

A Better Customer Experience with Predictive and Prescriptive Analytics using Rulex® Technology

Rulex is a full featured platform that enables your company to implement a Predictive Marketing strategy through efficient data integration and state-of-the-art **machine learning** algorithms, easily integrated with your legacy systems.

Rulex's unique approach is based on an innovative rule-based predictive model that not only accurately predicts your customers' next steps, but it also **explains why** he or she is doing it. This means that you can not only build models for future actions of your customers (i.e., **Predictive Analytics**), but you can also leverage the insights on why they are acting, driving better decisions in the future (i.e., **Prescriptive Analytics**).

Also with Rulex, you do not need to hire data scientists or invest in expensive infrastructure, because the platform is designed to be easy to learn for business users and powerful enough to run on laptops.

Case Study *: Customer Behavior for Pet Food/Care Promotions

A major consumer goods retailer was looking for an easy way to understand the behavior of customers buying pet food and pet care and to improve their promotions.

This was accomplished via customer segmentation (overspending customers, frequent customers, occasional customers, ...) and hierarchical basket analysis: inferring rules representing the association between products and packages in order to single out the most successful offers and promotions. By modeling hierarchical basket analysis, they were able to understand product connections and shadow, cross-selling and cannibalization effects.

The Rulex platform allowed them to easily integrate, clean and process transactional data from 43 million sales receipts, as well as product characteristics and promotions.

Knowing customers' actual behaviors helped the client increase ROI, cutting budget while improving performance, and delivering a better customer experience. The outcomes:

- Increased marketing effectiveness by 20 percent
- Promoted cross-selling and reduce shadow and cannibalization effects (after 30 days cross selling was increased by 10 percent)
- Adjusted their communications and supply strategy to meet consumer demand

* This case was developed by Rulex Inc with the collaboration of IPR Feedback + FM

About ToolsGroup

ToolsGroup helps companies accelerate their business performance through its solutions for customer experience, advanced analytics and supply chain optimization.

ToolsGroup is business-focused and technology-enabled. We are an innovation partner armed with precise modeling for deep insight into demand signals, customer insights, market behaviors and supply chain volatility.

Toolsgroup's models use Rulex technology, a revolutionary prescriptive analytics platform based on next generation machine learning algorithms to make data-driven decisions. It is a fast learning, business user targeted platform. It allows decision makers to quickly extract actionable knowledge from the available data and define effective actions.

ToolsGroup is globally based and has more than 300 customers worldwide, with one of the highest customer retention rates in our industry.

Ask us for a meeting to discuss how ToolsGroup can help you deliver a better Customer Experience with Rulex!

