Case Study

Personalized customer approach in online shop and newsletter

AIR | Personalization for SANICARE

Simply Retail.

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Quick facts

Objective

› Targeted individual advice in the online shop and newsletter

› Increased customer satisfaction and sales from recommendations

› Inclusion of partner pharmacies to promote relevant trends

Solution

› Automated generation of personalized product recommendations in the online shop and newsletter

› Real time analysis of behavioral data and intelligent learning for high quality recommendations

› Short implementation phase

Result

› Personalized product recommendations in online shop and newsletter at SANICARE, Aliva and Medicaria

› Measurable increase in sales from recommendations and customer satisfaction

› Supply of current trends for partner pharmacies

Start Disclaimer

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"We want to provide our customers with the best deals and professional advice in the online shop. That is why we are constantly on the lookout for innovative technologies. The Personalization Service allows us to provide every customer with the right product, specifically adapted to that customer's personal preferences. By using it, both customer satisfaction and sales from recommendations have increased in a short period of time."

Heinrich Meyer
Head of Online Pharmacy
SANICARE

Personalization in online shop and newsletter increase sales and customer satisfaction

The online shops SANICARE, Aliva and Medicaria belong to BS-Apotheken OHG and offer a comprehensive range of pharmaceutical advice and support for their customers all over Germany. With 1.6 million customers, Sanicare alone is one of Germany's largest online pharmacies. In order to provide targeted individual advice in their online pharmacies and to make the associated newsletter a reality, BS-Apotheken OHG made the decision to implement the Personalization Service.

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The objective

Customer service is a key topic for BS-Apotheken OHG. To offer customers an even better shopping experience, those customers should benefit from personalized recommendations in the online shop and newsletter. Implementing an intelligent personalization solution should increase both customer satisfaction as well as sales from recommendations.
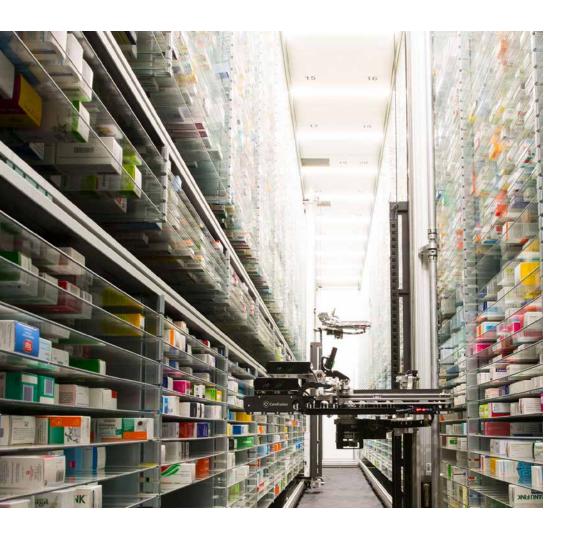
For BS-Apotheken OHG, the relevance and acceptance of personalized content on the part of the customer is a priority.

The solution

The Bad Laer-based company decided to implement the Personalization Service of the AIR Platform. The personalized product recommendations achieve an outstanding customized precision fit. This is made possible by intelligent, real-time algorithms that analyze customer behavior at all times and react immediately to changes. At SANICARE, for example, personalized product recommendations on different pages of the online shop ensure an individual shopping experience. The Personalization Service constantly optimizes the quality of its own recommendations, learning from user click patterns in real time.

The partner pharmacies also benefit from the knowledge gained through the use of the personalization software in the online shop. They can access this technology in their online shop as part of online networking. This way, current trends and top sellers can be successfully promoted. SANICARE customers benefit from personalized product recommendations in the newsletter too: The Personalization Service generates personalized content for each individual recipient upon opening the e-mail. This guarantees that inventories and customer needs are perfectly up to date at all times.

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The result

By incorporating the AI solution, SANICARE, Aliva and Medicaria reap the benefits of a targeted, personalized customer approach in the online shop. In addition, using the Personalization Service, the company accesses current trends and makes this information available to their partner pharmacies for continued promotion. Personalized recommendations are also generated in the SANICARE newsletter. The AI solution will be implemented promptly into the Aliva and Medicaria newsletters and is currently in the implementation period. Since implementing the Personalization Service, customer satisfaction and sales from recommendations have increased measurably.

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