

jisp

JISP
Mobile app

The first personal shopper to combine online and offline shopping in a single package. It works in Great Britain, where agreements are drawn up with stores and shopping malls to install Jisp Pay terminals and iBeacon-based beacons.

PRIMARY FUNCTIONALITY



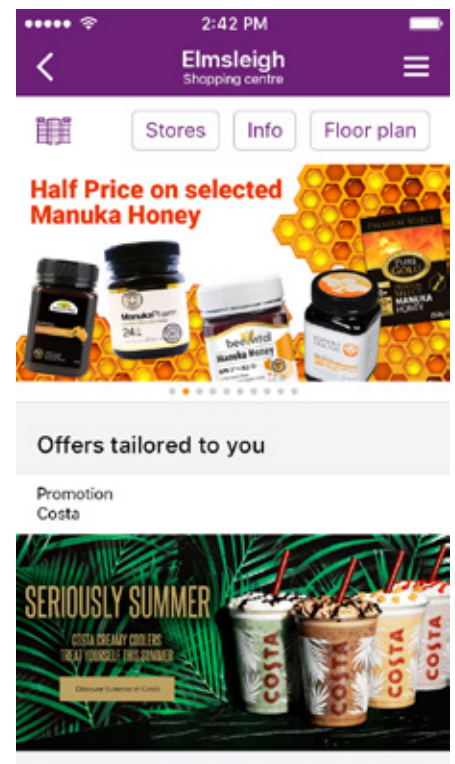
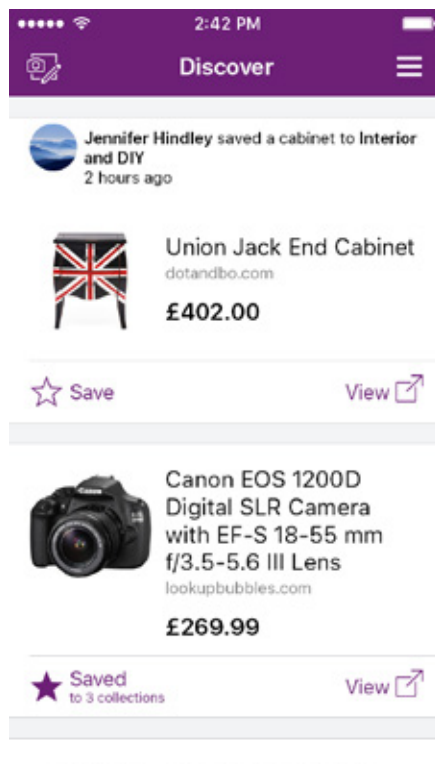
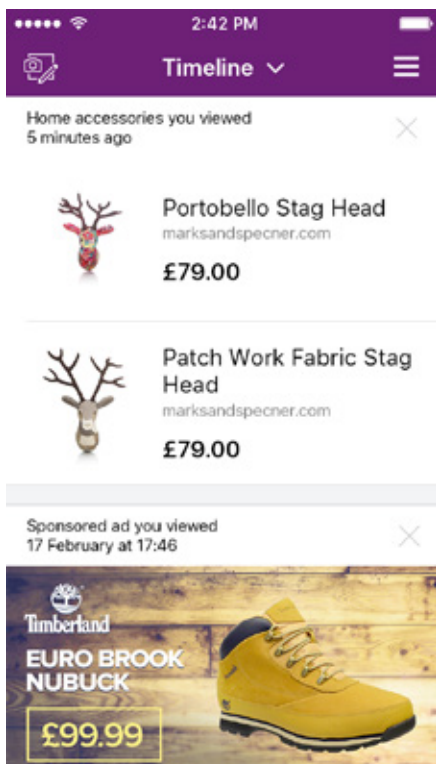
For users:

- track purchasing activity offline
- track online shopping
- aggregate products, discounts, and special offers that have caught the user’s interest into a single system
- goods can be purchased without cards or cash using the Jisp Pay system
- cash back for purchases
- personalized advertising that displays special offers for interesting product categories from nearby stores



For stores:

