

CASE STUDY



PRODUCT

Personalised Product
Recommendations

VERTICAL

Marketplace

CHALLENGE

With a wide array of partners and product offerings notonthehighstreet.com needed a personalisation tool to help improve the customer experience by connecting shoppers with the most relevant products.

RESULTS

- **25%** order value (from those interacting with Recommend™)

Notonthehighstreet.com is an online marketplace with 5,000 partners and a wide array of product offerings. Since they were founded over 10 years ago, demand for their unique, personalised products has continued to rise, with their customer base seeking bespoke and unique products compared to the mass produced offerings on the high street.

For notonthehighstreet.com personalisation is a particularly important part of improving the customer experience. As a marketplace with such a broad product range and partner base, notonthehighstreet.com customers have very different shopping missions that range from top ticket items like large furniture pieces to Alpaca walking experiences in Derbyshire. With a mission to make every customer interaction as unique and enjoyable as possible, notonthehighstreet.com was looking for a personalisation tool to help them connect the most relevant and appropriate product to each shopper.

After looking at whether they could develop a tool internally, notonthehighstreet.com turned to RichRelevance's personalisation platform to automate connecting customers with the right products.

"We chose the RichRelevance solution due to the flexibility and depth of personalisation it gave us, dovetailing into our own product curation needs. We also liked the unobtrusive nature of the RichRelevance offering and the way it integrated seamlessly, complimenting the customer journey", explained Michael Roberts, Senior Merchandiser at notonthehighstreet.com.

"The RichRelevance system is an AI based self learning tool, so the personalisation takes care of itself automatically. A dashboard is provided which is easy to use and has powerful reporting and merchandising features built in. This means I can set high level guidelines to refine the recommendations when I need to – for instance when I want special promotions for Mother's Day or Valentines Day."

Since implementing Recommend™, notonthehighstreet.com found the personalisation tool has provided them with insight into their customers' behaviour leading to the ability to highlight interesting new products within their offerings that the shopper might not have found otherwise. This capability is particularly important on mobile.

"With the advance of mobile shoppers whose browse times are much shorter on notonthehighstreet.com, the value of tools such as RichRelevance has increased dramatically, as they allow us to promote relevant product visuals to customers quickly and easily", said Michael Roberts.

RichRelevance personalised product recommendations have high exposure across the notonthehighstreet.com website, with placements on the homepage, department pages, the bottom of listing pages and across checkout and add to basket pages. They help the shopper at every stage of their shopping journey.

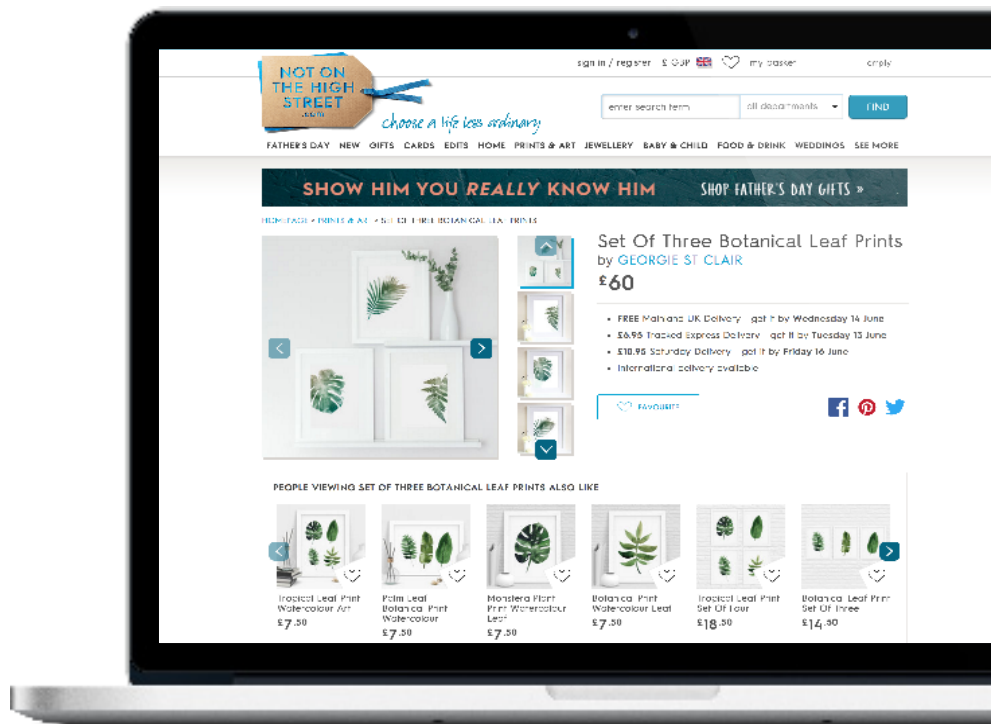
Since notonthehighstreet.com deployed RichRelevance Recommend in 2015 they have seen steady improvements and many benefits both on conversion rates and incremental gain in sales. The AOV of orders interacting with personalised recommendations are 25% higher than those who don't, showing the value and relevance of the suggestions being made. A total of 11% of orders on notonthehighstreet.com now interact with RichRelevance recommendations.

