

LEADING WITH PURPOSE:

The Role of Customer Experience in *Growth and Innovation*

Emily Sarver
Vice President, Customer Experience



Lovevery's platform provides products and content for every stage

Products



Content



Amazing experience > deep brand love > organic acquisition

>60,000

Reviews

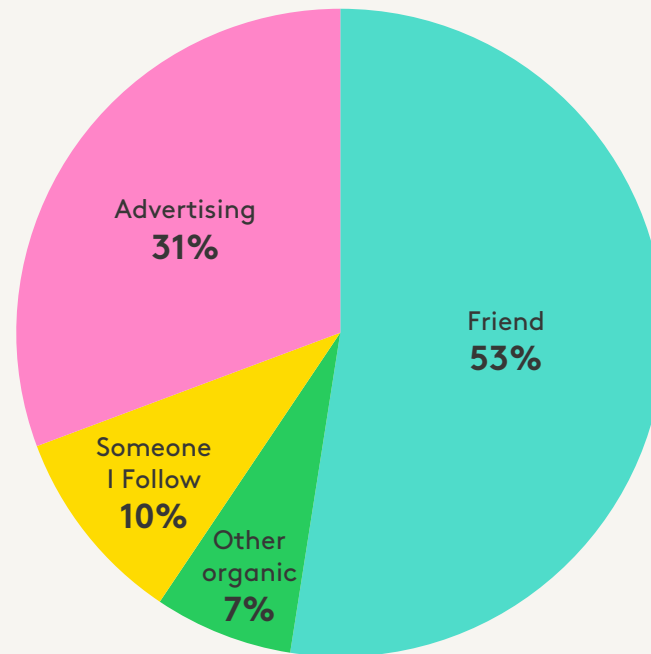
“

This is not a purchase but an investment. My children's children will be able to use these toys. Each toy is built for a certain skill the kits are always super diverse and I love how they grow right along with my kids. I love the little books teach us parents how to help our children use them and learn with them. Would hands down be buying nothing but Lovevery for my 3rd child.

”

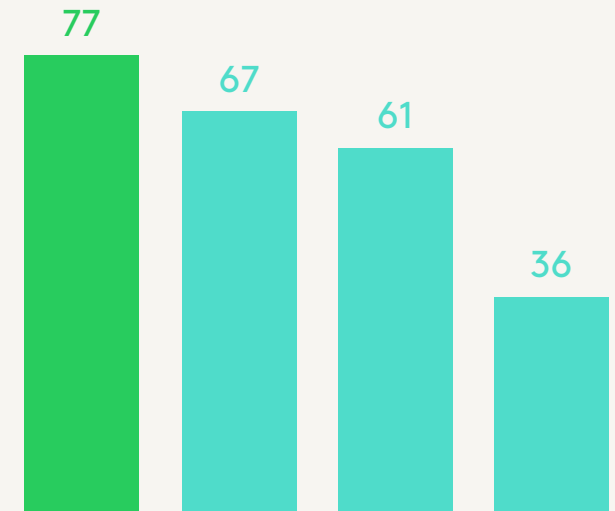
2/3

Customers acquired organically



77

Lovevery Global Brand NPS

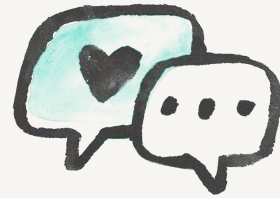


Brand love includes a love for our service and support



40

Hybrid CX team members



21K

Support interactions /
month



94%

Lovevery Customer
Satisfaction Rating
(6 months)



Our *Customers*

Our *Teams*

Our *Selves*





**Every interaction is
a chance to build a
more meaningful
*relationship***



**Customer interactions encourage
loyalty and fuel *innovation***



Who are our customers?

What can we do to personalize their journey?

How can we listen better?

