



Profit Optimisation and Recommendation Engine

Client

Global Supplier of Medical Equipment

Industry

Healthcare/Manufacturing

Service Offering

End to end Data Science solution
Automation of manual process
Visualisation design

Technology

Alteryx

Our client is a global supplier of medical equipment and services to dental practices and dental laboratories. Committed to providing the latest technology and excellent service to their customers, they recognised an opportunity to optimise profits while improving the service to their customers and a need to refine manual processes.

Client Need

Our client was seeking to enhance their profitability by utilising pricing sensitivity models and product switches with their wide and varied customer base, while improving service to their customers. They were experiencing difficulties in surfacing data from their legacy systems in a timely manner, which limited their ability to proceed with these improvements.

Excel spreadsheets and manual processes used to surface data from the legacy system took weeks to complete.

Our client had no clear view of their full customer pricing structure and were unable to make evidence-based decisions to optimise profitability and improve customer service.

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Why Eyecademy?

Eyecademy was initially engaged to provide a review and recommendations on reporting solutions for the legacy data capture systems. Owing to its user-friendly interface, ability to surface data from a wide variety of data sources, ability to automate manual processes and extensive data science functionality, Eyecademy proposed Alteryx as part of an overall strategic data solution.

Solution

Through our partnership with Alteryx, Eyecademy facilitated the purchase of a license for our customer. We implemented a solution using Alteryx to automatically surface and cleanse the data from our client's legacy systems, over the course of 5 days, which provided our client with visibility of their full customer pricing structure, allowing our client to make decisions around price changes for certain products/customers.

Building further on this solution, Eyecademy created a fully automated learning model with dynamic inputs allowing our client's analyst to select groups of customers and specific products to create a personalised and unique offering to customers at a large scale. The initial test model was built using R scripts while the finalised build was fully automated in Alteryx. This provided a more user-friendly solution for our client to take ownership of.

We developed statistical tests to identify the optimal price point for each customer group and product, to entice customers to swap their products. Using the output of this model along with Alteryx's native email communication capabilities we developed a package that connected to our client's marketing database to generate thousands of targeted and personalised emails and marketing messages by one click. This package was modelled to tailor each message based on the style of the designated sales rep, details of which had been profiled and stored, joining this with the recommendations of the model.

Results

The initial implementation of automatically surfacing the data from legacy systems using Alteryx reduced the time of the manual process from weeks to just a few hours.

The ability to view the full customer pricing list from this initial process alone allowed decisions to be made to the pricing structure which resulted in a 1.8% saving for our client.

Building the full solution in Alteryx and providing knowledge transfer to our client allowed their analyst to move away from manual processes and investigate further areas for business improvement.

The solution offers our client a fully automated tool providing recommended product swaps that not only maximise profits for our client but also allows their customers to make savings. These recommendations take account of the customer buying behaviours and their preferred sales approach, allowing a personalised and relevant marketing message, delivering on our client's commitment to excellent service to their customers.

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