

HOW FROOMLE'S ARTIFICIAL INTELLIGENCE BOOSTS SALES AND CONVERSION RATES FOR JBC

With a 145 stores nationwide, JBC is Belgium's biggest fashion retailer. A large chain store offers the comfort of choice, but customers can get overwhelmed by the vast selection. With Froomle's artificial intelligence, JBC can offer their customers personalised recommendations, which results in higher sales.



As every retailer, JBC faced two challenges:

Reduce the number of customers leaving stores empty handed because they couldn't find what they were looking for.



Reduce irrelevant offers and create relevant marketing offers for every individual customer.

Based on its self-learning technology, Froomle enables JBC to automatically offer the right products to each consumer through the most suitable channel and in real time. This way JBC can provide a personalised service which customers usually only experience in small-scale boutiques.

To recommend pieces from the collection, Froomle computes the relevance of all products for each customer, by comparing the customer's past purchases to that of customers with similar tastes.

Because the technology is self-learning, it continues to become better at advising customers. For years, large online retailers, like Amazon, have boosted their sales by applying AI. With Froomle's artificial intelligence this technology is now available for every other retailer.

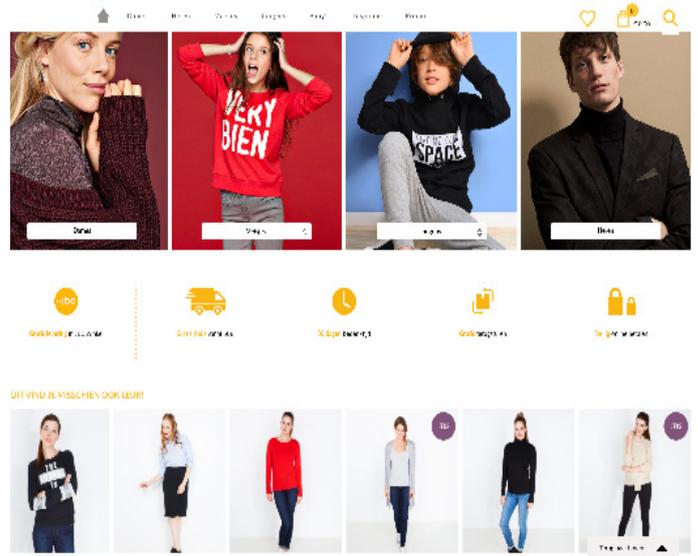


Smart fitting room

Outside of the application of AI online, JBC has chosen to integrate Froomle inside their brick-and-mortar stores. In their smart fitting rooms, customers can find an interactive screen with recommendations for their customers. The biggest asset of the smart fitting room: it can show customers pieces they might like, but missed while walking through the store. By integrating AI in their offline and online stores, JBC emphasises its international leadership in retail.

Personalised webshop

JBC has thousands of products available, but only a small selection appears on their homepage. With Froomle, customers now receive personalised recommendations unique to them. Furthermore, with each visit, the recommendations change to keep the homepage attractive to customers. Froomle also makes sure that its recommendations are restricted to each JBC department.



Wij staan klaar om jou te doer stralen!



Hallo Marilyn,
Met ons team willen wij alles uit de kast halen om jou nog persoonlijker te laten zien en te inspireren. Daarom stelden wij speciaal voor jou een inspiratiebord



Personalised Emails

A high percentage of customers doesn't open advertising emails, this changes once emails become personalised and present relevant offers and suggestions. Each customer in the JBC database now receives an email with six to eighteen different personalised product recommendations. These recommendations are based on their previous purchases and those of similar customers, making it much easier for customers to visit the webshop and find what they want. The more personalised, the more comfortable customers feel about buying from you.

Froomle is the leading provider of artificial intelligence for boosting sales in the Benelux. Based on its self-learning technology, Froomle enables retailers to automatically offer the right products for every consumer at the best moment, using the most suitable channel, in real time.