



CASE STUDY

# PERSONALIZATION IN DIFFERENT PHASES OF THE CUSTOMER JOURNEY

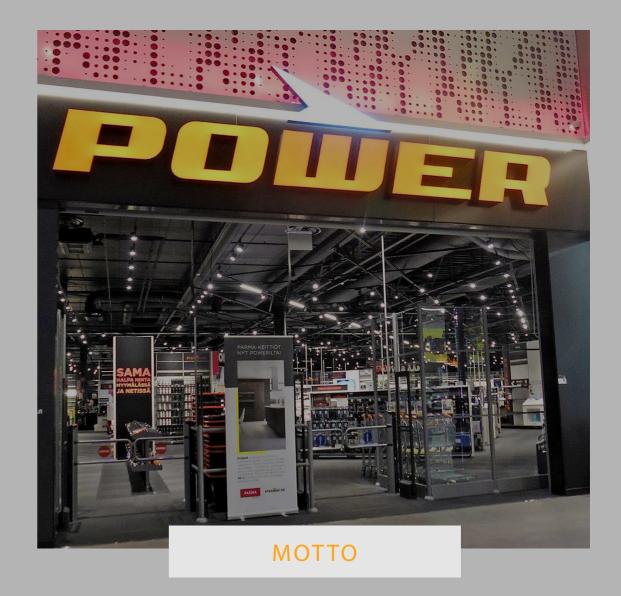
Al-driven product recommendation strategies on their website pages



## **ABOUT POWER**

Power is one of the leading electronics retail chain stores that belongs to the Nordic Power International AS group. The Power chain has 120 stores in Norway, 12 in Denmark, and 45 in Finland.

https://www.www.power.fi/ Retail Finland



No more paying too much. Same cheap price in store and online.

#### STARTING POINT

**GOALS** 

FOR A RETAILER LIKE POWER WITH 20,000 DIFFERENT ITEMS TO SELL,
IT'S CRUCIAL TO HAVE PERSONALIZED AND RELEVANT PRODUCT
RECOMMENDATIONS FOR EVERY STEP IN THE CUSTOMER JOURNEY. THEIR
STRATEGY OF RELYING HEAVILY ON THE OMNICHANNEL BUSINESS HAS
ALWAYS BEEN SUCCESSFUL WITH A CONSIDERABLE MARKET POSITION
AND A TURNOVER OF 1.1B EUR.

#### **CHALLENGES**

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Creatinganoptimal customer journey

Every customer comes from different circumstances and has different ways to discover products and make purchase decisions. The whole customer journey needs to be personalized, not just the page where the conversion will happen.



Have the best personalization software in the market



Deliver personalized and relevant product recommendations for every step in the customer journey



Increase the overall conversion which is their most important KPI to follow

The aim is to help customers find the most relevant product to purchase and advance the customer journey towards better product discovery and conversion.

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Increasing product discoverability and relevancy

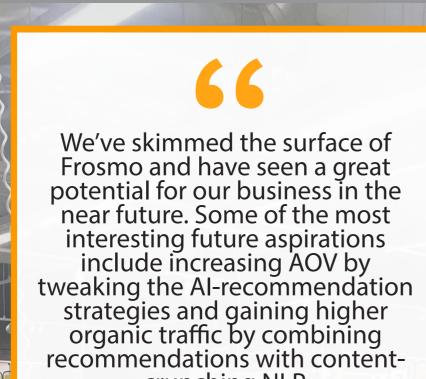
#### **WORKING WITH FROSMO**

THE FROSMO PERSONALIZATION SOFTWARE BRINGS PRODUCT RECOMMENDATIONS TO A WHOLE NEW LEVEL BY USING DIFFERENT DATA POINTS ABOUT THE CUSTOMER TO SELECT THE PERFECT AI-BASED RECOMMENDATION STRATEGIES TO SUPPORT THE CUSTOMER JOURNEY IN THE BEST POSSIBLE WAY. THESE DATA POINTS INCLUDE THE CUSTOMER'S LOCATION ON THE SITE, THE PHASE IN THE CUSTOMER JOURNEY, SEGMENT INFORMATION BASED ON HISTORICAL BEHAVIOR, AND CUSTOMER AFFINITY. TAKING THE WHOLE CUSTOMER JOURNEY INTO ACCOUNT MAKES FROSMO THE MOST VERSATILE PERSONALIZATION SOFTWARE IN THE MARKET.

The cooperation with Frosmo and Power started when Frosmo got a chance to prove our product recommendation capabilities against a leading competitor, increasing the overall conversion which is their most important KPI to follow.

To support the whole customer journey, we implemented Frosmo's Al-driven product recommendations strategies for the following pages in their online store: frontpage, category page, product detail page, add to cart pop-up, and search page results.





Jarkko Lehtismäki

crunching NLP.

## **OUTCOMES**

WITH PRODUCT RECOMMENDATION STRATEGIES IMPLEMENTED ON THE PAGES, THE RESULTS HAVE BEEN PROVEN STRONG AND EFFECTIVE.

