ENKI CASE STUDY
PROGRAM EXECUTIVE – DIGITAL TRANSFORMATION WITH MACHINE LEARNING

Overview

Client: U.S.-based Fortune 300 global industrial distribution and inventory management services company with 15,000 employees, 330 branches, 19 distribution centers, and 41 regional contact centers serving 3 million customers. Annual revenues are $10 billion, 41% online.

Problem

- The client was in a first-mover battle for Digital revenues.
- They sought innovative ways to serve customers and increase revenues.
- Increasing competition from “big box” retailers moving into B2B space
- Increased M&A to achieve economies of scale

Action

- Analyzed the architecture of the customer experience, interviewed customers, devised options, and developed customer journeys.
- Wrote and sold business case recommending placement of personalized ad tiles to increase customer affinity while promoting products they are most likely to buy.
- Designed personalization engine using Big Data approach, which captured keystroke-level data, analyzed for pattern of product combinations, and combined with purchase history to display products most likely to purchase.
- Created functional specifications and contract documents to streamline customer acquisition and order-to-cash.
- Led the implementation and change management teams.

Outcome

- Exceeded new Digital Platform goal of $100 million in annual sales in six months.
- Customers felt client understood them by suggesting products they wanted to buy, saving them from having to remember and eliminating the need to search for them.
- Popular product pairings were made available to sales and marketing for promotions.
- Marketing Promotions went from a 3% hit rate to 43% hit rate in six months.
- Innovative bundles with external partners were being weaved into customer journeys for future waves of releases – not possible with old approach.