

DUKA



Client

DUKA International S.A. with Synerise since 08-2019

Type of cooperation

Client

Staff

300 employees

Reach

Network of 60 physical stores + ecommerce at duka.com

Scandinavian Design Driven by AI

How DUKA improved their ecommerce results thanks to technology from Synerise

This premium brand in the segment of sales of kitchen and gift products used the potential of the Synerise platform to improve key indicators in digital customer communication channels. The first sales increases were visible just 24 hours after implementation. Here's a closer look at the results of AI recommendations in the DUKA online store and how they help the brand gain and retain customers.



The AI recommendations implemented by Synerise increased revenue, reduced our site's bounce rate and increased the average time spent on the site. This is the first time I experienced such commitment on the part of a supplier. For me it is a model for cooperation with clients - full support and availability, even on Christmas Eve.

Wojciech Calow

Ecommerce Performance Manager, DUKA International S.A.

Client

The DUKA brand has been present on the Polish market for over 20 years. Their offer is mainly targeted at women living in bigger cities and who value quality and functionality in their own home. The assortment includes high-end household products and interior design elements.

This market is saturated and very competitive, which is why companies operating on it must constantly look for a way to better reach and tailor their offer to increasingly demanding customers. Digital channels are an opportunity in which DUKA has been investing for some time. As a result, online sales have increased by 25% year on year.

Challenge

Digital transformations present many challenges. It is crucial to pursue constant optimization of solutions and a search for new technologies that will allow not only us to maintain, but to further increase the pace of development. Regardless of the positive results in the online store, DUKA had to face several issues related to the technological foundations of its online channel:

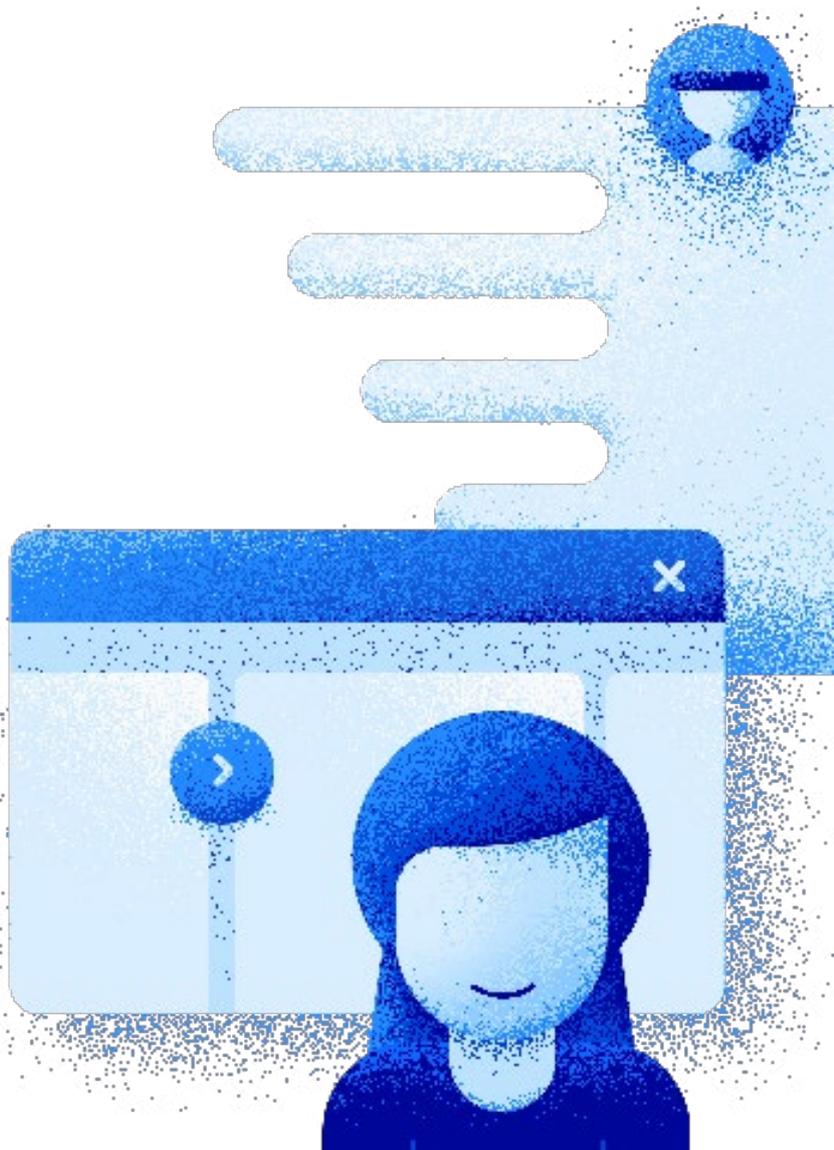
- fragmentation of communication management tools and lack of synchronization between systems
- extended and complicated effectiveness analysis
- inability to measure customer retention

At the same time, the company aimed to increase conversion rates and accelerate the time needed to implement promotional communications.

