

How do I improve sales force performance?

Woolworths case study

The challenge

Personalise communications to Woolworths supermarket customers

- Woolworths wanted to anticipate the needs of its customers so they could meet them in a seamless and intuitive way
- Woolworths needed to speak to each member individually, ensuring that the products shown to each customer were timely and relevant

The outcome

- 01 Enabled the right offer to be sent to the right customer at the right time
- 02 Customers are five times more likely to respond to an email promotion
- 03 Significant investment by Woolworths was paid back in three months



Approach

- Woolworths commissioned Quantum to build a personalisation engine to tailor communications to each loyalty club member
- The personalisation engine leveraged Quantum's big data platform and state of the art machine learning algorithms to predict the relevance of each product to each loyalty club member
- Equivalent of asking each member 70 million questions each week to determine relevance of each product
- Was critical to balance the needs of customers with the ability of Woolworths and its suppliers to service those needs in store

Actions

- The personalisation engine needed to process approximately 5 million predictions each second to determine which offers to send to each member (equivalent to asking each member 70 million questions each week)
- Emails were designed specifically for each individual member
- Integrated the personalisation engine with Woolworths' CRM and POS systems to give customers a seamless user experience

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