



# 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



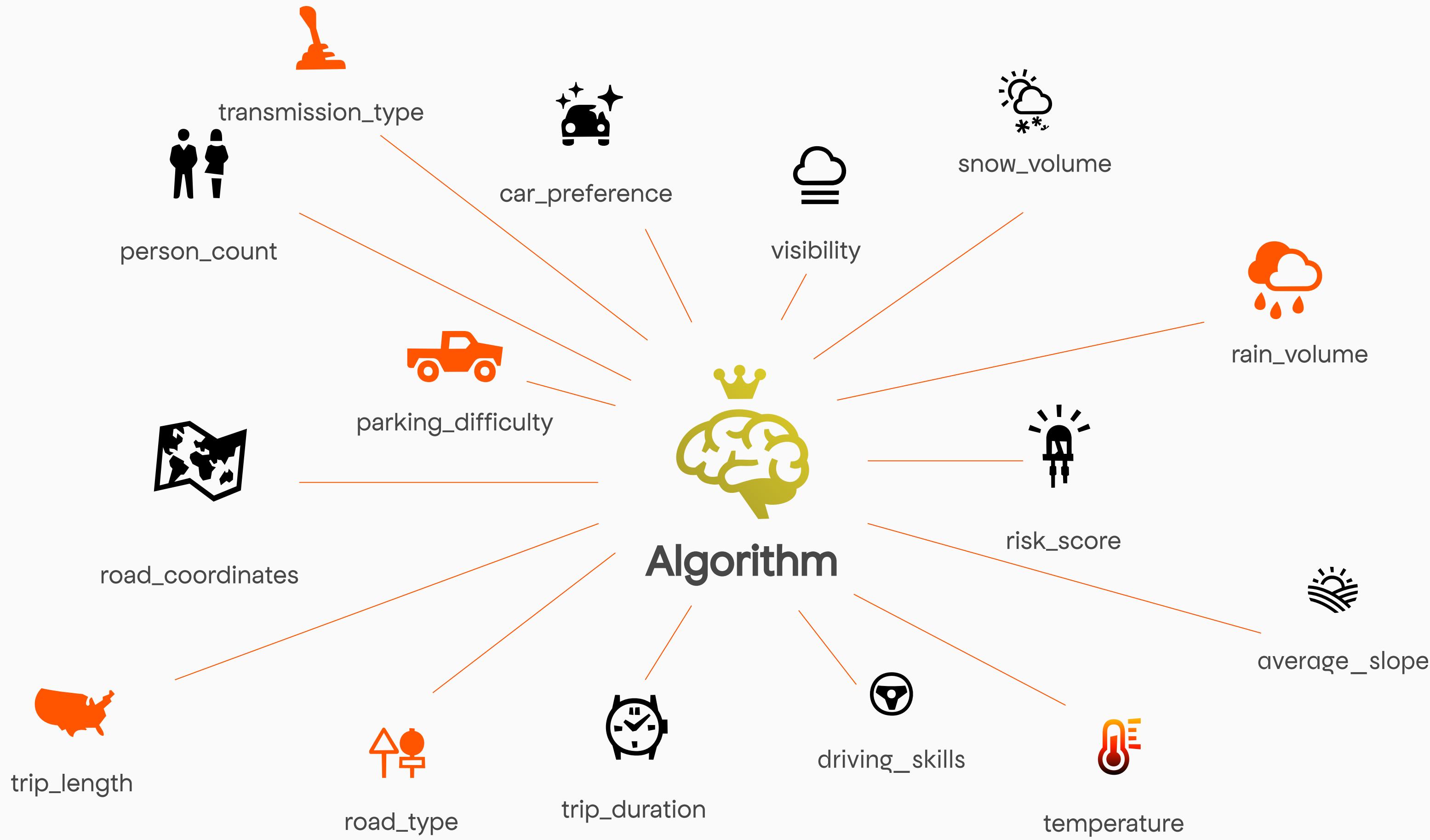
Simple, intuitive flow



Route-specific relevance ranking

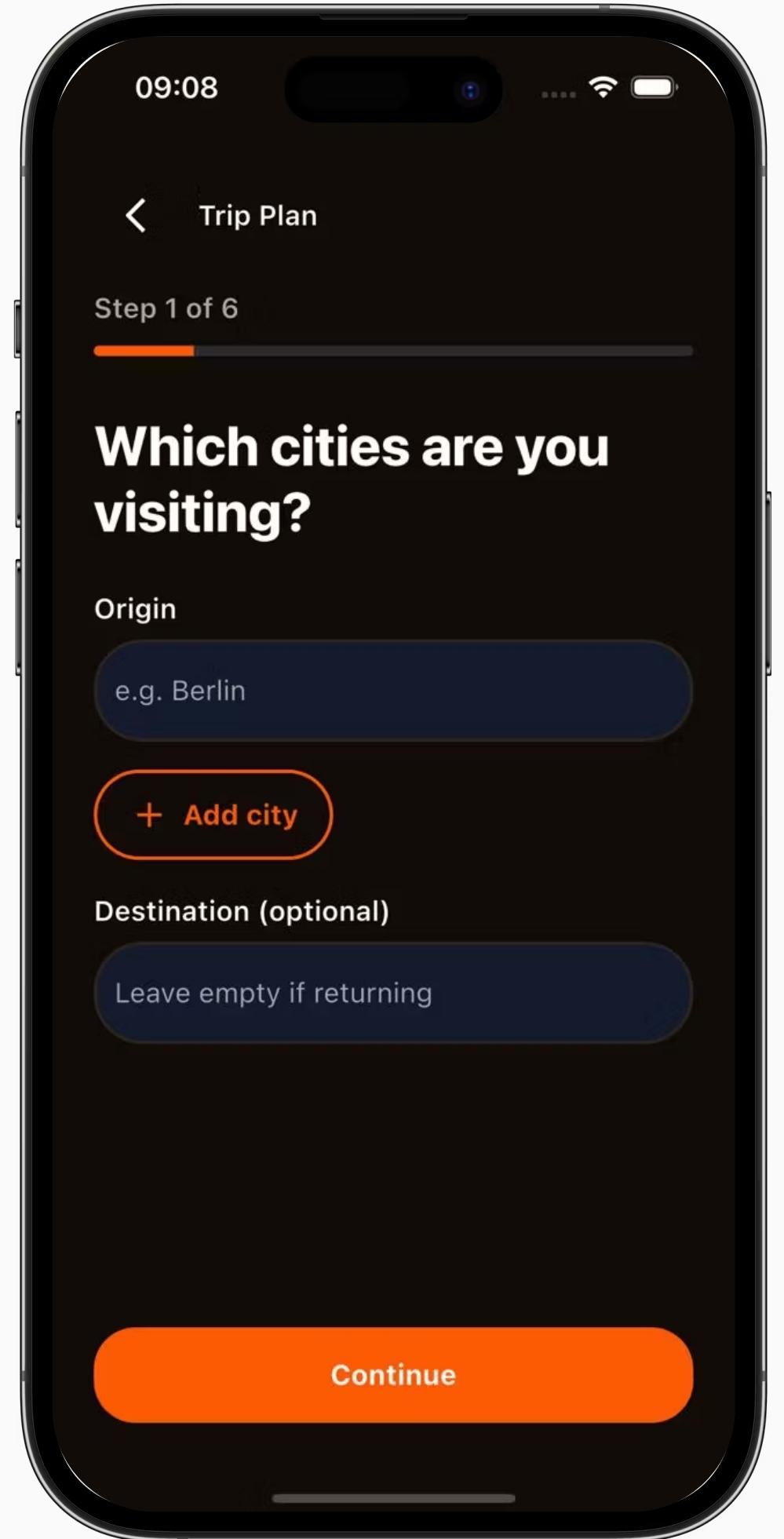


Non-intrusive and efficient upselling





# LIVE DEMO



THANK YOU FOR YOUR ATTENTION!

# Our Team



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WELCOME TO THE FUTURE



Q&A



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