



BUILDING  
BLOCKS 

Client Case

# DESTIL

Personalized recommendations  
in the B2B e-commerce



## MIRTHE DEKKERS

E-COMMERCE AND MARKETING MANAGER

By using the Personalized Recommendations solution we are not only more relevant to our customers, which is resulting in more sales, it also enables us to use the knowledge, patterns and insights to train our colleagues.

Working with Building Blocks means we are capable of translating the huge amount of available data (deep assortment, many customers and the large numbers of orders) to insights by which we can really take our services and processes to the next level.



DESTIL is the number one wholesaler for construction and industry in The Netherlands with over 150.000 products in their webshop and 50 physical locations. Despite their size, DESTIL provides specialistic advise on any area possible and ease of shopping is highly valued.

## CHALLENGE

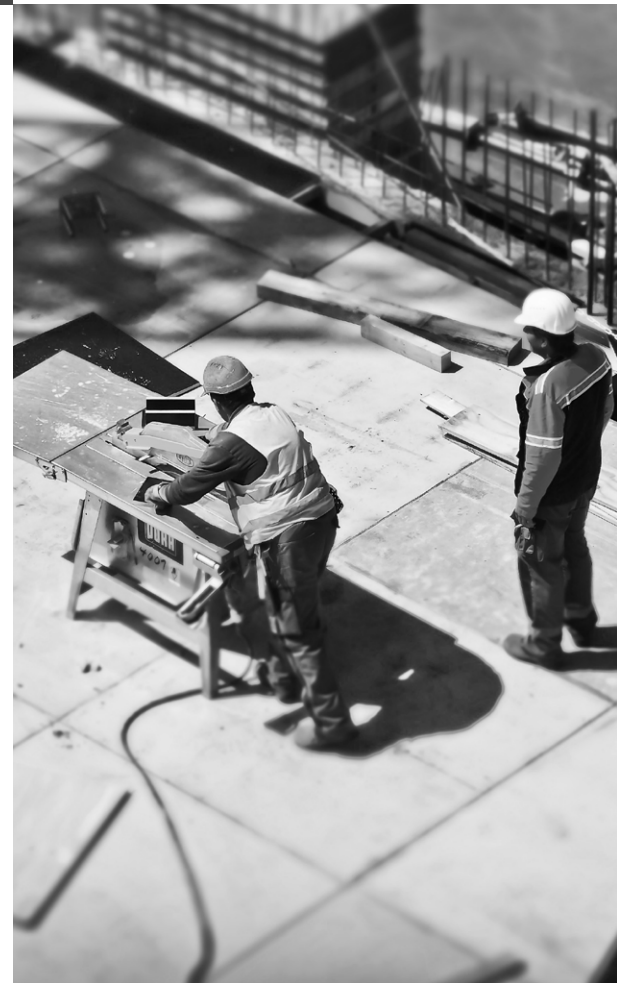
Competition in the B2B construction wholesale market is high with many players fighting for their market share. On top of that the market isn't much differentiated as most players target small to large contractors with a wide and deep assortment.

This is the reason DESTIL is not differentiating on the products they are offering but on their service levels. For DESTIL it's important to satisfy the needs and expectations of their customers that are originated in B2C sector and transferred to the B2B sector. In terms of service this means: Fast Delivery, specialistic advice and a one-stop-shopping experience.

To deliver a one-stop-shopping experience DESTIL has to truly understand the needs and behaviors of their customers to personalize offers accordingly. Because of the immense assortment consumers don't know exactly what DESTIL has to offer and therefore often buy products at competitors which they also could buy at DESTIL. Many sales opportunities, as well as cross and upsell opportunities arise when the right products are recommended at the right time to boost their revenue. Therefore we have to recreate the human shopping assistance in their web shop by offering personalized recommendations.

## GOAL

Increase added value for both DESTIL and the consumer by achieving a better fit between assortment and the needs of the consumer using personalized product recommendations.