Notonthehighstreet.com has also been able to utilise RichRelevance personalisation software to overcome specific challenges, for example a high bounce rate from search engine traffic, as Michael explained:

"We were struggling to immediately engage with traffic arriving from search engines, where we had a high bounce rate compared to the overall site. We utilised the RichRelevance technology to show very relevant product alternatives at the right time specifically for this source of traffic and as a result reduced our bounce rate by an impressive 13%."

In terms of the future, notonthehighstreet.com sees personalisation of the shopping journey as continuing to play an integral role in the way they deliver the right products to the right customers, alongside promoting new products and supporting their valued partners.

"RichRelevance has the features right now that we need to deliver our vision to focus on the needs of our individual customers and deliver them a great shopping experience." Michael concluded.



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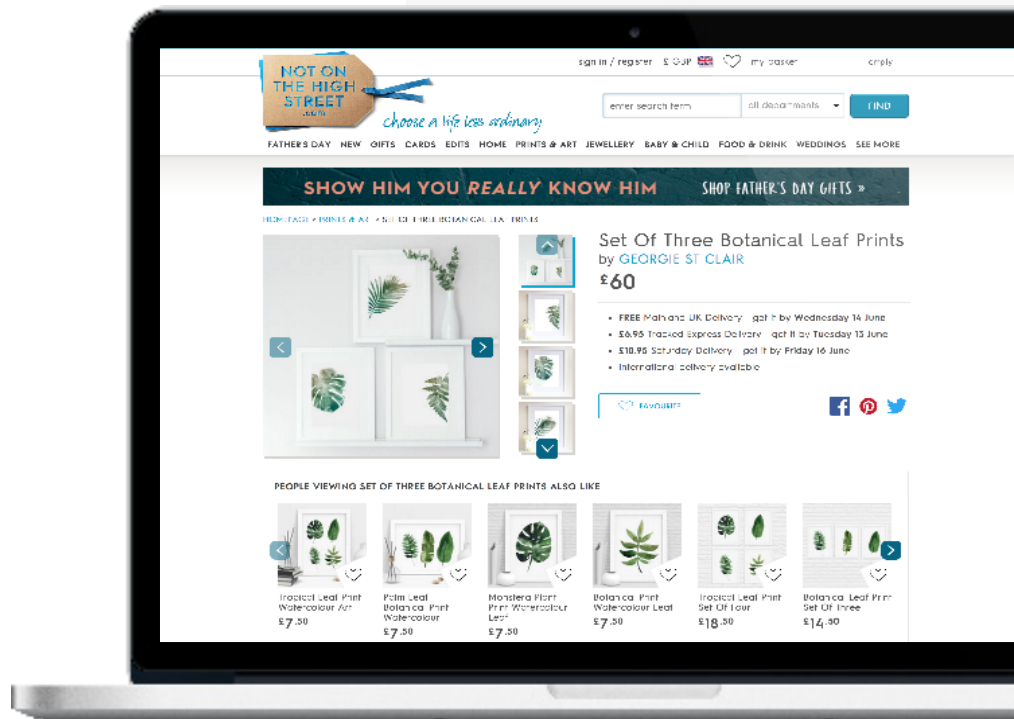
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CASE STUDY: NOT ON THE HIGH STREET



Want to learn more?

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🌐 www.richrelevance.com/uk

ETUDE DE CAS

KIABI

la mode à petits prix

PRODUIT



COMMERCE DE DETAIL

Vêtements

DEFI

Kiabi recherchait un partenaire qui pourrait l'aider à exécuter ses initiatives stratégiques en matière de marketing omnicanal et de personnalisation.

RESULTS

- ▶ **13 %** des ventes imputables sur le site Kiabi.fr

Les clients qui interagissent avec les recommandations (par rapport aux autres) :

- ▶ ont un taux de conversion multiplié par **3,5**
- ▶ génèrent des recettes par session **3,5 fois** supérieures
- ▶ ont une valeur moyenne des commandes supérieure de **15 à 50 %**

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Fondée en 1978, en France, Kiabi est une entreprise française de commerce de détail spécialisée dans le prêt-à-porter pour toute la famille et s'appuie sur un concept clé : la mode accessible à tous.

Avec, à ce jour, 456 magasins dans 9 pays (dont 354 en France), cette marque appréciée de toute la famille a pour ambition de poursuivre son expansion, notamment grâce à l'implantation de nouveaux points de vente en France, en Europe du Sud et en Russie.

Alors que les marchés émergents représentent un fort potentiel de croissance pour Kiabi, l'organisation reconnaît que le marketing omnicanal et la personnalisation sont des initiatives stratégiques clés pour augmenter sa part de marché, mais aussi pour fidéliser davantage sa base clientèle existante.

Établissement d'un partenariat pour favoriser la croissance omnicanale et l'expansion

Lorsque Kiabi a entrepris les premières négociations avec RichRelevance en 2011, les recommandations produits étaient déjà une norme sur de nombreux sites Web dédiés au commerce électronique. Alors que Kiabi avait des programmes de merchandising en place, aucun n'était personnalisé. L'entreprise souhaitait en apprendre davantage en la matière et adopter des recommandations personnalisées, ainsi que d'autres innovations destinées aux clients qui pourraient couvrir plusieurs canaux du parcours en ligne de l'acheteur.

