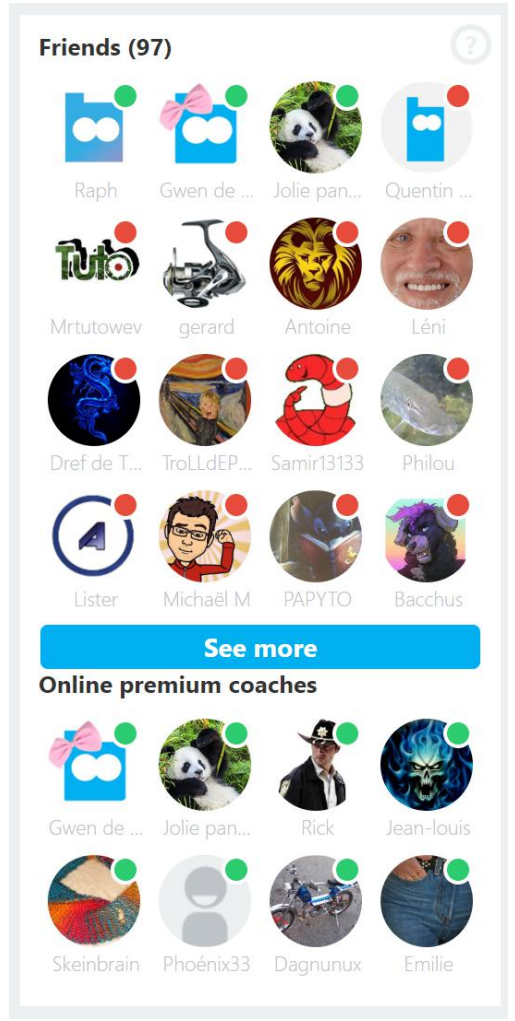
Michaels Community answers 70,000 questions per month



