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Groupe SAMSE: Improving Marketing, Risk Prevention, and Inventory Forecasting with the SAP® InfiniteInsight® Solution

Whether embarking on a major development project or fixing up a private home, contractors and do-it-yourself homeowners in France rely on tools, materials, and personalized advice from Groupe SAMSE. With the SAP® InfiniteInsight® solution, Groupe SAMSE can build predictive models to analyze and leverage huge amounts of customer data gathered every day. With a 220% increase in marketing campaign responses, Groupe SAMSE is clearly offering customers exactly what they need.

Predictive models help build customer understanding

Groupe SAMSE leverages Big Data with SAP® InfiniteInsight®

Objectives

- Boost marketing campaign performance, risk prevention, and inventory forecasting across 25 brands and 290 sales outlets
- Analyze terabytes of data on over 300,000 loyalty cardholders and 30,000 enterprise customers each day
- Build and analyze a 360-degree view of both business-to-business and business-to-customer relationships
- Update predictive models weekly, rather than monthly, to ensure timely predictions

Why SAP

- Reusable and easily modifiable analytic records with the SAP® InfiniteInsight® solution
- Creation of predictive models that enable inventory forecasting for over 75 product stockkeeping units and credit score analysis to predict the risk of customer nonpayment

Benefits

- Response rate to direct marketing campaigns up by 220%
- Predictive models that require just a week, rather than months, to update
- Balance between systematic and flexible exploration of daily data across group brands using predictive models
- Early-warning system for individual customer construction projects, enabling personalized product recommendations in near-real time across multiple customer-facing channels, including retail outlets, call centers, and sales

Future plans

- Continue to grow the customer base through an accurate understanding of customer behavior
- Pursue a strategy of business improvement using the latest in enterprise technology

“SAP InfiniteInsight has helped uncover dependable patterns and insight that were previously unattainable.”

Corentin Jouan, Head of Business Intelligence, Groupe SAMSE



Company

Groupe SAMSE

Headquarters

Grenoble, France

Industry

Retail

Products and Services

Distribution of building materials and tools

Employees

5,000

Revenue

€1.138 million

Web Site

www.groupe-samse.fr

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