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.power.fi/
Retail
Finland

MOTTO

No more paying too much.
Same cheap price in store and online.
Creating an optimal customer journey

Increasing product discoverability and relevancy

CHALLENGES

01
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.

Creating an optimal customer journey

02
The aim is to help customers find the most relevant product to purchase and advance the customer journey towards better product discovery and conversion.

Increasing product discoverability and relevancy

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.

STARTING POINT

GOALS

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

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We’re very satisfied with the increase in conversions and average order values that Frosmo brings us with AI-driven product recommendations. The overall experience of implementing the recommendation strategies and the cooperation with Frosmo has been straightforward and was surprisingly deployed as a turnkey project. I would highly recommend using Frosmo against other competitive solutions.

Jarkko Lehtismäki
CTO, Power International AS
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

We've skimmed the surface of Frosmo and have seen a great potential for our business in the near future. Some of the most interesting future aspirations include increasing AOV by tweaking the AI-recommendation strategies and gaining higher organic traffic by combining recommendations with content-crunching NLP.

Jarkko Lehtismäki

Outcomes
Personalized and AI-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.
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.

**BOUGHT TOGETHER**

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

www.frosmo.com