Gamified Social recognition builds engagement, not money



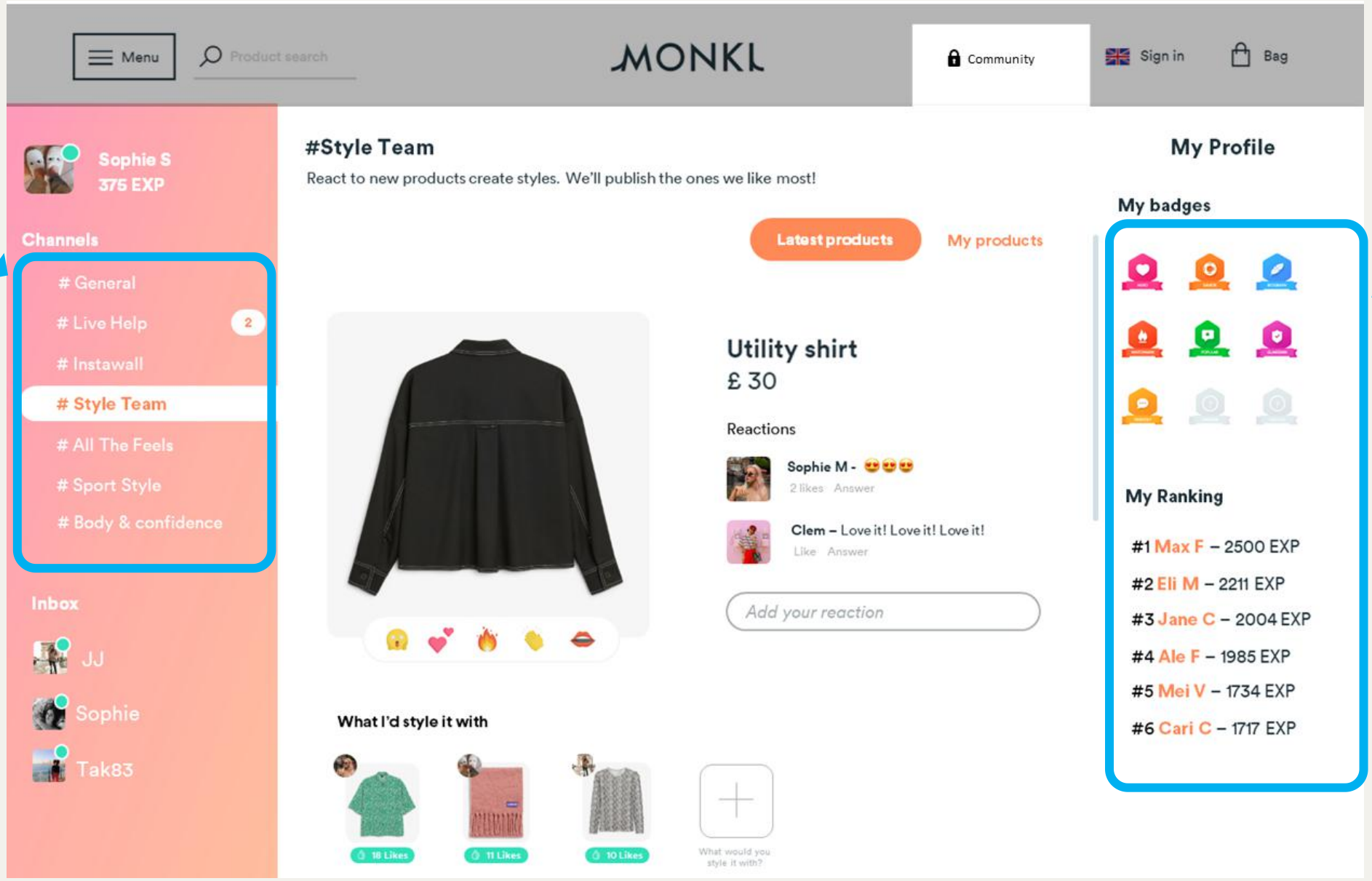




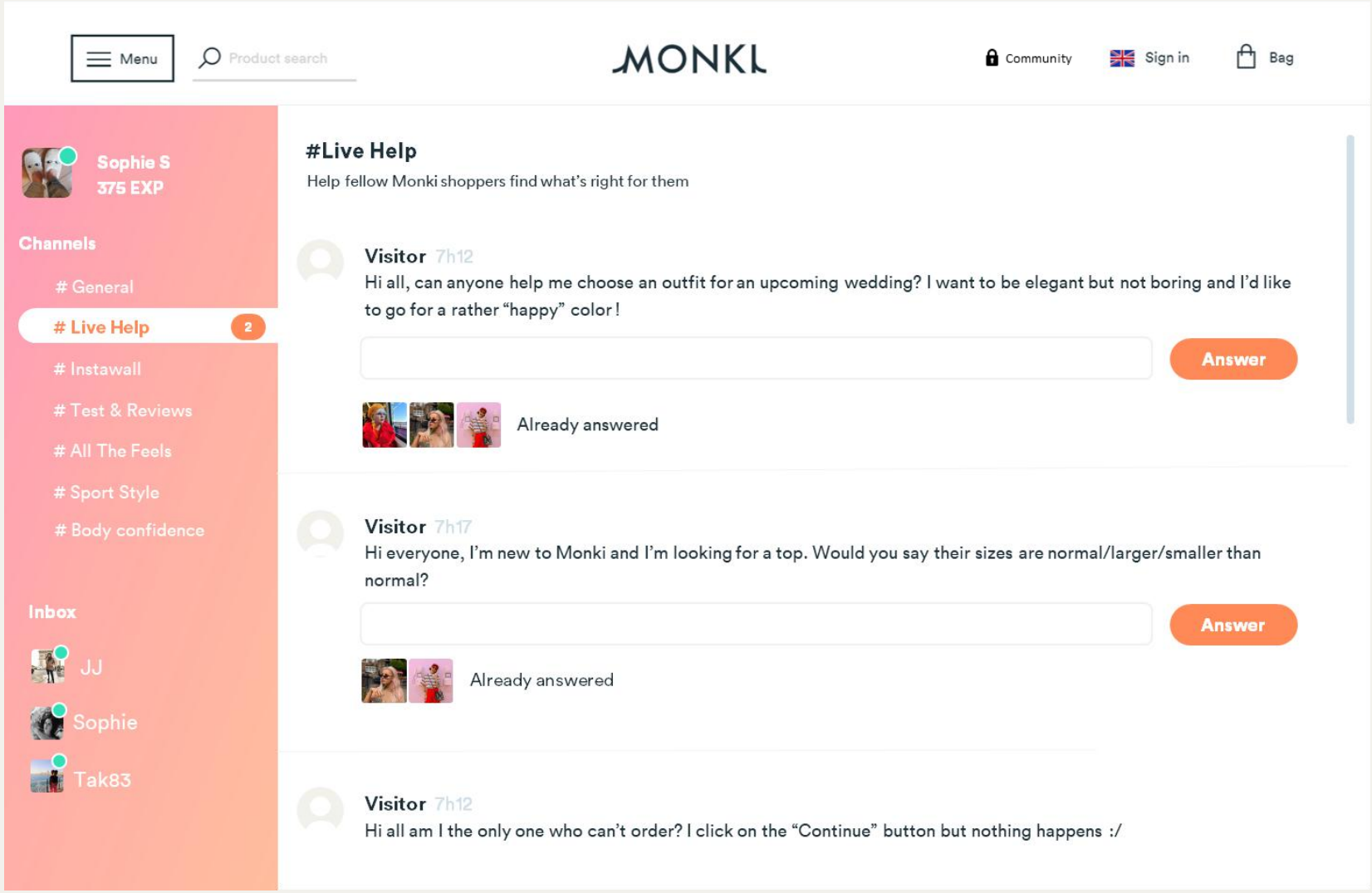
amazon
Your communit y
You

Go beyond chat

The Community platform hosted directly on Monki.com