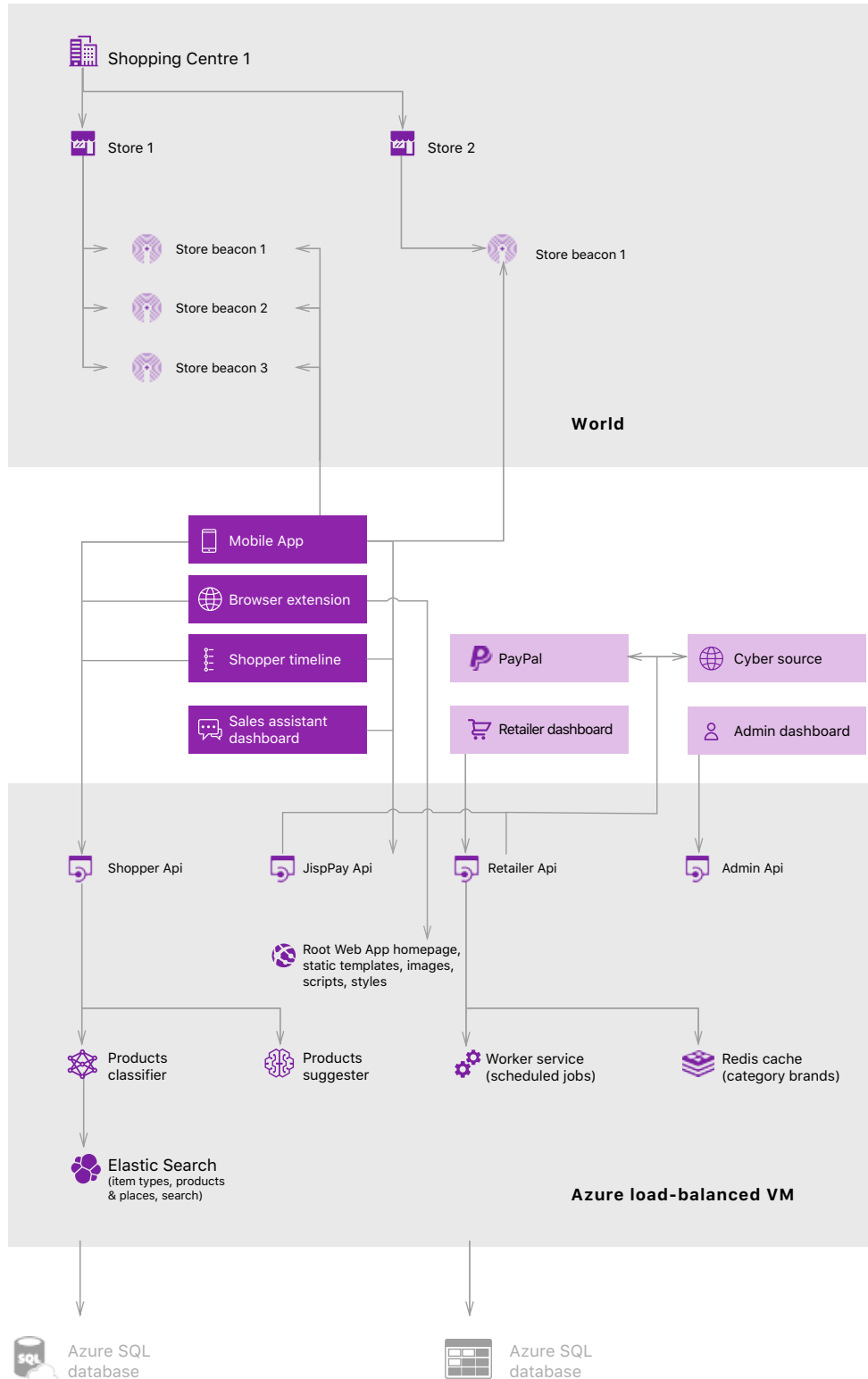
- goods are loaded into the system automatically
- targeted notifications are sent to customers who pass by or enter the store
- compare your store’s product offers with customers’ desires and send them targeted offers



