



Epic

Develop Behavioural pattern triggers based on data of the previous purchases.

🕒 May 8

Develop a system for reminding customers of time-lapse since a previous purchase

🕒 May 28

+ Add another card

Stories

As a customer I always like to try new things over time and on the basis of my previous purchases suggest drinks that I may like.

It may happen that I have ordered some of my favourite drink long time ago and I forgot about it, So that I get some form reminder that I haven't ordered particular drink from long time.

+ Add another card

Tasks

BCG GAMMA team to builds a strong predictive system based on the previous data of the customer to predict similar drinks.

BCG Platinion team to deploy the predictive system into the APP environment.

BCG Platinion team to enable notification to the customer of a old ordered drink at a regular time interval.

+ Add another card

+ Add another list