Points from the interviews:

1. Subject (coffee) expert
2. Recommendation expert x2

Coffee Shop Manager:

* Upselling can increase revenue by up to 80%.
* Upselling techniques are constantly evolving, with various styles and approaches being used.
* Staff members undergo continuous training and coaching to enhance upselling skills, focusing on recommending more appropriate products.
* Offered products depend on:
  + Current stock levels,
  + Seasonal items,
  + Promotions,
  + Time of day,
  + ...
  + Not really focused on each individual customer
* Shop location can influence the offered products. For example:
* Small local shops – knowing customers and offering their usuals,
* Tourist locations - retail items,
* Shopping centres - varies.
* New staff typically upsell to only 10-15% of their customers.
* Shops are free to set up their upselling products; most often, they choose those with the highest margin and highest stock levels to prevent possible waste.

Field expert 1 – Company X clothing department

* Stock Levels as a Primary Factor – product recommendations at Company X are predominantly influenced by the current stock levels. Maintaining optimal inventory is crucial to ensure that recommended products are readily available for customers.
* Supplier Agreements – expert highlighted the importance of supplier agreements and deals in shaping product recommendations. Aligning with suppliers strategically allows the company to offer exclusive products or negotiate better deals, impacting the recommendations.
* Customer Behaviour and Preferences – customer behaviour and preferences (website) is another critical factor in the recommendation process. Taking into account historical purchase data, browsing behaviour, and personalized preferences to tailor recommendations for individual customers is very important.
* User Engagement Metrics – company put high importance of monitoring user engagement metrics, such as click-through rates and conversion rates, to continuously refine and optimize the recommendation. Regularly analysing these metrics ensures that the recommendations stay relevant and effective.

IDEA – dynamic adaptation to market trends – the need for the recommendation system to dynamically adapt to evolving market trends. Regular updates based on market analysis, competitor movements, and emerging consumer preferences ensure that the recommendations remain aligned with the current market landscape.

What is really important – collaboration with marketing teams – effective communication and collaboration with the marketing teams are crucial. Aligning product recommendations with ongoing marketing campaigns and strategies enhances the overall coherence of the customer experience.

Field Expert – Food department in Company Y

Promotional Strategies Impact Recommendations:

The type of promotions running in the store or on the website plays a pivotal role in product recommendations. Special deals, discounts, or bundled offers significantly influence product recommendation.

Seasonal Trends and Demand Forecasting:

The expert mentioned that anticipating and responding to seasonal trends is integral to the recommendation. Demand forecasting based on historical data and market trends helps in aligning product recommendations with customer expectations during different times of the year.