Follow the customer's journey, online and offline

Jisp consists of a mobile app, a browser extension, and a net of iBeacons. So it collects user's online search history, captures customer's behaviour within shopping centers, and offers deals. Saved data about customer's behavior is available to retailers via their Dashboard.

jisp[®] Solution architecture scheme



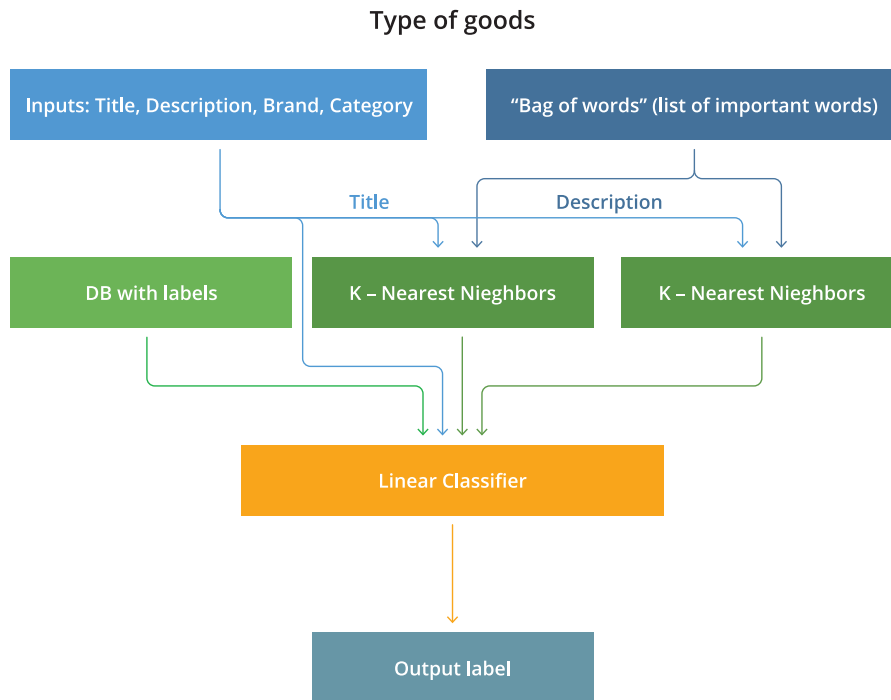
By using machine-learning algorithms, we have been able to automate two resource-intensive processes:



Determining product type

Information about the product (name, description, brand, category) is loaded into the system, where it is processed by a machine-learning algorithm in tandem with a database of in-stock products. The processed information is sent to a classification system that automatically determines the type and category of the product.

The system is self-learning and therefore factors in changes in users' preferences and reduces the system's overall error percentage.

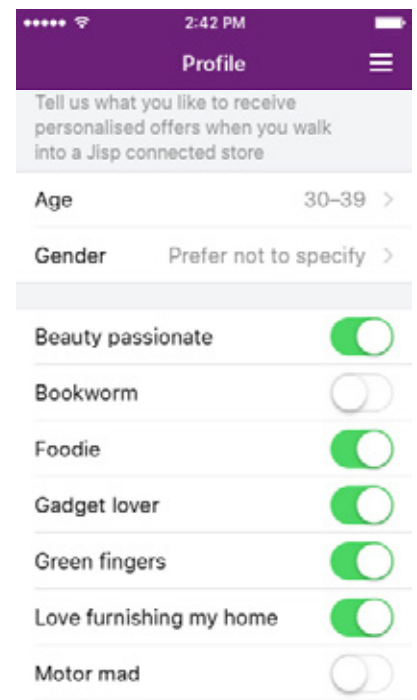


User recommendations

The recommendation system for users has two branches. One uses information provided by the user about themselves, and the other uses the user's history.

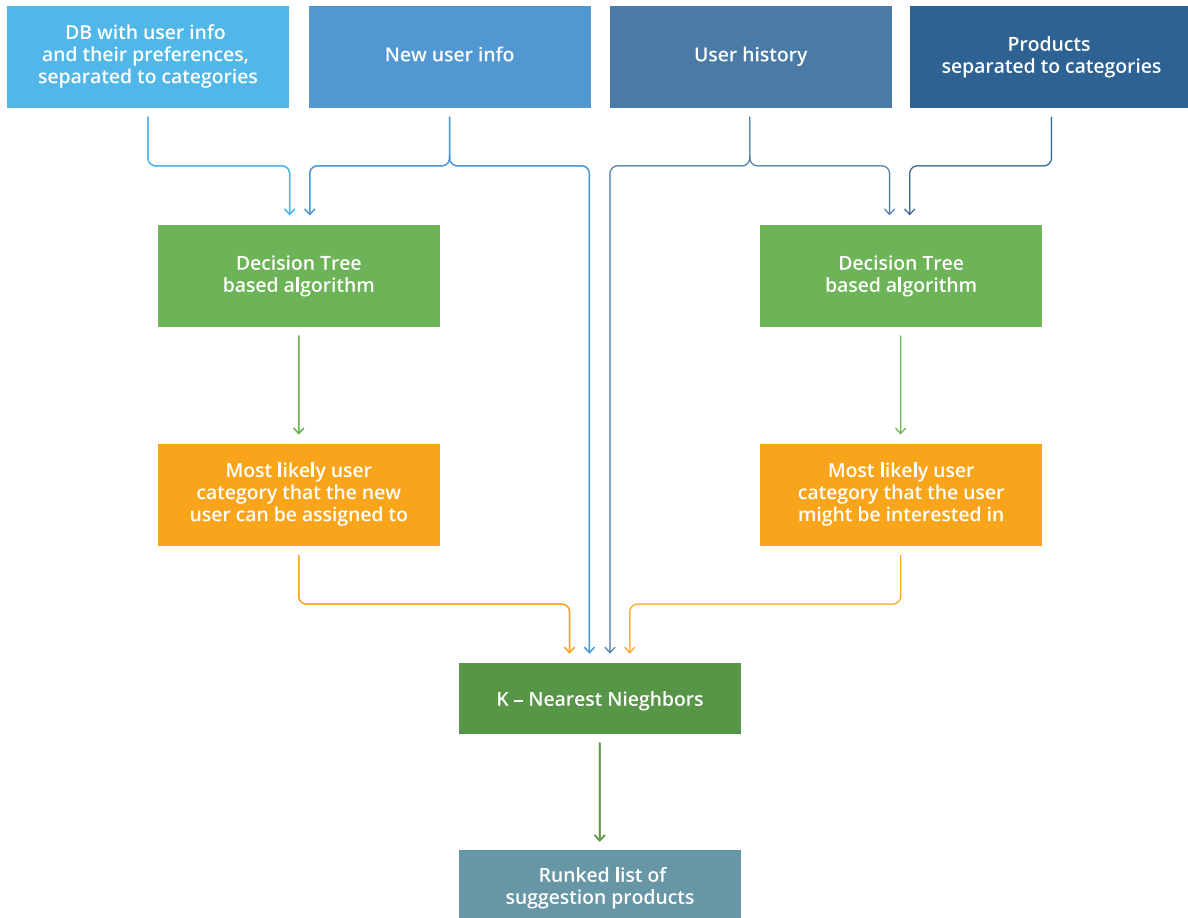
For customers who make repeat purchases at a store, the recommendations are determined according to the following model:

Information about purchases, behavior on the website, and all product categories from the website are processed by an algorithm based on decision-making trees. As a result of the system's activity, a list of products that may be of interest to the user is obtained. This list and information about the user that has also been processed by the machine-learning algorithm are combined in a ranking algorithm, and the website user sees a personalized list of products that might interest them.



In the event that a user does not provide personal information, only their history is used. If the system does not have data about the user and the user has too short a history, the most popular items are suggested until the system can adapt.

Recommendations



Result

Machine-learning algorithms process a constantly-updated database of thousands of products, automatically sorting them into categories and sub-categories.

Every customer receives a personalized list of products and special offers from nearby stores based on the data they have provided.