



Customers reward individualized catalogs

AIR | Personalization for SCHÄFER SHOP

Quick facts

Objective

- › Increase revenue
- › Relevant content tailored exactly to the customer
- › Increase level of automation of personalization measures

Solution

- › The Personalization Service calculates personalized content for individual self-mailer catalog based on historical data
- › Automated integration of relevant product recommendations in print catalogs
- › Short implementation phase

Result

- › Up to 8% increased turnover compared to segment-based print mailing
- › Relevant content increases orders by up to 15%
- › Significant reduction in manual effort required thanks to automated product selection

“The project management ensured that the Personalization Service was smoothly integrated into our IT infrastructure. We are convinced of the advantages of the AI solution: Artificial intelligence generates relevant recommendations for each of our customers. The significant increase in turnover and orders speaks for itself.”

Peter Schwan

Director Marketing Strategy International
Schäfer Shop

Personalized recommendations in catalog increase orders by up to 15 %

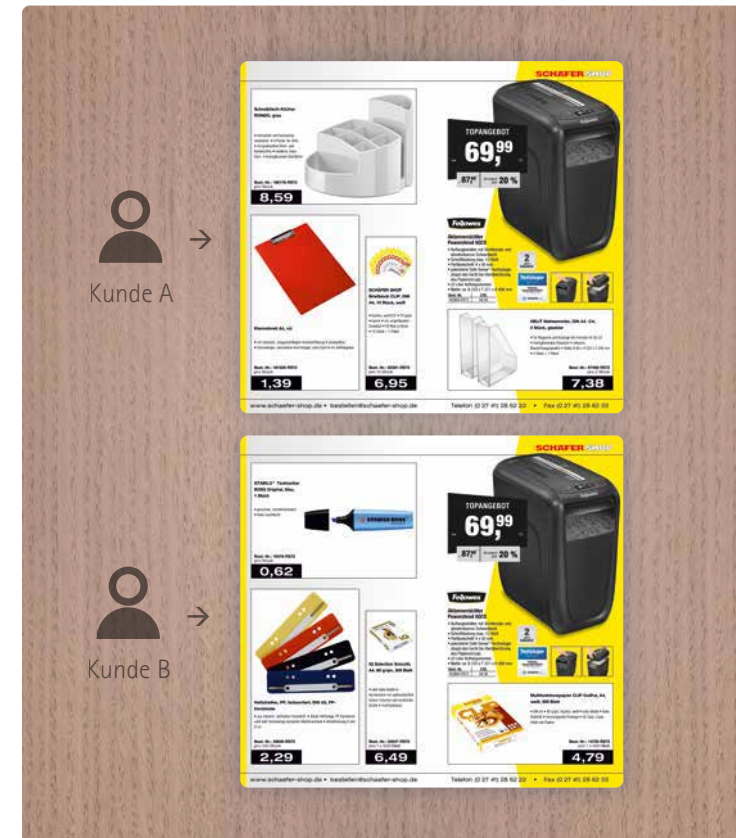
For over 40 years, B2B retailer SSI Schäfer Shop GmbH has been selling premium furniture and the full range of equipment for offices, warehouses and distribution as well as office supplies and technology. It manufactures a considerable part of its products itself. The service oriented B2B furniture retailer reaches its customers via its online shop, catalogs, by telephone and its sales force. The company uses print mailings and newsletters, for example, to attract new customers and to encourage existing customers to buy. In the past, the products were selected manually, with the respective customer group receiving exactly the same self-mailer catalog or newsletter. SSI Schäfer Shop used a scoring process to segment the appropriate customer group according to the respective campaign.

The objective

In order to obtain better results from an individual customer approach, the company decided to use the Personalization Service of the GK Software Group. The real-time solution is based on artificial intelligence and automatically generates product recommendations that exactly match the customer's interests across all customer channels. SSI Schäfer Shop GmbH wants to be able to offer its customers relevant products that optimally reflect their interests using artificial intelligence. The company also aims to increase orders and sales compared to manual product selection. And to keep the internal effort to a minimum, they would like to set up an automated process that can generate individualized content in print mailings.

The solution

Smartcom and GK Software Group made the objectives of SSI Schäfer Shop a reality. Smartcom GmbH & Co. KG took on the project management and process implementation. The AI solution selects highly relevant content for the print catalog. Intelligent algorithms that analyze customer behavior and react to changes guarantee maximum recommendation quality. Having analyzed the available product and customer data at the start of the project, interfaces were created to SSI Schäfer Shop's existing IT systems. Relevant product images and text are automatically incorporated into the print product. The print product is a 16-page self-mailer catalog, printed in more than 100,000 versions featuring almost 5,000 different products.





The result

In addition to the previously used scoring process, SSI Schäfer Shop has increased its revenue by up to 8 % since using the Personalization Service. The office and furniture supplier has also increased orders in the top customer segment by 15.2 %. The number of buyers rose by 2.4 %. And thanks to automated product selection by the Personalization Service, less manual effort was required by staff.

SSI Schäfer Shop also benefits from the fact that the AI solution takes the whole product range into account when calculating its recommendations.

Thanks to the positive results, SSI Schäfer Shop will also use the Personalization Service in the future for individual content in its online and offline channels.



prudsys AG

Member of the GK Software Group

Zwickauer Straße 16
09112 Chemnitz
Deutschland

T +49 371 27093 - 0

F +49 371 27093 - 90

info@prudsys.com

air.prudsys.com

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