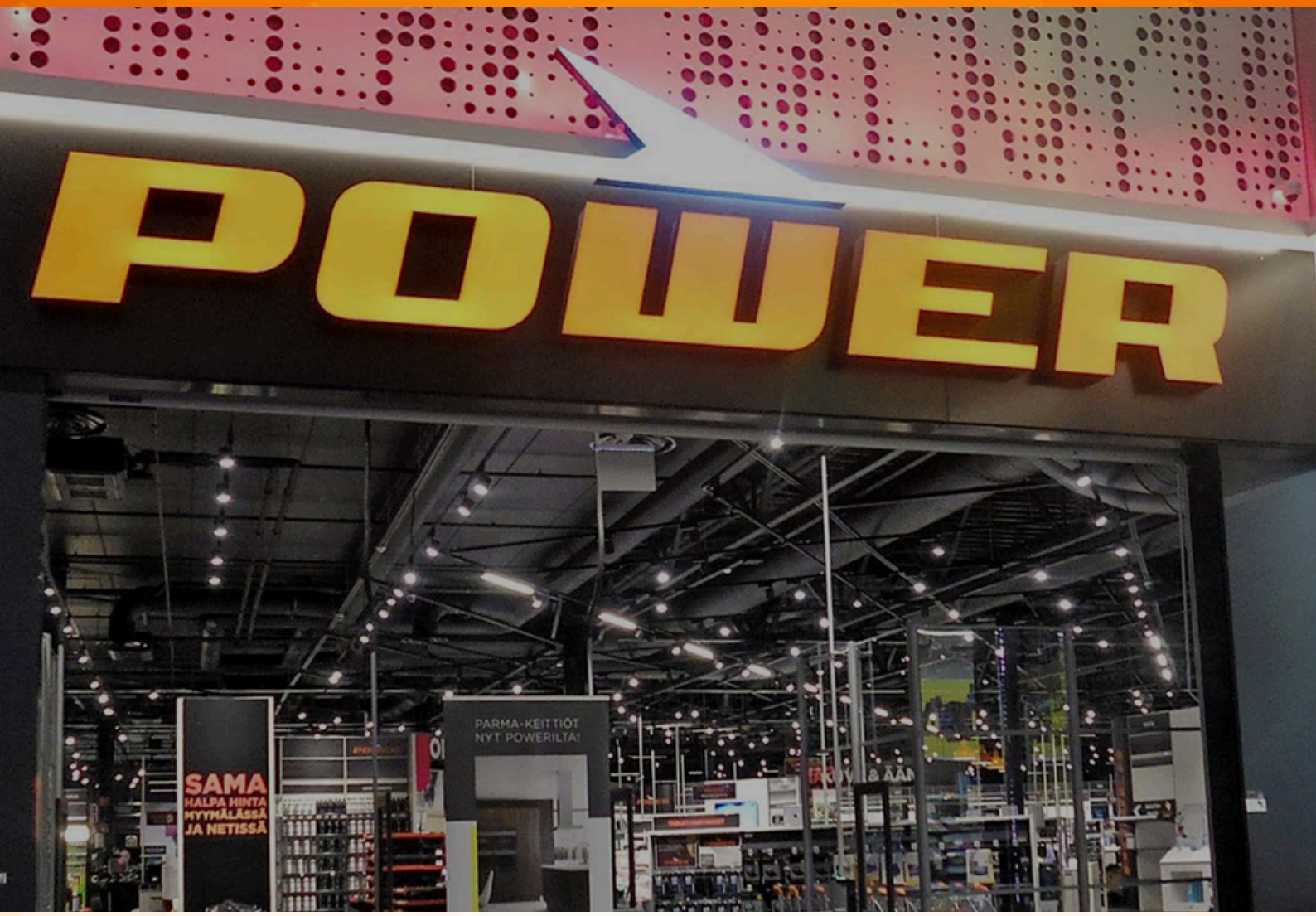
CASE STUDY



Bridging the gap: POWER merges online and offline data for deeper customer insights

