

## Real-time product recommendations

### Customer Profile

Tesco clothing line F&F launched in 2006 and overtook Asda as the UK's second largest volume clothing retailer in the same year. They have now expanded its F&F presence to 10 global markets.

### Market Challenge

Having developed into a global clothing brand with a growing online presence, Tesco F&F needed to improve product and accessory recommendations. The goal was to improve customer experience with better user experiences, offering trend-led advice while increasing average order values by guiding customers towards recommended products based on the main item of purchase.



*“It's about offering convenient service, helping customers to choose the ideal look for them, and ultimately increasing conversion rates and order values by pointing them towards extra products that will complement their main choices.”*

*Mark Wakeley  
Change Manager at  
Tesco*

## Key Achievements



### Shopper Experience

Improved customer experience via real-time product and accessory recommendations.

Increased customer loyalty.



### Operational Efficiency

Thorough training combined with the Attraqt solution significantly increased team productivity levels for Tesco F&F.

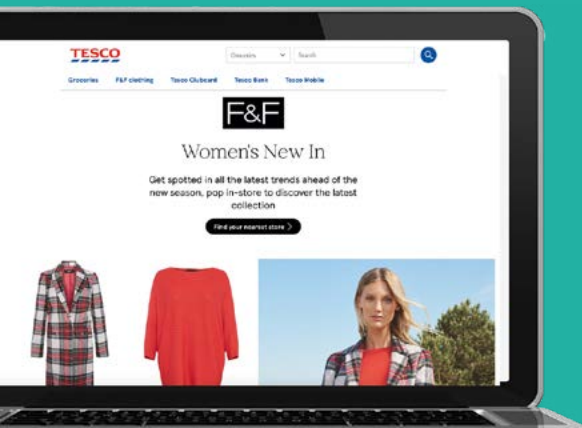


# The Solution

Tesco F&F needed to find a way to offer a convenient service, helping customers to choose the ideal look while increase conversion rates and average order values in the process. The brand wanted to point their customers additional products that would naturally complement shopper's main choices.

Tesco implemented Attraqt's product and accessory recommendations which allowed them to track and analyze the behaviour of shoppers from items searched to products added to baskets and purchased. This data enables F&F to suggest highly relevant additional items to shoppers at every point across the user journey, from initial search to final point of purchase.

Recommendations are made in real time, delivering the fast, value adding service that consumers expect from modern ecommerce sites.



# The Results



## Shopper Experience

Mark Wakeley, Change Manager at Tesco, appreciates the potential of product recommendations to deliver guaranteed returns as well as the technology's ability to build a loyal customer base. Attraqt's product and accessory recommendations has helped to ensure that customers have quick access to the outfits they seek.

***“ It’s about offering convenient service, helping customers to choose the ideal look for them, and ultimately increasing conversion rates and order values by pointing them towards extra products that will complement their main choices.”***

Mark Wakeley, Change Manager at Tesco



## Operational Efficiency

“Attraqt provided a solution that is easy to use and delivers results. Teams were also fully supported every step of the way, with pro-active implementation and development.”

***“ They are a great company who take the time to meet with us once a week to look at potential new advances that will tighten our performance further.”***

Mark Wakeley, Change Manager at Tesco

# Contact us

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