AI-Based Solution
RECOMMENDATION ENGINES

eXalt SOLUTIONS

Recommendation Engines are a proven way to increase revenue in B2C. Unfortunately, B2B has not been able to capitalize on this AI-based technology because:
- B2B buyers are organizations, not a single individual
- B2B companies often purchase solutions rather than individual products.

eXalt Knowledge Bots bridge this gap by offering B2B organizations a more advanced method of influencing purchase decisions and accelerating sales.

RECOMMENDATION ENGINES

Buyers Prefer Companies that Offer Recommendation Engines

73% of customers prefer personalized shopping experiences. **(Forrester)**

FORRESTER

15% of visitors admit to buying recommended products. **(Forrester)**

FORRESTER

91% of consumers are more likely to shop with brands who recognize, remember and provide relevant offers and recommendations.

McKinsey & Company

Buyers Spend More when Companies use Recommendation Engines

HBR found buyers with best experience spend 140% more compared to those who had poorest past experiences.

9.5% more is spent by buyers who receive recommendation statements "People who viewed this also viewed". These types of recommendations can influence consumers more than price and brand.

THE PALEY CENTER FOR MEDIA

9.5%

Buyers are willing to spend average of **12-17%** more for products that have a **1-star** higher rating.

MITSloan Management Review

12% 17%

Recommending add-on optional products with cross-selling techniques increase **sales** by 20% and **profits** by 30%

accenture

Sales ↑ **20%**   Profits ↑ **30%**

Why Recommendation Engines Work

Too few choices are bad but too many choices can lead to paralysis.

DAY 1

DAY 2

10X HIGHER CONVERSION
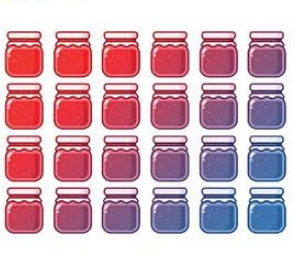
24 choices of Jam attracted **60%** of the shoppers **3%** of shoppers bought jam

6 choices of Jam attracted **40%** of the shoppers **30%** of shoppers bought jam

The Famous Jam Experiment: Although the counter with **6 jams** generated less interest, it generated **10 times higher** conversion as compared to the **24 jam** counter.

Key Takeaway: Even if online stores have offer millions of items, without a good recommendation system in place, these choices can do more harm than good.

Leading B2C Brands Leverage Recommendation Engines

"A lot of times, people don't know what they want until you show it to them." (Steve Jobs)

75% of what users watch on Netflix come from product recommendations using algorithms. **(McKinsey)**

NETFLIX

>70% More than **70%** of YouTube's viewing time is driven by their algorithmic recommendations. **(Verge)**

YouTube

20% conversion rate improvement during the 11.11 Shopping Festival in 2016. **Alibaba** used AI to display product recommendations on **6.7 billion** personalized shopping pages.

Alibaba

35% of consumer purchases on **Amazon** come from product recommendations using AI. **(McKinsey)**

amazon

B2B Needs a different class of Recommender Engine

B2B has not been able to leverage B2C recommendation engines because B2B buyers are organizations, not an individual, seeking to purchase solutions that must solve a problem and meet key performance metrics.

5 Reasons a B2C Recommendation Engine will not Work in B2B

	B2C (Suggest Based on Popularity Across Similar Users)	VS	B2B (Value Based Recommendation Optimized to Solve Buyer Business Problem)
Buyer	Single Individual		Organization with Many Stakeholders
Recommendation	People like you have bought "X"		Must Solve Specific Business Problem
Purchase Objective	Single Product		Solution incorporating many products
Interdependency	None		Complementary 3rd Party products can drive solution requirements.
Justification	None required - Purchase triggered by Popularity		Require financial or other rational metrics

9 Ways eXalt as a Recommendation Engine is Best for B2B

No Cold Start Works day1 - unlike classic B2C Recommenders that require a lot of data before offering value.

3rd Party Products Incorporates 3rd Party complementary products in advisement.

Solutions Recommends complete solution to buyer business problem with all required and optional SKUs.

Transparent Provides business justification behind recommendation.

Codeless Cuts Risk, Cost & Delays: No Data Scientists, No Coding and No IT required.

01 02 03 04 05 06 07 08 09

Problem Solver Understands user requirements and collects browsing history to offer advice.

Personalized Tailors advice for each organization including SKUs and Pricing.

Bias Free Assures advice is not skewed by buyers who made poor choices.

Profit Optimizer Optimizes profit for equivalent solutions.

eXalt Solutions provides a patented Knowledge Work as a Service (KWaaS)™ cloud platform that gives enterprises the ability to scale more profitably from sales through delivery. By leveraging eXalt AI Knowledge Bots as co-workers, B2B enterprises can boost customer experience and accelerate processes without the need for programming or additional IT support. eXalt's philosophy is Better Together, with humans and AI Knowledge Bots producing more, at a higher level of quality, as a team.

eXalt SOLUTIONS

www.exaltsolutions.com