

# NEXT-PRODUCT-TO-BUY RECOMMENDATION SOLUTION

## ENHANCING INCREMENTAL REVENUE

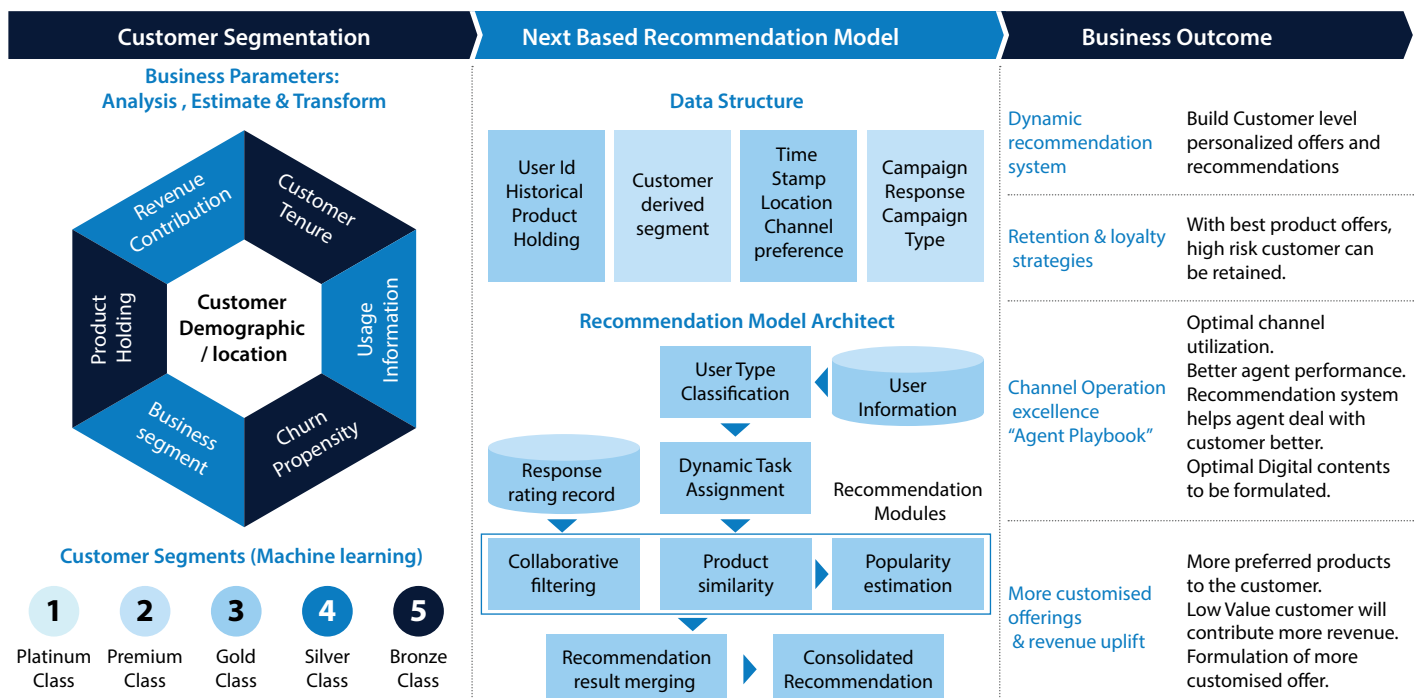
### Industry Challenges

- Enterprises are facing business critical situation in the form of stagnant average revenue per customer (ARPC), despite growing customer base
- Customer base augmentation does not always translate into revenue growth
- Limited visibility of ever-changing customer product and service preferences
- Traditional rear-view business intelligence reporting and lack of standard analytical framework hampering organizations' capacity to solve the more complex business problems



### Overview

The Infosys BPM Next-Product-to-Buy Recommendation Solution is an integrated system that leverages artificial intelligence/ machine learning models, and can notify business users about the product mix which is likely to meet customer needs/ interests at the right point of time. The solution comprises of two major steps: defining customer segments and recommending segment-wise products.



## Key Levers

- Strong domain experience across a diverse range of industries including retail, telecommunications, insurance, and banking and financial services
- High data literacy (structured, semi-structured, and unstructured data)
- Highly skilled Data Scientists
- Scalable proprietary platforms

## Key Features

The Infosys BPM Next-Product-to-Buy Recommendation Solution can provide significant benefits:

- Drive incremental revenue by formulating personalized cross-sell/ up-sell recommendations
- Increase in average revenue per customer (ARPC)
- Efficient retention and loyalty strategies, factoring personalized product mix and recommended offers
- 'Agent Playbook' concept that helps channel operational excellence and better agent performance
- Ability to deal with customers more effectively by formulating personalized offerings and experience

## Success Story

- An Australia-based telecom operator needed advanced analytics powered solution, encompassing data science principles and automated analytical workflow, providing actionable insights in terms of personalized product mix and promotion offers factoring customer preferences
- Infosys BPM conceptualized and developed an integrated Next-Product-to-Buy Recommendation Solution by leveraging machine learning/ deep learning models. The team integrated the product recommendation algorithm in the client's system to build customer-level personalized offer recommendations, which were then factored into retention and loyalty strategies.
- This resulted into business case benefits of \$20 Mn and intangible benefits in the form of sales channel operational excellence and better agent performance



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