

## **NEW:** Maximise re-ordering. With Predictive Basket.

Online shopping without thinking too much: The Predictive Basket from FACT-Finder shows your customers the products that they are most likely to purchase in their current session. This helps you to simplify re-ordering, increase the average value of a shopping cart and increase customer loyalty.

### **Speed counts for consumables and C-parts**

Today's online shopping systems are set up to support purchasing decisions. However, in sectors such as groceries, pharmacies or drugstores, customers normally know exactly what they want to purchase. They simply want to put "their" butter, "their" cough mixture or "their" shampoo in the shopping basket - together with other articles that they re-

quire on a regular basis. The same is true in B2B shops, where purchasers often procure large quantities of the same products and do not want to call up each C-part separately.

### **New FACT-Finder tool speeds up shopping**

The Predictive Basket from FACT-Finder represents a ground-breaking way to make shopping quicker and easier for your customers. It shows

exactly those products that are most relevant for customers on this visit to the shop. Customers just have to drag and drop everything they want to purchase into their shopping basket. Without the need for searching. And without forgetting anything.



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### Your benefits

- Even on their second visit to the shop, customers receive proposals with a high purchase probability.
- You generate additional revenue and increase customer loyalty.
- Your customers order more, as they forget fewer items.
- The proposals are continually improved by machine learning.

*Order proposals matching customer purchase behaviour. Online shoppers can fill their shopping baskets more quickly, and purchase more on average.*

## Machine learning: FACT-Finder predicts what customers need

Customers order the same consumables over and over again, but no two purchases are the same: Some items are always purchased (vitamin tablets), some are purchased occasionally (hay fever spray) and some are one-time purchases (nail clippers). FACT-Finder recognises the purchasing frequency within a shop and can generate proposals from the second visit to the shop, which are very

likely to be purchased – increased revenue is inevitable.

Machine learning algorithms mean that the results adjust themselves to the purchasing behaviour of each customer. FACT-Finder reminds you to re-order the products, before a customer finds that some consumables have sold out - and before they might decide to make the purchase elsewhere.



*Automatic, personalised, self-teaching FACT-Finder uses predictive analytics models and machine learning algorithms to generate the product proposals.*

**Call us to arrange a live demo:**  
**+44 845 561 0250**