## BUSINESS RESULTS



**7%** increase in online revenue



**6,5%** increase in total online margins

## CONSUMER RESULTS



**Relevant personalized** advise



**One-stop-shopping** experience

# SOLUTION

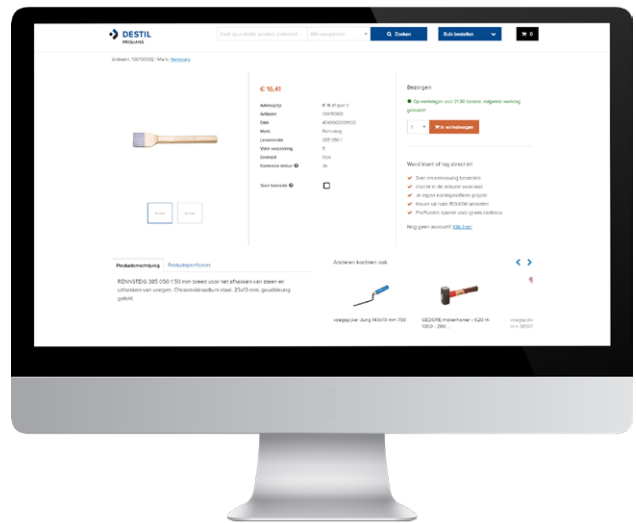
## PERSONALIZED WEBSITE ASSISTANCE

a unique and personalized experience

### HIGHLY PERSONALIZED RECOMMENDATIONS

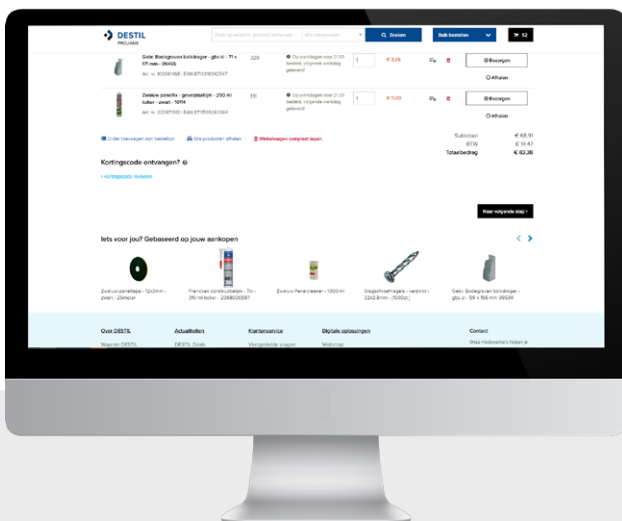
To create a supporting and converting website experience, we show the most relevant products to each individual consumer based on a deep understanding of the customers' needs and behavior. By combining transaction data from the offline environment and the data from the online context recommendations are optimized.

We've updated the technology of DESTIL's website with user specific item-to-item recommendations on the item pages and user-item recommendations on the account page of consumers. This is implemented for all the product categories. By doing this the consumer always get the products recommended that fits the product he or she is looking for and the consumers' preferences within that product category are addressed.



### CROSS-AND-UPSELLING

To effectively increase cross- and upsell opportunities, DESTIL has to truly understand the behavior of their customers. By not sticking to the product category but using behavioral data such as transaction data and clicking behavior to recommend other products from the assortment, it is possible to personalize the offerings over a broad range of product categories within the wide assortment of DESTIL. This truly helps the consumer to find the products that could be relevant to the consumer regardless of product type.



### ONE-STOP-SHOPPING EXPERIENCE

To further assist the customer and create a one-stop-shopping experience, products in the shopping basket are implicitly analyzed to predict the type of project the consumer is shopping for and thereby recommending the essentials for that type of project. This to prevent the consumer forgets to purchase an important item that can delay the project the consumer is working on.

# THE CUSTOMER JOURNEY

## DESTIL PERFECTLY ACTS ON CUSTOMER' NEEDS

DESTIL is a true customer-centric organization with a strong focus on service. To achieve this, DESTIL has to deeply understand customer needs and behaviors. At DESTIL we did this by providing the customer with intelligent assistance in their online website experience.