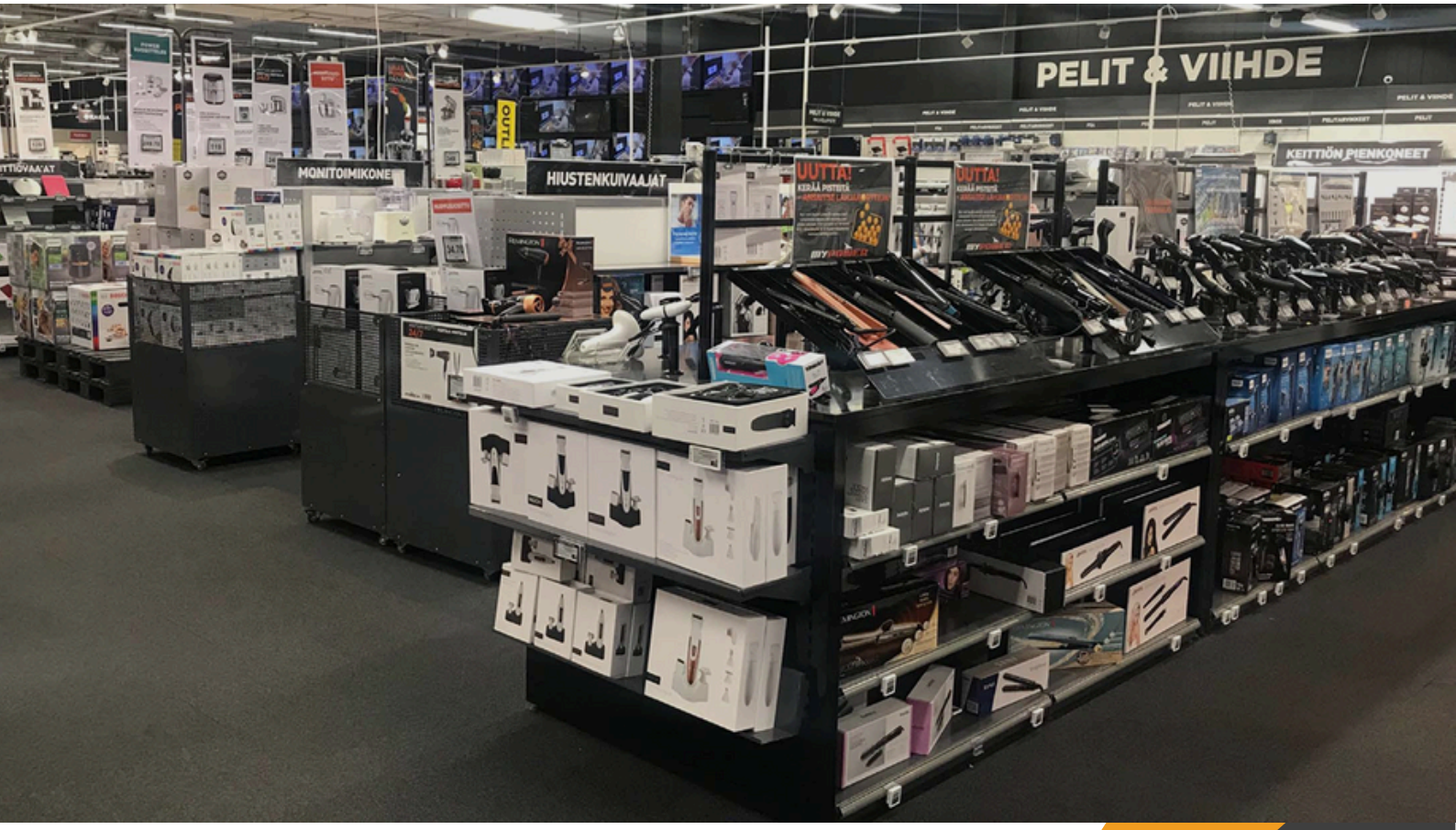
POWER

FROSMO

About POWER

POWER, owned by the Nordic Power International AS group, is one of the leading electronics retail chain stores in the Nordic. The company operates nearly 300 stores across Norway, Sweden, Denmark, and Finland, and has a strong online presence through its country-specific web stores. The selection in the web stores is huge, boasting more than 40,000 products and hundreds of product categories and subcategories.

Find out how POWER leverages the Frosmo Platform to test and optimize their sites, improve personalization, and enhance overall ecommerce performance.



POS data analysis reveals patterns for smooth and lucrative customer journeys

POWER is truly in the technical frontline. Frosmo has for several years enabled utilizing their point-of-sale (POS) data in the online customer experience. The integration allows POWER to **analyze data collected from in-store purchases, where details such as products bought together and other customer choices are recorded**.

