

## Growth pillars continued

### Win in the marketplace

# Personalisation depends on data, insights & analytics

From years of experience, we know there is no one-size-fits-all when it comes to beverage preferences. We aim for personalised execution for every outlet and capabilities in data, insights and analytics are critical to delivering this.

### What's the growth opportunity?

#### Integrated intelligence across all channels.

Irrespective of the channel, we offer personalised and relevant assortment recommendations in every customer touch point in all our markets on a weekly basis:

- Suggested orders for **business developers when they visit the customer and they place an order in person**
- Smart orders in **Customer Portal – online portal where customers can order 24/7**
- Suggested orders for **Call centre when the customer calls in to place an order**



Algorithms help generate outlet-specific insights for personalisation. Data-enabled insights power our active two million customer base in Hellenic across all our markets."

**Ruchika Sachdeva**  
Head of Data, Insights & Analytics

### Opening up moments for personalisation

#### For example in Nigeria...

- Algorithms help find the right product in the right pack size at the right time.
- We bring intelligence that sophisticated retailers have to our more than 200,000 fragmented customers (traditional 'mom and pop' stores), segmenting them into 80 microsegments.
- Customer-centric order taking: the algorithm sees highest potential for Premium SSDs and Energy drinks. It suggests Coke and Monster and sees similar outlets are successful with Predator, so it adds Predator.



Our head of DIA, Ruchika Sachdeva, shares how data, analytics and insight are a growth accelerator in the breakout session at our investor day

[Watch the video online](#)