Pour choisir un partenaire, Kiabi s'est concentrée sur les acteurs qui étaient présents à l'échelle internationale afin de soutenir ses activités mondiales croissantes. Elle a finalement limité sa considération à ceux qui se caractérisaient par la maturité technologique et la capacité à soutenir son expansion.

Finalement, la méthode ensembliste pour le « machine learning » proposée par RichRelevance s'est démarquée par son aspect véritablement innovant, évolutif et son faible besoin en mise à jour. Par ailleurs, RichRelevance s'est positionnée comme un partenaire à long terme qui aiderait Kiabi à développer la personnalisation au-delà du Web, et cela a constitué un élément de poids pour le détaillant.

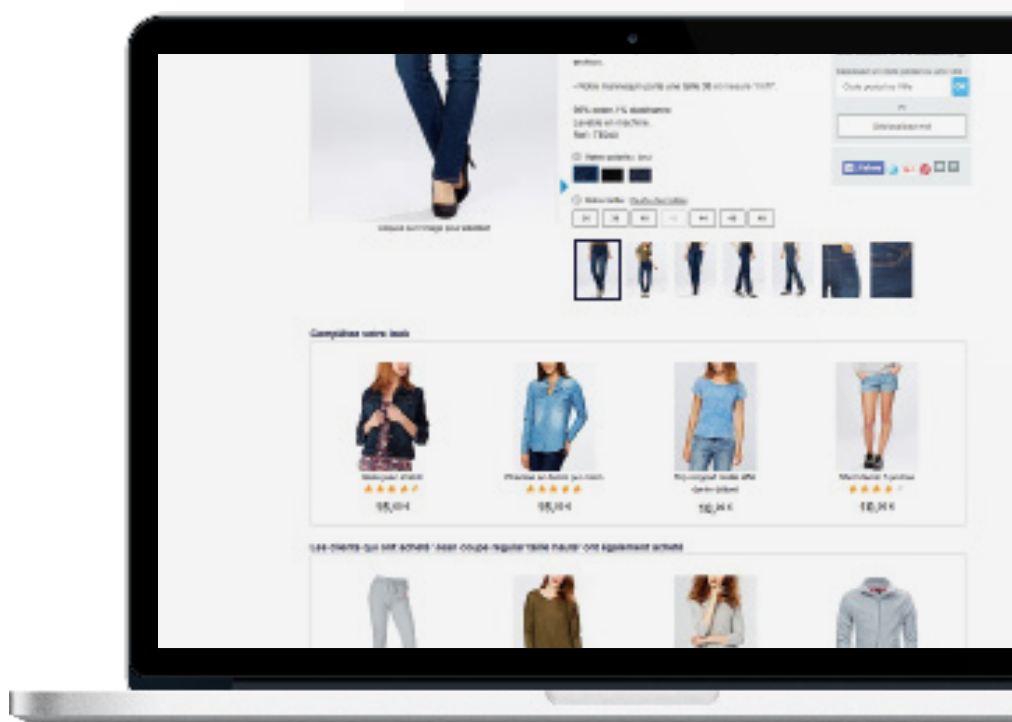
La mode accessible via tous les canaux

À ce jour, le système RichRelevance Recommend™ est mis en place sur le site Web de Kiabi en France, en Espagne, en Italie, en Belgique, aux Pays-Bas et en Russie, ainsi que sur les applications mobiles en français. Son déploiement dans les e-mails transactionnels est en cours. Sur ses sites Web, les recommandations s'affichent sur les pages de catégories d'articles, de produits, d'ajout au panier et de résultats de recherche.

Des QR codes peuvent être scannés et consultés avec l'application mobile pour fournir des recommandations. Lorsqu'ils se rendent dans les points de vente Kiabi, les clients peuvent scanner l'étiquette de n'importe quel vêtement afin d'obtenir des informations supplémentaires. Des recommandations produits d'articles similaires (optimisées par RichRelevance) s'affichent aux côtés des informations demandées.

Aujourd'hui, 13 % des recettes du site Kiabi.fr sont imputables aux produits achetés après que le client ait cliqué sur les recommandations faites par l'intermédiaire de RichRelevance. Les clients qui s'intéressent aux recommandations représentent 10 à 15 % des clients de Kiabi et sont à l'origine de 20 à 56 % des revenus de cette entreprise. De plus, par rapport à celui, le taux de conversion des clients qui s'intéressent aux recommandations par rapport à ceux qui ne s'y intéressent pas est 3,5 fois supérieur; les recettes par session sont jusqu'à 3,5 fois plus importantes; et la valeur du panier moyen est de 15 à 50 % plus élevée.

Après trois ans de partenariat et le déploiement de RichRelevance sur l'ensemble de ses canaux numériques, Kiabi souhaite développer la personnalisation au-delà des recommandations produits mais aussi tester la personnalisation dans l'environnement des magasins.



Vous souhaitez en savoir plus ?

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