RESULTS: PURCHASE CONVERSION RATES HAVE GONE UP BY 170% compared to the GROUP WHO DIDN'T SEE RECOMMENDATIONS. THE AVERAGE ORDER VALUE GOT UP BY 41% COMPARED TO THE GROUP WHO DIDN'T SEE THE RECOMMENDATIONS.



Friction-free customer journey



Increased product relevancy and discovery



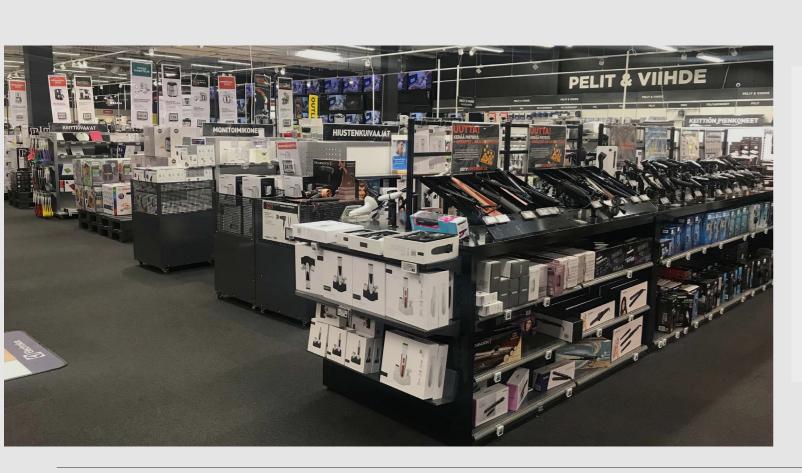
Relevant and effective cross-selling

# SOLUTIONS

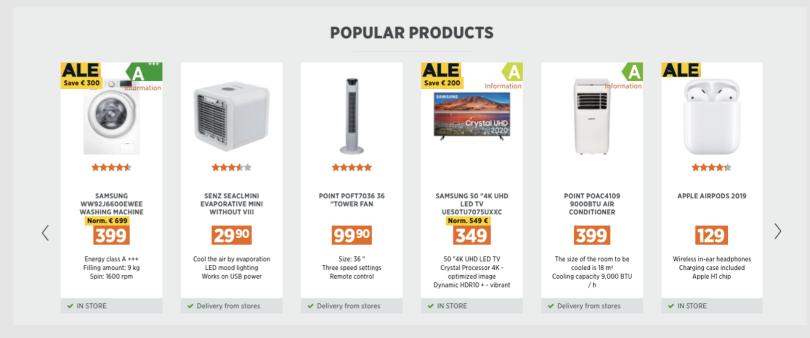
TACTICS AND STRATEGIES

DIFFERENT
RECOMMENDATIONS
STRATEGIES FOR
FRICTION-FREE
CUSTOMER JOURNEY
ORCHESTRATION

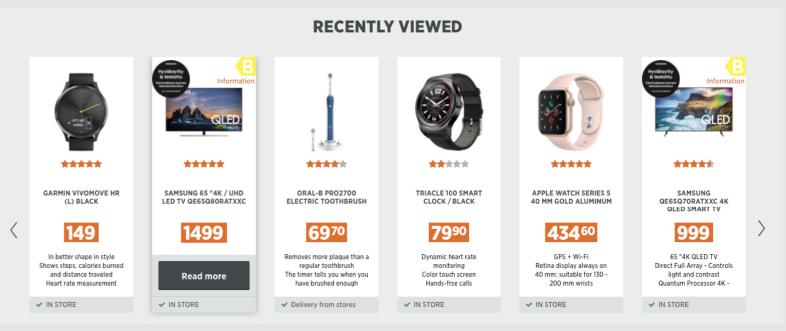
Personalized and Al-driven product recommendations aim to perfect the customer experience by helping the visitors go through the customer journey as friction-free as possible. Here are the strategies implemented for different Power sites.



The first strategy is to advance the customer journey towards better product discovery and conversion on the front page. Recommendations show the most popular products at the moment, based on most converted and most-visited products by all users. The second set of recommendations shows recently viewed products by the customer.