Selected solutions

DUKA chose the Synerise platform, which uses data and artificial intelligence to help companies better respond to customer needs. Synerise tools include automation, business intelligence and personalization of real-time communication, regardless of the scale of operations.

The Synerise platform collects data on user activities, identifies and segments them, and then helps to automate communication through



personalized image campaigns, which contributes to increased conversion and customer loyalty.

Product recommendations based on artificial intelligence algorithms are the main Synerise technology used in DUKA. Online customers at duka.com store are shown similar and complementary products based on their behavior on shopping paths. Personalization is supported by email campaigns and exit intent.

Results

10% increase in online revenues from recommendations



centralization of online channel management: one tool collecting and analyzing all data from online channels

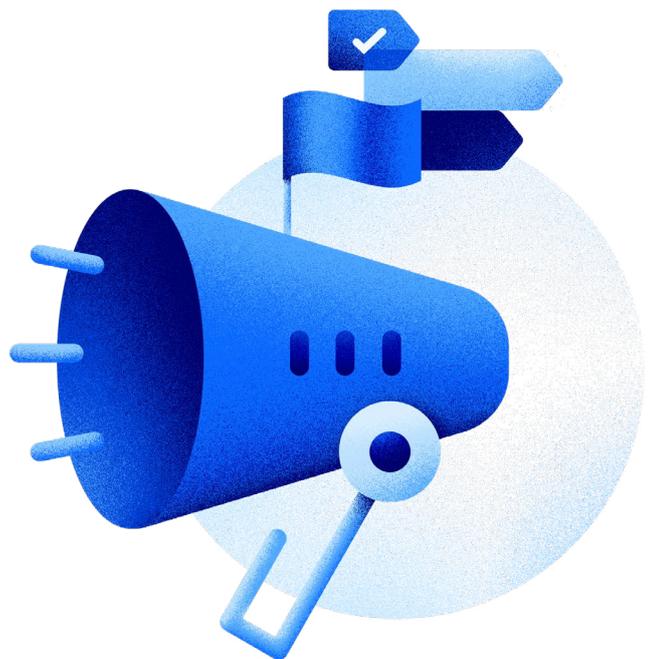
63% increase in conversion rate in email campaigns year on year



quick access to analytics, centralized reports in real time (dashboard)

Making the decision to work with Synerise

After a thorough study of the market, DUKA identified two potential technology suppliers and asked them for offers. A series of strategic meetings and testing of various platform capabilities took place and the Synerise solution turned out to be more flexible. The proposed implementation process and support on the part of the Customer Success & Implementation Synerise team were also viewed as a huge plus compared to the other proposal.



Implementation process

DUKA first tested the capabilities of the campaign manager and CRM, focusing on email and segmentation campaigns. The AI recommendations were then implemented very quickly and took only a few business days. In the first 24 hours of their launch, DUKA noticed sales increases.



First, we used email campaigns and the ability to create segments. Two weeks after the decision to choose Synerise, we launched recommendations. From the very beginning, these actions were reflected in the sales results and we achieved our goals faster than we expected.

Wojciech Calow

Ecommerce Performance Manager, DUKA International S.A.

Summary

AI recommendations from Synerise stand out from other solutions in the market with their accuracy, speed of implementation and technological foundation in the form of the Synerise platform. Based on proprietary solutions, including one of the most efficient databases in the world, it offers virtually unlimited expansion possibilities. DUKA is one of the few examples of cooperation in which we managed to achieve a quick return on investment and meet expected results.

An increase in cart values, higher retention and greater customer loyalty are just a few benefits of using product recommendations based on AI. Added to this are full analytical insights and a better

understanding of customer behavior and needs. With this knowledge, brands can better respond to changing needs and put the customer in the spotlight.

DUKA used attractive visuals to invite customers to discover new inspirations in interior design. Complementary and similar products proposed by AI, as well as specific sets, allowed customers to see unique combinations and make the decision to purchase additional items. Customer got beauty and harmony at home, while DUKA increased brand loyalty and achieved greater sales.