Customer Buying Journey

Customer Buying Journey

Challenges

- Which customers to propose an offer to?
- How to personalize offers for customers?
- How to attract the right new customers?

→ Without qualified leads, expensive marketing campaigns are ineffective.

Solution

Predict next best offer for each customer
- ✓ Products most likely to be purchased
- ✓ Product quantities
- ✓ Order date
- ✓ ...

1 Search most similar customers

2 Look at their transactional history

3 Recommend products bought by similar customers but not by the customer

Benefits

Real-time, accurate predictions of the next-best action/offer personalized to the customer.

→ Effective marketing Campaigns

→ Higher conversion rates

Data

- Transactional data (e.g., sales order lines)
- Metadata: products and customers

Sources:

ERP

CRM

Integration

Power BI

CRM

cegeka

ESKO

Global provider of integrated software and hardware solutions for printing and packaging

Industry
Graphic arts

Esko is a graphic arts company producing prepress software and hardware for the packaging and labels, sign and display and publishing industries. The company has its headquarters in Ghent

Subsidiary Danaher

+ 1500 employees

Challenges

- Inefficient marketing campaigns
- Difficult to recommend upsell products to customers
- No Good leads for cross selling between other subsidiaries of Danaher (X-Rite & AVT)

Solution

- **Data-driven** sales approach:
- Recommend products based on purchases of similar customers
- Recommedations based on purchases in Esko, X-Rite & AVT
- **Data Science platform** in Azure
- Power BI report to get insights in recommendations
- Integration of recommendations in CRM system

Benefits

- **Improve conversion** rates
- Effective marketing campaigns
- Maximize revenue

x-rite

AVT.

cegeka