

CASE STUDY



RETAIL SEGMENT

Department Store

SOLUTION

Recommend and Advanced Merchandising

CHALLENGE

Greater understanding of customers and their shopping missions. Insights and fast learning on best performing personalisation strategies

RESULTS

Detailed insight into customer behaviour through programme of testing and optimisation

“RichRelevance gives us the ability to easily and confidently test new ideas and strategies which is invaluable to our learning as we seek to continually improve our knowledge of what our customers engage with and what improves their experience”

- Stelios Nikolidakis

Partner + Personalisation Manager at John Lewis & Partners

John Lewis & Partners is a department store with 51 locations, known for its fashion, beauty, homeware and technology. At the heart of the success of John Lewis & Partners is their ambition to better understand their customers' needs. John Lewis & Partners leverages data to identify shopping missions and trends to continuously drive a better customer experience.

John Lewis & Partners has been a RichRelevance customer since 2011 utilising personalisation across their desktop and mobile sites to deliver the most relevant shopping experiences possible using RichRelevance's XenAI and machine learning.

To ensure constant innovation and improved customer experiences, John Lewis & Partners has always sought to continually test and optimise their personalisation applications and placements. With the RichRelevance personalisation platform they are able to quickly test and uncover insights about what works and what doesn't.

As an innovator in personalisation, John Lewis & Partners was eager to be one of the first RichRelevance customers to test and deploy image based recommendations. Via the RichRelevance Data Science Workbench, in conjunction with Clarifai, John Lewis & Partners leveraged image based AI to enhance recommendations across key categories including dresses, men's shirts and home. The image based recommendations display suggestions based on matches in colour, patterns, etc.

The John Lewis & Partners team works closely with RichRelevance expert personalisation consultants to continually test initiatives and try new strategies aimed at improving their customer experience. John Lewis & Partners is keen to find out which personalisation strategies and placements perform best. Some of their unique tests and results have included:

- ▶ **Increase Cross-Selling:** Interested in increasing accessories sales John Lewis & Partners leveraged Advanced Merchandising to recommend a related item on the product item page immediately after a shopper adds an item to cart. This placement really resonated with John Lewis & Partners customers, it received high engagement with +4.2 % click thru rate , plus a 23 x higher propensity to purchase compared to the site average.
- ▶ **Clearance Boost:** During a Clearance event John Lewis & Partners boosted Clearance items in recommendations on Offers pages

to customers who previously showed affinities for offers. This resulted in increased engagement with Clearance lines, providing great insight and learning for future events.

- ▶ **New Items:** In order to personalise the experience on the 'New In' womenswear category, John Lewis & Partners added a placement at the top of the category listing page that only displayed personalised recommendations. This placement saw higher engagement than with the top row of the category listing, increased overall basket adds and basket adds per session.

“Due to the breadth of our assortment coupled with the range of shopping missions our customers are on, we use a test and learn approach to better understand our customers and learn how we can provide them with a best in class experience with John Lewis & Partners. Having the RichRelevance personalisation platform helps automate and enhance our learning through AI and data science, enabling us to learn faster and make quicker decisions.” Commented Gabriella Frankl, Partner + CRM Team Manager.

More recently as part of their digital strategy for their in-store initiatives, John Lewis & Partners enhanced their Partner App with personalisation. The Partner App, which was originally launched in 2017 enables partners to better serve customers in-store through instant stock checking, ordering items, browsing the entire John Lewis assortment, doing product comparisons and sharing products by email, now also utilises the RichRelevance AI-driven personalised recommendations. Rolled out across 2000+ devices throughout their 51 shops, RichRelevance insights give partners a direct route to cross-sales during their conversations with customers, helping partners improve the customer experience by steering them towards the right products faster.

Overall John Lewis & Partners has proved to be a highly inventive retailer, at the forefront of innovation, always excited about the opportunity to test new technologies and ideas. By placing customers at the heart of everything John Lewis & Partners does, they are rewarded with great customer loyalty, trust and of course tremendous success.