We empowered DESTIL to:



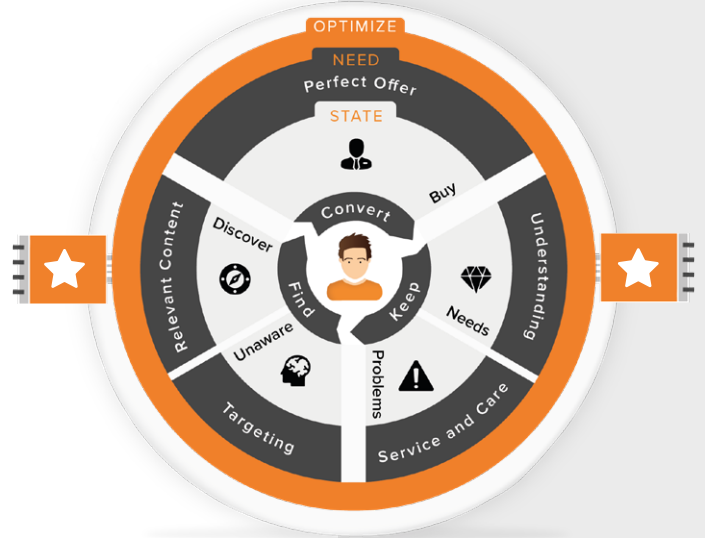
**Deeply understand their customer' needs**



**Match product offers** to individual needs



**Combine data** from the online and offline environment



# TECHNOLOGY

## HOW DID WE DO IT

Our powerful Data Science platform is the bridge between various structured and unstructured data sources and the IT infrastructure of DESTIL. The Blocks predict consumer's needs and behavior and the Optimizers determine the best actions for your business.

### BLOCKS



#### TASTE

Predicts which products best fit with an individual consumer's needs and preferences.



#### PRODUCT PROFILING

Predicts which products have similar characteristics and buying patterns.



#### CUSTOMER PROFILING

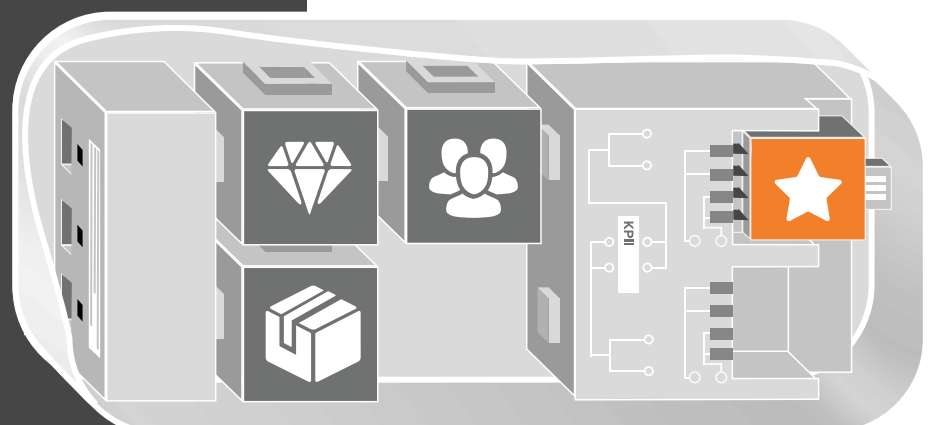
Predicts which customers have similar characteristics and buying patterns.

### OPTIMIZER



#### RECOMMENDATION

Determines which products should be recommended to the customers of DESTIL to optimize the selected business KPI.



## INTERESTED IN THIS SOLUTION?

Get in contact with our Business Development Manager



### SHAHIN RASTI

Business Development Manager

Experiencing the same challenges? I'm looking forward to brainstorm about the possibilities of this solution in your organization. Don't hesitate to get in touch!

[ASK SHAHIN](#)

## ABOUT BUILDING BLOCKS

Building Blocks specializes in data science and machine learning solutions aimed at predicting customer behavior in the retail and insurance sectors. Driven data scientists, data engineers and data translators develop Blocks, in which technology and algorithms translate raw data into accurate predictions for various business problems. Building Blocks puts the customer first and enables organizations to optimize the integrated customer journey.

For more information: [Website](#) | [LinkedIn](#)

## PUBLISHING DETAILS

This is a Building Blocks publication.  
Website: [www.building-blocks.com](http://www.building-blocks.com)  
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