



Team Seven SIXT Challenge

Our Goals



CUSTOMER SATISFACTION

We are only happy if the customer is happy



DATA-DRIVEN REVENUE

Personalized recommendations and custom preferences provide more financial benefits for the company



PROACTIVE INNOVATION

"Our job is to figure out what the customers are going to want before they do."

© Steve Jobs

From Guesswork to Precision

EARLIER



No information about customer



Inefficient customer interaction



Missed personalization opportunities



Reduced upselling potential

NOW



Dynamic quiz personalization



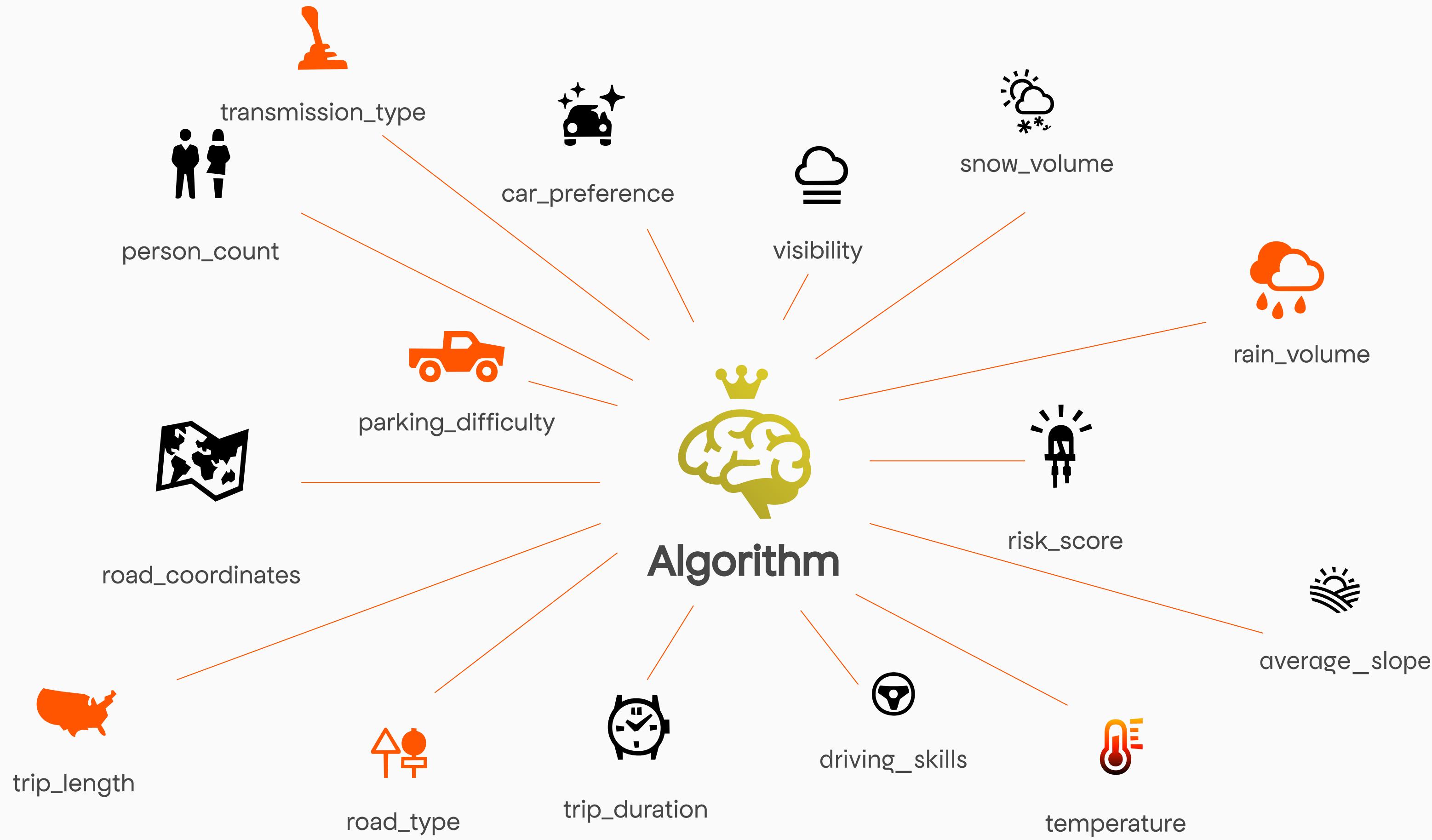
Simple, intuitive flow



Route-specific relevance ranking

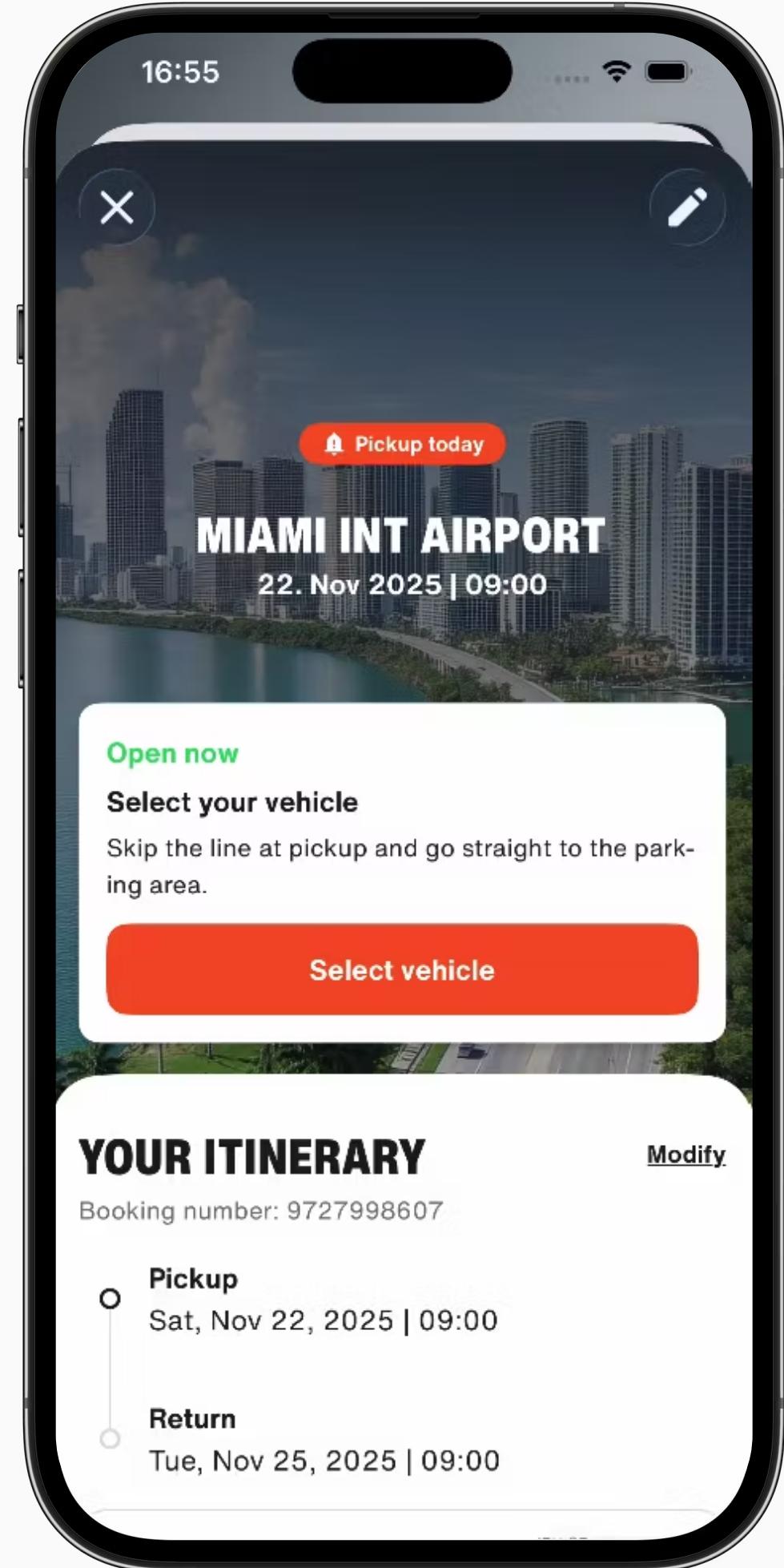


Non-intrusive and efficient upselling





LIVE DEMO



THANK YOU FOR YOUR ATTENTION!

Our Team



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Back-end & ML



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WELCOME TO THE FUTURE



Q&A



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