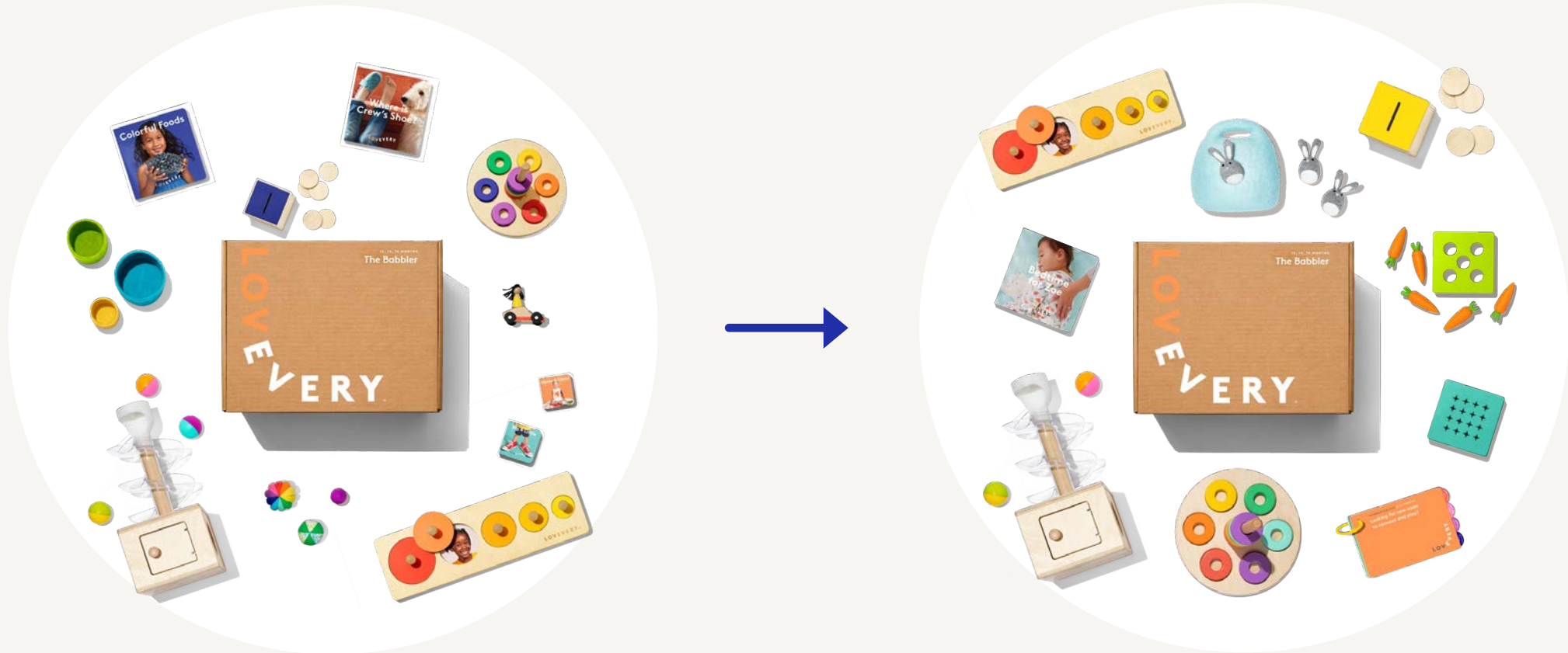
What can we create together with our customers?



Our *Customers*

OCTOBER 2020:

The Play Kits for 1 Year Olds get a facelift





More
stories



More
resources



More
support

Team interactions
inspire *growth* and
nurture *connections*

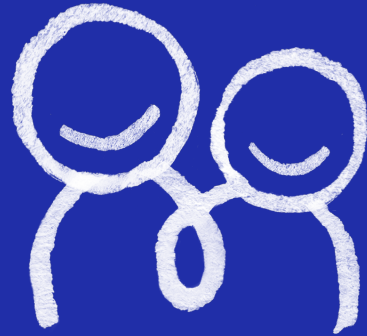


Who kind of team do we want to be building?

How can we be the best partners for other teams in the organization?

Where are the necessary investments in platforms, processes, or people?

How do we transform that into real action?



Our *Teams*



What can help build
and scale a strong *team*?

OCTOBER 2021: Becoming *Play Geniuses*

Lucille's Subscription active

Subscription ID [🔗](#)

Overview

Customer Info (Parent)

r p [Edit](#)
 rachel+pg2-live@lovevery.com
 Total Number Active Subs: 1
 Cognito: [🔒](#) No

User ID [🔗](#)
 User Email [🔗](#)

Shipping Address

r p [Edit](#)
 Test street
 Test city, California 95555
 United States
 Shipping Address ID [🔗](#)

Child Info

Lucille [Edit](#)
 November 16, 2023
 (9 months, 25 days old today)
 Child ID [🔗](#)

Billing Address

r p [Edit](#)
 Test street
 test city, California 95555
 United States
 Billing Address ID [🔗](#)

Subscription Actions

[Add a Kit](#)
[Apply Gift Card Balance](#)
[Cancel Subscription](#)
[Manage Discount Code](#)
[Preview Sub in Legacy Customer Portal](#)
[Preview Customer Portal](#)
[Toggle Prepay Slot Viewer](#)

Discount

No discounts applied to this subscription

Primary Payment

Schedule Past and Future Kits are based on child's age.

Product	Ship Date	Payment Details	Amount
Past Kits (2)			
The Inspector Play Kit (Months 7-8)	Jul 1, 2024	Paid: Prepay	\$86.80 ▼
The Explorer Play Kit (Months 9-10)	Aug 8, 2024	Prepaid: 1/3	\$82.46 ▼
Future Kits (17)			
The Thinker Play Kit (Months 11-12)	Oct 9, 2024	Prepaid: 2/3	\$82.46 ▼
Price increase to \$120			
The Babbler Play Kit (Months 13, 14, 15)	Dec 9, 2024	Prepaid: 3/3	\$123.70 ▼
The Adventurer Play Kit (Months 16, 17, 18)	Mar 9, 2025	Awaiting Payment	\$86.80 preview invoice ▼
The Realist Play Kit (Months 19, 20, 21)	Jun 9, 2025	Awaiting Payment	TBD ▼

**Individual actions
define purpose
and cast *vision***



Why am I here?

What motivates me?

What do I need to do my job well?

How can I share my vision with others?



Our *Selves*

Lovevery *journey*





