

Aromatic recommendations in the Douglas online shop

Prionet NDH and prudsys AG have equipped the online shop of Europe's leading perfumery chain Douglas with a self-learning recommendation engine. Customers receive dynamically generated purchase tips during the purchase process that match the current choice of products. The prudsys RECOMMENDATION ENGINE (prudsys RE) is already used by numerous online shops, provides detailed purchase information and leads to increases in cross-selling revenues.



The customers have access to over 18,000 products at douglas.de. Numerous brands can be found in their own shops with a comprehensive range of perfumes and care series. There are also video contributions with care and make-up tips and products related to hair and jewellery enrich the online shop. This makes the Douglas shop the leading portal in the perfumery industry.

In order to improve customer advice and to exploit

cross-selling potential, douglas.de uses the prudsys RE recommendation engine. The software compares the current shopping basket with others and proposes appropriate matching items under the "perfect partners" category. The system determines the appropriate combinations on the basis of product relationships. The self-learning prudsys RECOMMENDATION ENGINE records the customer's reaction to the recommendation in real time and then modifies the offer dynamically if necessary. This means the recommendation engine offers new relevant additional offers depending on the buying situation and improves them. This increases the individuality of the suggestions and increases the precision. The prudsys RE uses on the one hand a shopping basket and segment analysis process to extract the strong relationships between the products bought. On the other hand it tests new recommendations to extend its scope.

"These days customers expect buying tips in a web shop that really match their areas of interest. This can only be achieved by a dynamic and intelligent procedure as offered by our recommendation technology. Especially for douglas.de we assume there will be a larger number of spontaneous purchases and an increased conversion rate in the shop," explains Christian Winter, Director Retail at Pironet NDH.

Parallel to the RECOMMENDATION ENGINE Douglas will in future use the prudsys MERKUR MINER PLUS, one of the most powerful OLAP tools for analysing and preparing customer data. The most modern technologies of OLAP analysis and data mining are used in the MERKUR MINER PLUS. Therefore this analysis system is particularly well suited to improving marketing campaigns and to creating customer and termination profiles as well as scoring models.

Summary

Products used:

- prudsys RECOMMENDATION ENGINE

Objectives achieved:

- Increases revenue
- Increases the cross and up-selling potential
- Increases the service quality
- Increases customer loyalty

„Douglas represents first-class advice quality and high customer orientation in stationary retail. As this standard also applies to our online shop, the recommendation engine provides the right requirements for qualified recommendations and better customer dialogue. Our customers see the purchase tips as an intelligent service and accept these well.“

Jan-Dieter Schaap, Director E-Business at Parfümerie Douglas

Douglas