

Real Time Recommendations Engine Marketing

CASE STUDY

Client

The client is a major convenience store chain with gas stations with over 600 stores across the east coast. The client serves hot cooked menu items within each store just like any of the fast food chains. In addition, most stores are equipped with car washes, block-buster video kiosks, kerosene outlets, air and other facilities.

Problem Statement

The customer requires the implementation of a mobile strategy to improve online sales and provide a reward focused buying experience for its customers, improve loyalty sign-ups, membership retention, and provide additional services such as credit and reloadable money cards. The key challenge is to identify and tie the various sources of data such as customer behavior, loyalty, transactions, demographic information, store features, social media and location data to store information and make real-time recommendations and 'offers' via mobile devices to customers.

Challenge

- ➔ Scattered sources of data were coming from various internal and external applications
- ➔ Channeling real time proximity data and returning sub-second response back to customer on the smart phone
- ➔ Detecting customer buying patterns, loyalty points, demographic information, house-holding data, current offers and processing the information

Solution Strategy

- ➔ Periodic batch processing of store transactions to keep loyalty points updated
- ➔ Nightly batch calculation and queuing of rewards based on points accumulated in various categories such as coffee, food, gas, etc. and demographic data
- ➔ Service enabling key sources of data such as loyalty, customer, online ordering, kitchen monitors, POS Systems, various gadgets such as car wash, kerosene, block-buster etc
- ➔ Use of real-time request-response using MQ bridges across various systems
- ➔ Complex algorithms by statistical analysts to process real-time recommendations
- ➔ Use of mobile app and push notifications to end customer, and monitoring of clicks

Technology

Some of the key technologies in the environment include IBM WebSphere plumbing, MQ Real-time request response, Terradata High Performance Database, Vectorwise, Pentaho Visualization, Native Mobile App capabilities, Statistical libraries, Gadget interfaces, POS functionality etc.

Consulting Value Add

- ➔ Providing an overall mobile and digital content management strategy
- ➔ Defining the service architecture across all sub systems
- ➔ Domain based data classification and entity services
- ➔ Defining the service enablement strategy across disparate applications
- ➔ Identify key services required to enable the connectivity
- ➔ Improved processes to support online orders and loyalty programs

Business Impact

- ➔ Increased traffic from 18-35 age group demographic
- ➔ Increased volume of sales such as gas customers buying food and vice versa
- ➔ Introduction of innovative products and services
- ➔ Real-Time push offers based on customer proximity to a store in addition to rewards
- ➔ 18% increase in store sales

FOR MORE INFORMATION

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