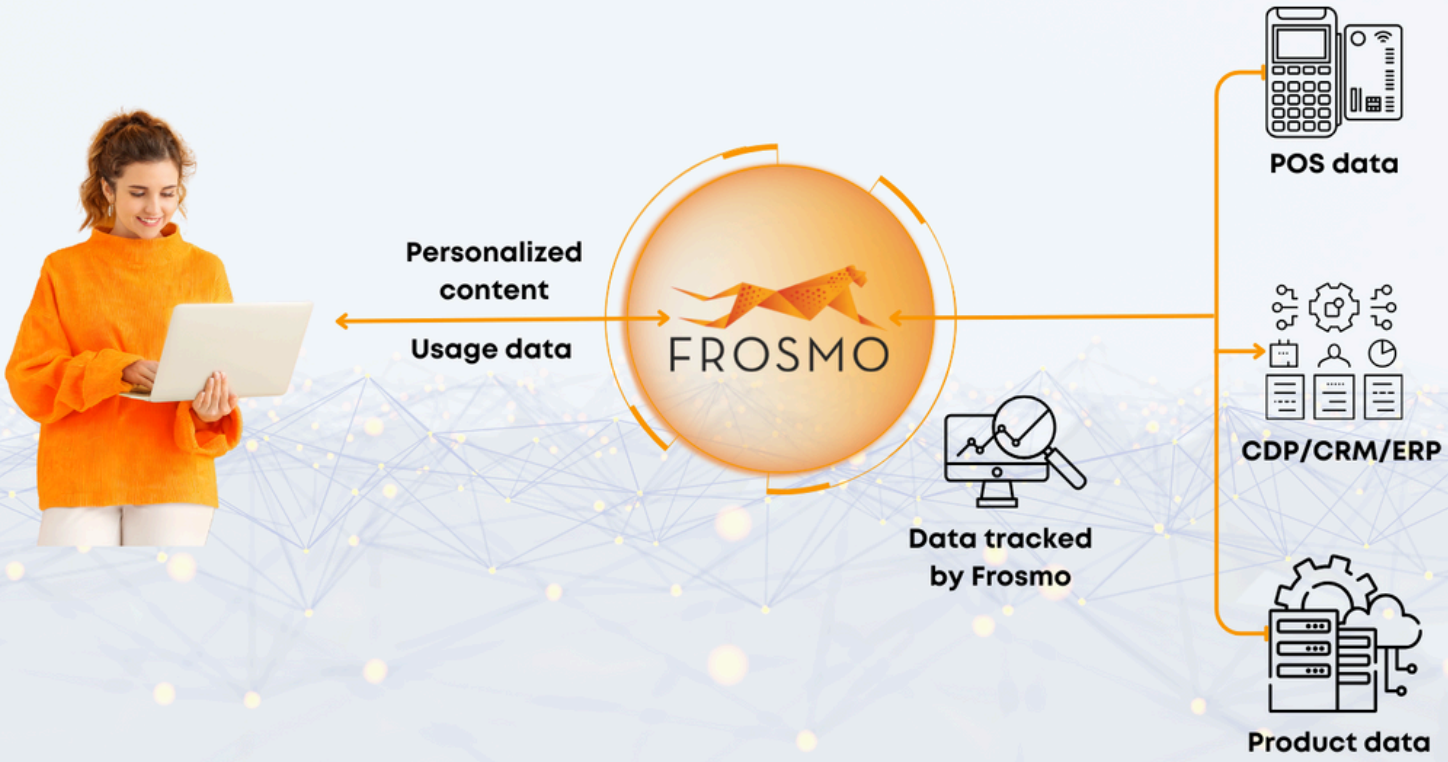
This type of analysis helps **uncover not just the obvious product pairings but also the unexpected ones that might skip the casual observer's eye**. For example, who would have thought that customers buying TVs might also often pick up popcorn makers and soda streamers for a perfect movie night? This deeper insight comes directly from the analysis of those detailed POS receipts.

> When products are reserved online and picked up in store, there's always an opportunity to upsell by assessing the use case and recommending necessary or upgrading additional products. For example, buying a TV and adding a soundbar, or buying a coffee maker and then realizing in the store that you need more appliances for your new home. When Frosmo's recommendation engine performs as well as a salesperson in the store, we are already quite far along.