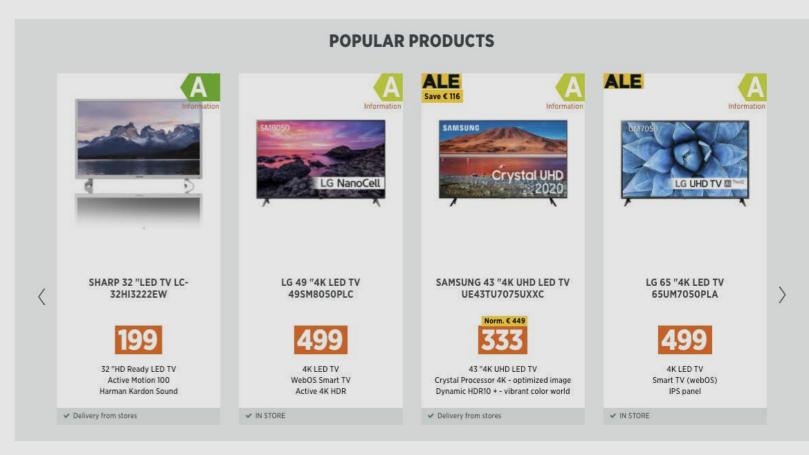
Power recommendations- popular products



Power recommendations- recently viewed products

GREAT **RESULTS IN CONVERSION** RATES AND AVERAGE ORDER VALUE

In the category pages, the aim is to find the most relevant product to purchase. Two strategies were implemented to make the product discoverability easier. The first set of category page recommendations shows the trending products based on highly-converted and most popular products. To enforce product relevancy and increase average order value, behavioral data is also used to show recommendations based on particular user interests in a specific category and combine it with products viewed or bought together.



Power recommendations- trending products

#### **BOUGHT TOGETHER**



499.00



GARMIN

€ 198.70

VIVOACTIVE





SAMS 65

BOSCH

WTW85P495

199.00

2

€ 797.00

Basket pop-ups are being developed to include physical store data for recommendations used to raise the level of relevancy and effective cross-selling.



Surface Book 2 is a powerful and versatile laptop, tablet and portable studio. It has a quad-core Intel Core processor and an Nvidia GeForce GTX graphics card. You can work at full power and long battery life. Work on Office files, demanding graphics software and play games without losing any performance. The Surface Book is designed to provide the best user experience with Office and Windows.

#### Adapts to the way you create and work

The Surface Book 2 works as a versatile portable, powerful tablet as well as an accompanying studio. The laptop has a flexible hinge and a detachable display. You can use the PixelSense monitor as a standalone tablet. By turning the screen all the way back, you can place it on a table and use it in studio mode. Add the Surface Dial \* and Surface Pen \* style to get to draw and paint like a real artist. The screen can also be detached and turned around for an easy viewing mode that is great for presentations and perfect for watching movies.



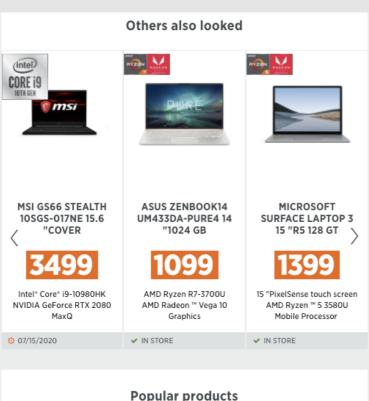
#### ersatile connections

Connect all devices to the USB 3.1 and USB C ports. The laptop has a full-size SD card reader. Use your accessories and connect another monitor if necessary. The Surface Book 2 is compatible with the Surface Dock \*, which lets you use it like a powerful desktop.

\* Surface PE, Surface Dial and Surface Dock sold separately.

#### **Microsoft Surface Book 2**

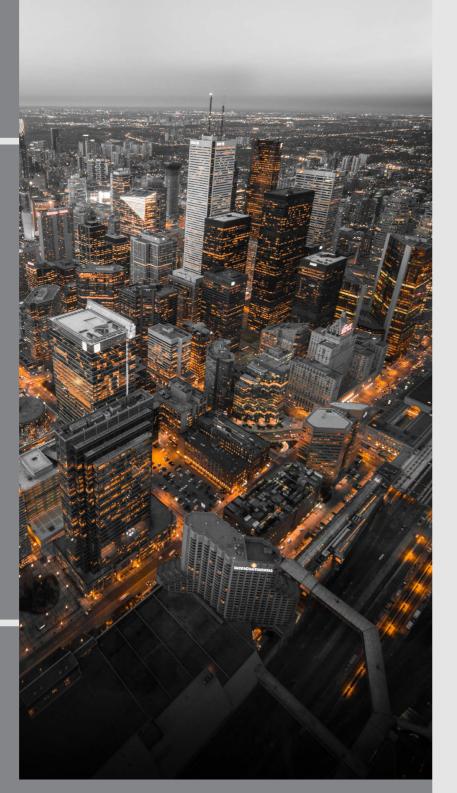
#### Media





The product page is all about making sure the conversion happens and that the average order value increases. Traditionally, customers put a lot of effort to choose the product that best suits their needs. To make the choice easier, Frosmo creates recommendation strategies based on relevant products viewed or bought by others and uses historical data of the visitor to recommend other related products.

FROSMO WORKS
WITH RETAIL
COMPANIES
AROUND
EUROPE TO
HELP THEM
EXCEED
CUSTOMER
EXPECTATIONS.



## **ABOUT FROSMO**

Frosmo is a Finnish software company based in Helsinki with offices in Poland and the UK.

Frosmo is the most versatile personalization software, delivering personalized customer journeys 1.5 billion times a day. Frosmo empowers marketing and ecommerce teams that aim for a competitive advantage and unique brand expression by creating unique visitor journeys through dynamic content, recommendations, and Al.