Real-time community advice

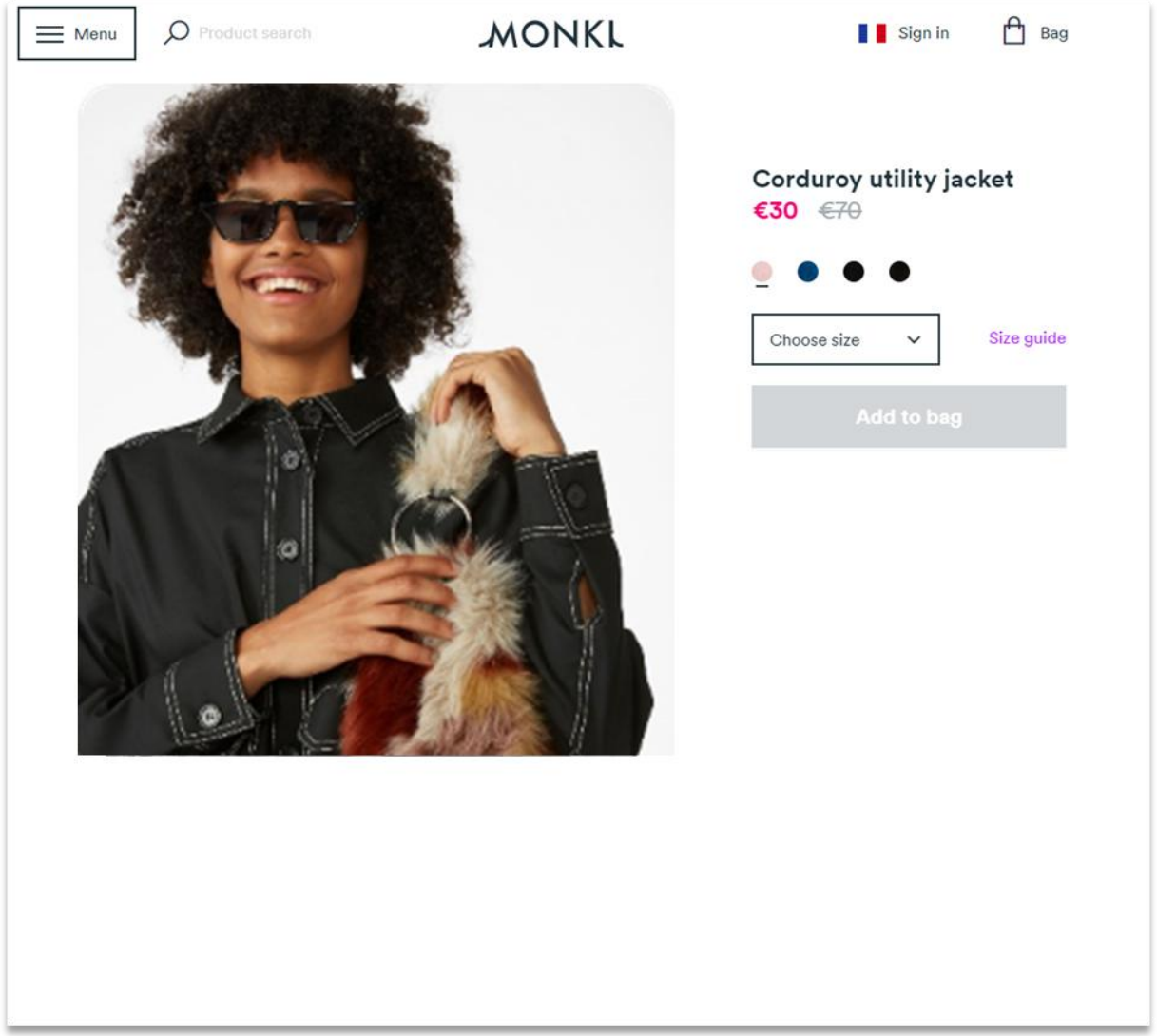


MONKL

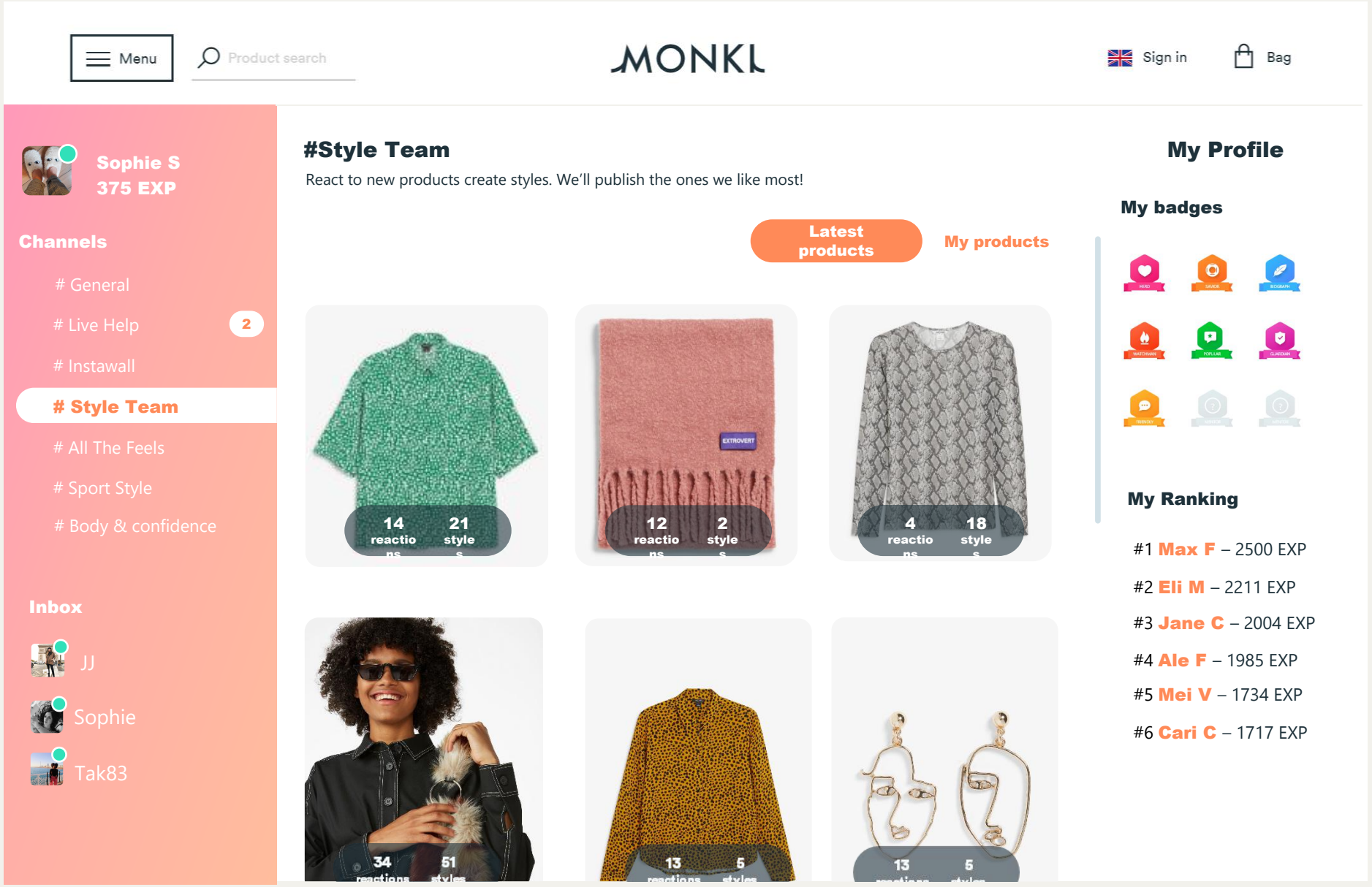
Main Challenge

Bring emotions

in their customer experience



More “Engaging experience” on product pages



TokyWoky

Success Metrics

- **12 – 15%** Customer Service contact reduction
- **4 - 6x** higher Conversion for helped customers
- **14%** Conversion for pages with social reactions