# bionline

biRecommendations
personalized recommendations system for retail companies

Many retail companies are interested in improving personalized recommendations. Currently, their recommendations are mainly based on expert criteria.

Some of our clients have multiplied their conversion rate by 4 regarding online personalized recommendations by replacing expert criteria with this personalized recommendations system.
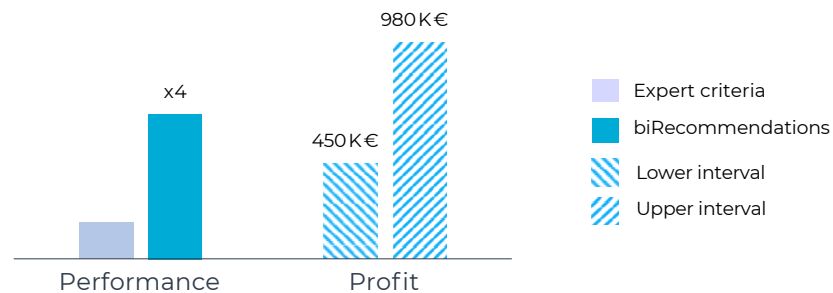
This solution is 100% compatible and can be integrated with any e-commerce, CRM or Marketing Automation tool. It is capable of improving conversion rates because it draws on all the information related to tickets, customers, products, prices, stores and offers, based on which it generates hundreds of thousands of characteristics of each customer, allowing retail companies to make an individual behavior prediction and get a set of recommended products in real time.

The solution's Artificial Intelligence based algorithms generate personalized recommendations taking into account:

· Individual preferences
· Individual purchase patterns (recency, frequency, amount)
· Real-time choices while shopping online
· Related and similar products, considering purchasing pattern and product characteristics
· Products bought by customers with similar purchase patterns and characteristics

By using the solution, retail companies will enable its customers to increase and consolidate their current purchases, helping them discover more products that fit their tastes and preferences. This will have a direct effect on sales, and also an intangible effect for the company, since customers will receive offers for products that actually interest them, increasing their loyalty.

With the Bionline web application, any of the retail companies' business users will be able to see the generated recommendations map, the defined business rules (generally related to the season, shortages or reputation), the product catalog on which the recommendations are generated and, of course, the achieved conversion rate increase thanks to the use of the solution.