# prudsys

Member of the GK Software Group

# Making customers' eyes light up:
# personalized product recommendations at Lampenwelt.de

lampenwelt.de

With over two million customers, Lampenwelt is Europe's leading online specialist for lamps and lighting. The product range comprises around 40,000 stock-keeping units (SKUs) from well-known German manufacturers and international brands. Lampenwelt was founded online in 2004 and has been selling lamps and lighting for virtually any purpose and all kinds of interiors ever since. Today, Lampenwelt has online stores serving a total of 17 European countries. The mission is the same everywhere: to meet each customer's specific wants and needs in terms of lamps and lighting. To further improve the alignment between its product offering and online consumers' interests, the company first implemented the prudsys smart personalization software in its German and French online stores back in 2012. Nowadays, the lamp expert is using the artificial intelligence (AI) solution to inspire all customers with real-time personalized recommendations, not only in all its online stores but also in its e-newsletters.
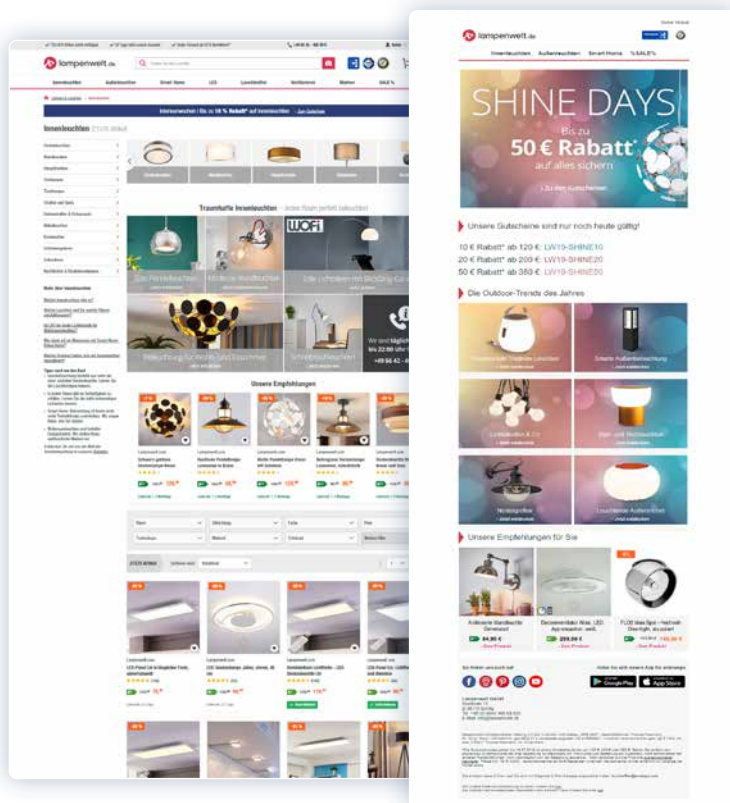
## At a glance

**Objective:**

▌ To personalize the shopping experi-ence in all online stores
▌ To increase customer loyalty and satisfaction
▌ To boost turnover resulting from recommendations

**Solution:**

▌ Automated display of personal-ized product recommendations at various points during the online shopping process
▌ When making product recom-mendations, the system includes real-time analysis of user interests as well as historical data and specif-ic rules

**Result:**

▌ Personalized product recommenda-tions in all online stores
▌ Significant sales increase
▌ Recommendations generate more than **10%** of turnover

## The objective

Customer satisfaction and customer focus are top priorities for Lampenwelt, which is why the company is keen to display product recommendations that are optimally tailored to each online customer's specific interests. When making suitable recommendations, the system should take account of specific rules – such as the same light color or energy efficiency category – in addition to current and historical data such as clicks and previous purchases. The recommendations should be displayed at various points during the online shopping process, as well as subsequently in the e-newsletter. The objective was therefore to increase customer loyalty and satisfaction, while also boosting sales resulting from recommendations.

## The solution

In 2012, Lampenwelt decided to implement the prudsys Realtime Decisioning Engine (RDE) in two of its online stores: lampenwelt.de and luminaire.fr. The AI-based personalization solution was rapidly integrated into the German and French e-commerce environments. Having achieved sustained European growth since then, Lampenwelt now uses prudsys RDE in all 17 of its online stores, including in Denmark and Ireland. Personalized product recommendations are displayed at various points: on the home page, on the relevant product page and on the basket page.

## The result

Following the quick and smooth-running implementation of prudsys RDE in its first two online stores and in view of the measurable results, Lampenwelt soon decided to roll out the smart personalization solution to all its other online stores throughout Europe too. The personalized product recommendations clearly generate higher click rates and account for more than 10% of turnover in the German online store (based on 2019 statistics).

*"We have been working together successfully with prudsys AG for many years. We were impressed by the positive results of smart product recommendations right from the start – so much so that we decided to offer this added value to customers in all our online stores throughout Europe," states Thomas Rebmann, Managing Director of Lampenwelt.*