

Data mining based recommendations used in a personal shopping assistant

The future is now! - Advisory personal shopping assistant in the Metro Future Store

The customers of the METRO Group Future Stores can now take advantage of a personal shopping assistant (PSA) with an extended range of services. The mobile shopping assistants have been equipped with a self-learning recommendation device from prudsys to further improve the service for Future Store customers.



Since 2003 METRO Group has presented the technologies that will change retail in coming years along with around 60 partners as part of its Future Store Initiative. The aim of the initiative is to create new technological standards for the industry and to accelerate the modernisation processes in retail. The focus is on benefits for the consumers. This is one of the most important mottos that the Metro Future Store wishes to live out in future.

With the aid of Pironet NDH, retail industry specialist, the prudsys RECOMMENDATION ENGINE was therefore implemented in the PSA in May 2006. The PSA is a device that is fixed to the shopping trolley. It shows product information and prices, raises awareness of advertising activities and special offers and enables quick payment at the cash desk via the integrated scanner. Pironet NDH supplies the PSA software and the technology for the customer information terminal and also provides the pirobase content bus as the central integration platform that provides the various output devices with the necessary content.

Therefore the personal shopping assistant used in the Future Stores combines various offers to address individual customers in its function as a personal shopping adviser. With the innovative recommendation engine the PSA is now able to generate product recommendations dynamically and provide information on which goods match the items that have just been scanned. The technology uses such principles as „customers who bought this product also bought the following product“. In addition, the recommendation machine compares the current basket with others and suggests additional items based on related products. The reaction of the customer to the recommendation is also recorded in real time and the offer can be modified dynamically. This produces new cross-selling options and the rising number of spontaneous purchases increases the average value of the shopping basket.

With the implementation of the prudsys RECOMMENDATION ENGINE the principle of products and recommended purchases which has been successful in web shops has now been transferred for the first time to stationery retail.

Summary

Products used:

- prudsys RECOMMENDATION ENGINE

Objectives achieved:

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



METRO Group
Future Store Initiative