

HOW FROOMLE'S ARTIFICIAL INTELLIGENCE BOOSTS SALES FOR BELGIUM'S BIGGEST FASHION RETAILER

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.



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 MARKETING RELEVANT TO INDIVIDUAL CUSTOMERS.

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, Froomle computes the relevance of JBC's collection to 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 retailer.

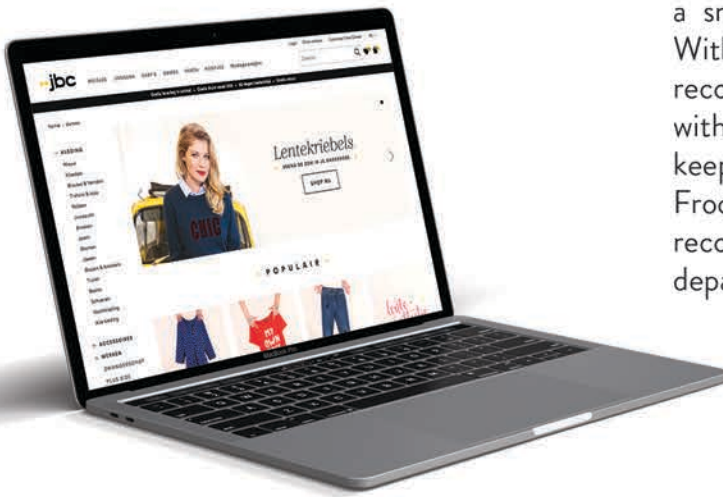
SMART FITTING ROOMS

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. The most prominent 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.



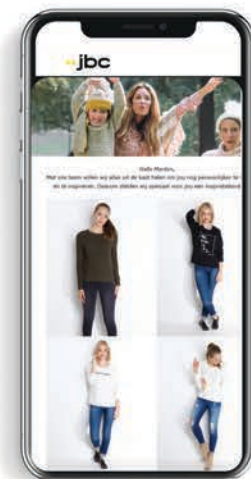
PERSONALISED WEBSHOP

JBC has thousands of products available, but only a small selection appears on their homepage. With Froomle, customers now receive 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.



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 customers with similar tastes. 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.



WITHIN THE BENELUX, FROOMLE IS THE LEADING PROVIDER OF ARTIFICIAL INTELLIGENCE AIMED AT BOOSTING SALES. BASED ON ITS SELF-LEARNING TECHNOLOGY, FROOMLE ENABLES RETAILERS TO AUTOMATICALLY OFFER THE RIGHT PRODUCTS TO EACH CONSUMER THROUGH THE MOST SUITABLE CHANNEL AND IN REAL TIME.