

Patricia Seybold Group reveals the Secrets of Using Personalization and Product Recommendations to Boost Mobile, Web and Contact Center Sales

Avail Intelligence and the Patricia Seybold Group are teaming up to present a free, informative webinar on how to launch and master e-commerce personalization in time for the Holiday season. Increase mobile, web & contact center sales

August 24, 2010 (FPRC) -- A Patricia Seybold Group worldwide survey shows that within the next 18 months, a majority of retailers plan to launch e-commerce personalization programs. Perhaps inspired by the success at companies such as NetFlix and Amazon, online merchandisers are now using product recommendations for web and mobile eCommerce upselling, content personalization, improving search results and personalizing ads.

“If your company doesn’t have a personalization strategy, now’s the time to act. You don’t want to fall behind—not when it has such an impact on conversion, order size and site search,” says Susan Aldrich, senior consultant with the Patricia Seybold Group. “Also, personalization is a key factor in successful mobile interaction. You need to ramp up your personalization skills and tactics to be prepared for successful mobile commerce when the time comes.”

To give e-commerce executives and CIOs looking to get ahead of the competition a solid foundation, Avail Intelligence (<http://www.avail.net>) and the Patricia Seybold Group are teaming up in a free, informative webinar on how to launch and master e-commerce personalization in time for the Holiday season.

The live webinar will take place August 25, 2010 at 11 am PDT (2 pm EDT).

Registration and more information is available at <http://www.avail.net/time-to-get-personal>

In this webinar, Susan Aldrich, well known speaker and senior consultant with Patricia Seybold Group, will share her experience on:

- All the ways to use personalization to boost customer satisfaction and sales, whether via Web, mobile or contact center interaction
- How to structure your project to deploy and master personalization in time for the holidays
- Using recommendation technology to optimize which products head the list of search results; critical for keeping visitors engaged
- Learning from your peers – things to look out for before embarking on your own project

She will be joined by Markus Schilling, director of Client Success at Avail Intelligence and former merchandising expert with multi-billion dollar European etailer Neckermann, who will provide three essential merchandising tactics to boost conversion rates and sales using personalized product recommendations.

About Avail Intelligence (<http://www.avail.net>)

Avail Intelligence is Europe's largest provider of online merchandising solutions for the retail industry. Since its establishment in 2000, Avail's technology, support and expertise have delivered more than \$1 billion in added sales for over 100 retailers, such as Redcats Group, Neckermann, and Game, in 25 countries. Avail has offices in USA, United Kingdom, France, and Germany, and headquarters in Malmo, Sweden.

About Patricia Seybold Group

Patricia Seybold Group is a business/technology consulting firm that has been in business for over 25 years. For the past 15 years the company has developed a wealth of experience working with companies that are committed to becoming customer-centric.

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