Janne Gylling,
Head of Development,
POWER

Leveraging POS data for online personalization is like having a virtual salesperson who knows exactly what to recommend and when. When an online store can give spot-on product suggestions just like a seasoned salesperson, the boost in customer satisfaction and sales figures can be quite impressive. This is exactly what POWER is doing — **using real-world data to recommend products that naturally go well together**, making it a cinch for customers to find what they need and maybe even a few things they didn't know they wanted.

In addition, **POS data integration smooths out the omnichannel customer journey. It paints a clear picture of customer habits and preferences, which can be used to tailor the online experience for both logged-in shoppers and guests**. Registered users get personalized picks based on their past purchases and indicated preferences, while guests aren't left out — they see suggestions driven by broader buying trends gleaned from the POS data as well as Frosmo's visitor affinity profiles. This thoughtful approach to personalization ensures that every shopper, regardless of their status, gets a personalized touch to their shopping experience, boosting satisfaction and building loyalty.



Solutions

Accelerating business performance through API-powered A/B testing and optimization

POWER continuously performs A/B tests that all run through the Frosmo Platform. The testing involve personalization strategies, UX modifications, product messaging, feature adoption, and so on. The data gathered by testing is pushed to other services and finally reporting tools, where the results are combined with data from other sources. Therefore, **Frosmo is an important data source in achieving a deep understanding of customer needs and improving service**.

POWER's infrastructure is built to use third-party systems through APIs This setup **allows POWER to seamlessly connect its massive databases with Frosmo's cutting-edge personalization platform** for real-time updates and data synchronization across all sites, ensuring that customer preferences and behaviors are consistently reflected in their personalization engine. It's like having a super-efficient bridge that instantly transports crucial insights across various platforms, making sure that the personalization is not just smart but also incredibly swift and well-coordinated.

The real beauty of using API integration for POWER lies in the tangible benefits it brings to the table. First off, it keeps the customer data secured within their ecosystem, significantly minimizing privacy concerns. There's no need to send sensitive information out to third-party services, which keeps everything neat and under wraps.

Then there's the speed — APIs help keep the website humming along smoothly, even when traffic spikes. On top of that, **POWER can enhance their customer journeys by integrating their rich in-house data with Frosmo's recommendations**. This means not only more precise product suggestions but also the ability to quickly adjust these recommendations based on the latest trends and data. It's a dynamic setup that keeps them agile and in tune with their customer's needs.

Internal advocacy and strategic partnership bring best results

POWER has invested a lot in its vendor partners, and is determined to make the most of those investments. Internal advocacy and understanding of Frosmo's capabilities within POWER is crucial. **By educating their sales and marketing teams on the benefits and functionalities of Frosmo and other tools, POWER ensured that these tools were utilized to their fullest potential**. The internal sales efforts helped in demonstrating the direct impact of Frosmo's features on business outcomes.

> For us, Frosmo was originally an IT-driven acquisition, so we've seen a big change in that today it's seen also as a business and marketing tool. I've been actively advocating for Frosmo and it's great to see when the light bulbs turn on for business people when they realize all the possibilities.

Janne Gylling, Head of Development, POWER

The cooperation between POWER and Frosmo showcases the importance of strategic partnerships in overcoming technical and operational challenges in ecommerce. **By effectively utilizing Frosmo's capabilities, POWER has not only enhanced its customer personalization efforts but also streamlined its operational efficiency**. This goes to show how adaptive technologies and collaborative efforts can lead to significant improvements in customer experience and business performance.

About Frosmo

Frosmo is a software company that aims to **enhance the digital customer experience through its innovative platform**. Every piece of information about how your customers behave is accurately captured and analyzed in real time, ready to be used for sophisticated customer targeting and for delivering automated, personalized experiences at scale. This allows businesses to create highly engaging content across all channels tailored to individual visitor preferences and behaviors.

Frosmo's capabilities include:

- Unique and actionable insights based on visitor affinities
- AI-driven personalization strategies
- Automated audiences built on visitor affinities
- Product discovery through search and personalized product collections
- Continuous testing and optimization capabilities
- Seamless integrations for data enrichment and a smooth omnichannel experience

Frosmo' strives to be future-proof and responsible, ensuring that businesses can succeed sustainably in the digital ecosystem. Whether it's through crafting a compelling product discovery experience or creating engaging user journeys, Frosmo ensures every step is an innovative leap forward in personalization.

Join leading brands who harness the power of Frosmo to achieve the best results in the market.

LET US SHOW YOU HOW