

Connected World.
Connected Experiences.

**Tech
Mahindra**
BUSINESS PROCESS SERVICES

Champion the E-commerce Space with TechM BPS Product Discovery Engine



Industry Overview

The E-commerce space is highly competitive. In such times it is important for them to acquire new customers and ensure they stay loyal. There are demographic challenges along with the number of SKUs listed on the website/app, so how can one maximize sales and beat competition at the same time? Some of the immediate steps e-commerce giants need to take are:

- Enhance app and website to support dynamic promotional offers/similar products to end customers
- Distribute contextual offers/suggestions/similar products from catalogue to mobile app/Web users based on user search, past purchases, etc.
- Gauge buying patterns and internally rate customers on different demographic parameters through a recommendation engine

How TechM BPS Helped?

TechM BPS has implemented a recommendation engine for the app and website for some of our clients. This has the capability to target contextual offers/promotions/suggestions using built-in features such as basket tracking, previous purchases and recommendation engine. We have also developed two core services to be used for targeting offers/promotions/suggestions.

Basket tracking

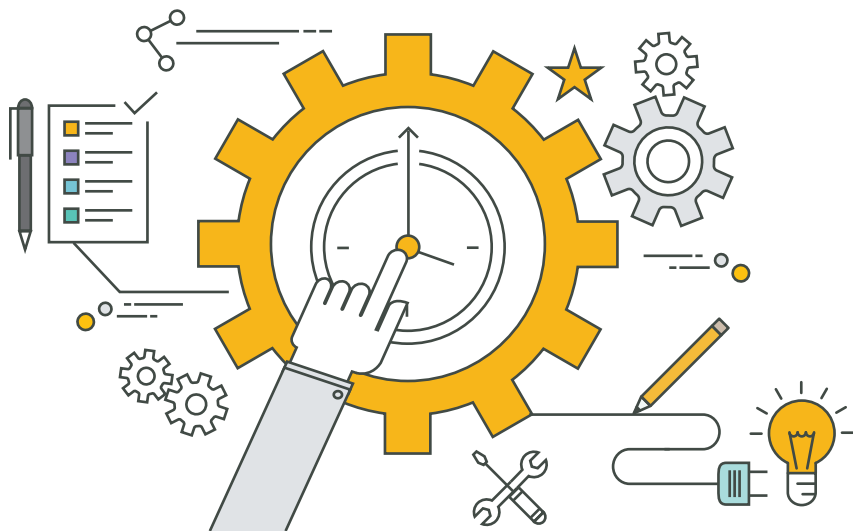
Basket tracking can be done using the following two approaches:

Device Fingerprinting: Device fingerprinting tools can be used to identify the PC or mobile device interacting with the e-retailer to place orders. Geolocation tracking is used to track the shopper's IP address to identify from which part of country the order originated. This is very important, as we can help e-retailers track previous purchase patterns of the customer and the user profile linked to it.

Basket's approach: Based on the previous purchase of the consumer and the products in the basket, the system suggests the most relevant products.

How does the Recommendation Engine Work?

The platform has a built-in recommendation engine, which analyzes the offers, rates them as per their usage, and prioritizes them. It also analyzes user profile information, their interest, and their purchase history. Based on this analysis the platform identifies most relevant offers/suggestions and pushes it to end user. This engine uses collaborative recommendation algorithm to recommend relevant offers/suggestions. It uses some basic rules for recommendation, which can be configured differently for different demographic conditions and revenue value type.



Business Benefits

Increase in sales: Incremental sale is generated by making sure that right kind of product is suggested basis the current purchase being done by the customer

Heightened customer satisfaction: Due to the enhanced customer experience the customer provides a higher C-sat score to the client for using the product

Event Triggers: Set up event triggers to predict sale details

Ad targeting: Select targeted ads for the customer based on purchase patterns



TechM BPS Recommendation for further improvement

Welcome Offers: Welcome offers to be pushed to visitor once he/she starts using the app/web.

Category-based Offers: We can have multiple situational category based offers. For Example:

- Category A – Based on present basket purchases
- Category B – Based on the local festivals/region

Historical Pattern-based Offers: Offer pushing because of historical redemption of offers.

Increase Advertising Revenue: If a visitor has been browsing through a webpage for over half an hour, it could be an opportune time to offer coupon for a product at a discounted price through a pop up.

User Group-based Offers: Build a group of users based on their liking and interest and depending on the interest of a group, push offers to users.

About Tech Mahindra Business Process Services

Tech Mahindra Business Process Services is the BPO or BPM arm of Tech Mahindra – a USD 4.6 billion company with 117,200+ professionals across 90 countries, helping over 885 global customers

including fortune 500 companies. Tech Mahindra is amongst the Forbes list of Fab 50 companies in Asia 2016 list & in India's Top 50 Super Companies of 2016.

Entering a new era of transformations, Tech Mahindra Business Process Services has re-focussed energies towards 'Creating memorable digital experiences everyday' for customers.

We are part of the USD 19 billion Mahindra Group that employs more than 200,000 people across 100 countries. The Mahindra Group operates in key industries that drive economic growth, enjoying a leadership

position in tractors, utility vehicles, information technology, financial services and vacation ownership.

For more information about Tech Mahindra Business Process Services, connect with us at:

bps.techmahindra.com | bpsmarketing@TechMahindra.com