



CELTIC-NEXT Proposers Day

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Pitch of the Project Proposal

Mobile Marketing Tool Product for Customer Classification



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Teaser



What is the main benefit of the idea/proposal?

Ensuring that products/services are recommended based on the the right customer data in the retail sector.

What makes the added value?

- Detecting the behavior of customers,
- Special interfaces for users are designed automatically
- Remote warning messages (Push) can be sent

Why should I participate in the project?

- Networking with consortium partners
- Mutual benefit and gain
- Proof of platform concept



Organisation Profile



Appcent is a research and development company rooted to its core values of curiosity and innovation. The company also continues to work with its R&D department to create innovative machine learning solutions for various fields. The R&D team has developed various machine learning applications using Deep Reinforcement Learning and NLP such as a recommendation system, marketing automation system and a HR automation system.



Proposal Introduction



Vision:

For the retail sector, it is to ensure that products or services are recommended based on the personal information, preferences or both of the customer group served by this sector.

Mission:

Data mining techniques were used in the studies to be carried out. In addition, the application has been created in a way that will detect the behavior of customers, and special interfaces for users are designed automatically, and remote warning messages (Push) can be sent.

Content:

The application developed within the scope of the project was able to recommend the right products to the right person and together with systems (A/B Testing, Push Messages) operating outside the recommendation system, created a constantly dynamic and living space, minimizing the problems experienced by the business it serves in marketing



Partners



Expertise, profiles and types of partners we are looking for:

- Central European countries & country coordinators
- Network of regional retail brands and vendors



Contact Info



For more information and for interest to participate please contact:

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Presentation available via:

