



Product Enrichment and Customer Personalisation Services

Our Product Enrichment and Customer Personalisation Services power your digital channels to deliver highly personalised shopping experiences to let customers Shop the Way they Want based on their health and lifestyle preferences.

Rich transparent product information is at the heart of each buying decision.

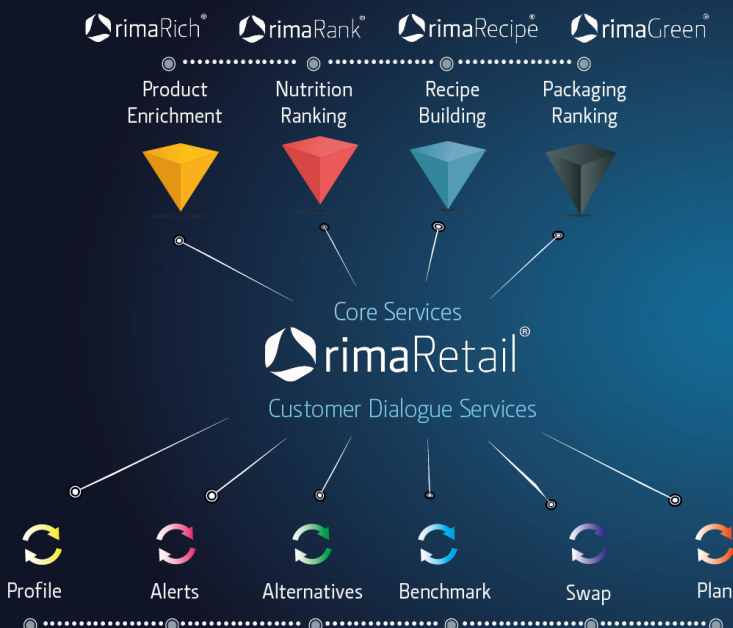
rimaRetail® Core Enrichment Services to drive basic customer journey

rimaRich®	Enrich product data to provide accurate health, nutrition, allergen information in easy to read visual format and enhance search capabilities on the website
rimaRank®	Rank product nutrition data and provide healthier eating cues to customers
rimaRecipe®	Provide shoppable and swappable recipes to engage with customers
rimaGreen®	Rank the sustainability of your product packaging

rimaRetail® Customer Dialogue Services personalise the shopping journey

Profile	Add health and diet profiles and goals
Alerts	Create alerts on products matching profile
Alternatives	Suggest better product alternatives
Benchmark	Assess the basket contents based on profile
Swap	Substitute for healthier and better products
Plan	Transform recipes into weekly meal plans and shopping baskets

rimaRetail® enriches and harmonises product information across your business to empower your customers to shop the way they want.



Benefits for both retailers and customers by:



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