How can I deliver more personalised offers to my customers?

Woolworths case study

The challenge: Personalise communications to Woolworths supermarket customers

ⓘ Woolworths wanted to anticipate the needs of its customers so they could meet them in a seamless and intuitive way

ⓘ Woolworths needed to speak to each member **individually**, ensuring that the products shown to each customer were **timely** and **relevant**

Approach ①

→ Woolworths commissioned Quantium to build a **personalisation engine** to tailor communications to each loyalty club member

→ Equivalent of asking each member 70 million questions each week to determine relevance of each product

→ The personalisation engine leveraged Quantium's **big data platform** and state of the art **machine learning** algorithms to predict the relevance of each product to each loyalty club member

→ Was critical to balance the needs of customers with the ability of Woolworths and its suppliers to service those needs in store

Actions ②

✓ The personalisation engine needed to process approximately 5 million predictions each second to determine which offers to send to each member (equivalent to asking each member 70 million questions each week)

✓ Emails were designed specifically for each individual member

✓ Integrated the personalisation engine with Woolworths' CRM and POS systems to give customers a seamless user experience
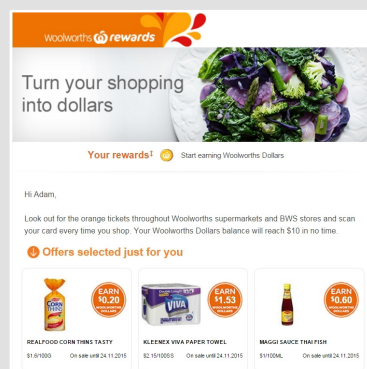
The outcome

👤 Enabled the right offer to be sent to the right customer at the right time

💲 Customers are **5x more likely** to respond to an email promotion

💡 Significant investment by Woolworths was **paid back in 3 months**

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