

spencer's

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SPENCER'S RETAIL USES AI TO PERSONALIZE THEIR ONLINE STORE

India's leading grocer increases conversion rates with Boxx.ai proprietary technology

“We use Boxx.ai to power our recommendations across platforms. It was extremely easy to integrate in Magento, Android as well as iOS. We were a bit apprehensive about the impact of Boxx.ai algorithms, as most of their clients were in fashion, and grocery is a different beast altogether. However, we were pleasantly surprised with the results when we got a substantial increase in engagement and revenue in the 1st month itself.”



Manish Kapoor
CTO Spencer's (till Aug'18)

Summary

Spencer's used Boxx.ai to identify the most personalized and relevant products for each customer, and then show these in the “You may also like” widget on the Product Detail Page and “You should buy” upsell widget on the cart page

The Challenge

Spencer's, like almost all the online grocery stores faces the ever increasing challenge of converting visitors to customers. One way of increasing conversion is to judge what that particular customer wants and guide him/her to the right set of products. .

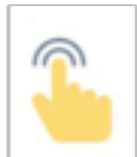
But serving right products to right customers at the right time is a huge challenge as merchandisers can only control their recommendations overall and not on per customer basis. On top of it, ability to predict customer behaviour in advance is also not an easy problem to solve.

Spencer's Retail is a chain of retail stores headquartered in Kolkata, West Bengal having presence in over 35 cities in India. Spencer's is based on the 'Food First' Format. Many outlets though sport multiple formats for retailing food, apparel, fashion, electronics, lifestyle products, music and books.

Boxx.ai Personalisation Results	Incremental purchase 7.20%	Incremental views 7.34%	RoI 16X
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THE SOLUTION

Boxx.ai believes that every customer is different and should be treated likewise. For 1:1 personalisation it uses clickstream data of all the visitors along with the current context to predict next action of the particular visitor.



Clicks



Add to Cart



Buy



Favourite



Filter



Search



Current Context



Finding hidden patterns
Constantly leaving
Genetically evolving



32%



29%



23%



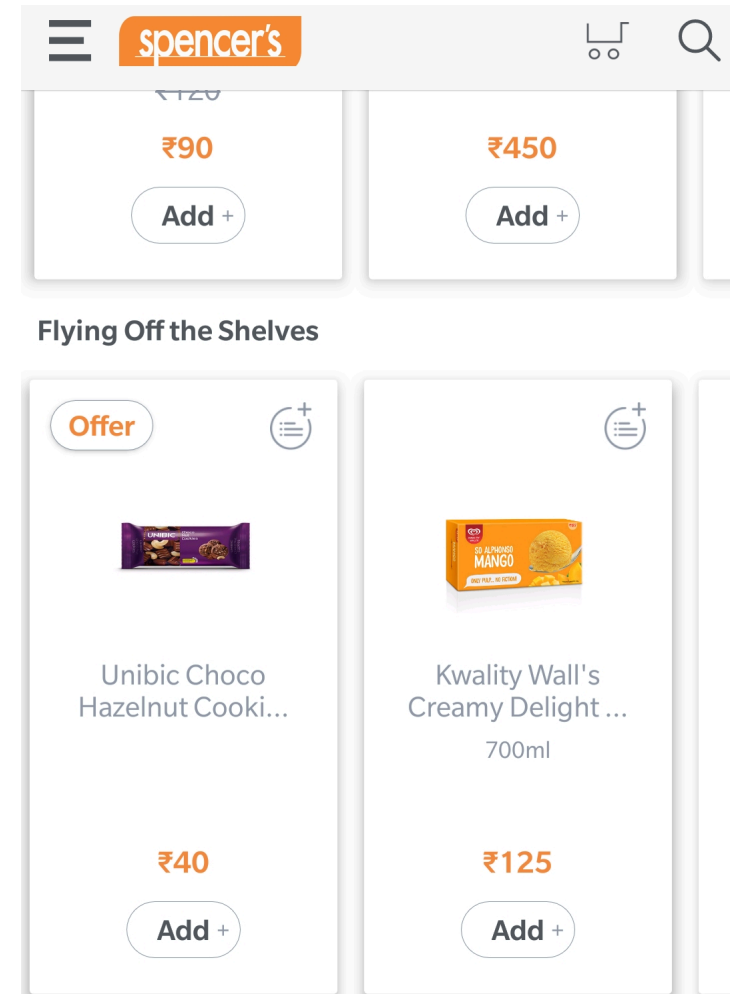
21%



17%

Implementation Home Page

To showcase a set of products which that visitor is most likely to purchase, a separate page titled 'Picked just for you' was created. Traffic was diverted to this page via banners on home page and links on product detail pages. People who visited this particular boutique converted 200% more than others exhibiting true power of personalisation.



Home Page
Recommendation

No of products recommended
10




Buy-through Rate
8.29%

Conversion(Clickers vs BaU)
3X

Recommendation widget on Product List Page

A widget titled 'Recommended for you' was created for product list page and was placed above the main product image. Here additional parameters like the current product on which visitor is there was also taken into account apart from giving more weightage to his recent behaviour. People who clicked on this widget converted 150% more than BaU buying exactly the same products which were recommended to them.

Recommended For You

	Daawat Devaaya Basmati Rice 1kg	₹110 ₹99	View Detail
	Daawat Super Basmati Rice 1kg	₹165	View Detail
	Daawat Traditional Basmati Rice 1kg	₹210 ₹199	View Detail

Product Detail
Page widget

No of products recommended
3

Clickthrough Rate
4.75%






Conversion(Clickers vs BaU)
2.5X

Recommendation widget on Product Detail Page

A widget titled 'you may also like' was created for product detail page and was placed just below the main product image. Here additional parameters like the current product on which visitor is there was also taken into account apart from giving more weightage to his recent behaviour. People who clicked on this widget converted 150% more than BaU buying exactly the same products which were recommended to them.

Product Display Page

Customer Who Bought This Item Also Bought

 <p>Daawat Biryani Basmati Rice 1kg</p> <p>₹220 ₹209</p> <p>Add +</p>	 <p>India Gate Basmati Rice Feast Rozzana 5kg</p> <p>₹490 ₹399</p> <p>Add +</p>	 <p>India Gate Basmati Rice Dubar 5kg</p> <p>₹605 ₹525</p> <p>Add +</p>	 <p>Daawat Brown Basmati Rice 1kg</p> <p>₹165</p> <p>Add +</p>	 <p>Daawat Devaaya Basmati Rice 5kg</p> <p>₹545 ₹475</p> <p>Add +</p>
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Product Detail
Page widget

No of products recommended
10

Clickthrough Rate
3.19%

Conversion(Clickers vs BaU)
2.5X

