

Client: Exabre Ltd – t/a The Filter

Customer Experience Solutions

THE CLIENT

Exabre Ltd (t/a The Filter) is a leading provider of personalised customer experience solutions. Its solution - The Filter – is a cost effective, customisable machine learning platform for retail and entertainment, supporting the rapidly growing online retail sector.

Since 2006, The Filter has helped IPTV subscription services, video sharing platforms, music download stores and retailers to engage more with their customers. Through 1to1 personalisation, Intelligent Merchandising and Journey Optimisation, The Filter helps its clients such as BTTV, Liberty of London and UKTV present the right products and the right content to their customers, at the right time; improving customer lifetime value (CLV), AOV and conversion.

THE PROJECT

CLV is the key metric of e-commerce effectiveness, which calculates the mean revenue per customer over a defined period – typically a year. The aim of the Dynamic Automated Predicted Segmentation project is to apply Machine Learning algorithms to the Journey Optimisation technique to improve CLV by an uplift of 20% and significantly exceed the capabilities of existing best-in-class product recommendation techniques. Clients will benefit from increased revenues per customer, higher customer satisfaction, loyalty and referral rates, thereby improving the cost effectiveness of customer acquisition activities.

WHY MSC R&D WAS CHOSEN

Recommended to The Filter by its VC partner (having undertaken successful projects with several companies in its portfolio), MSC R&D was able to demonstrate its grant expertise and technical expertise and successful track record.

In addition, MSC R&D's fees were predominantly success based, reducing the risk and upfront cost to The Filter.

THE MSC R&D SOLUTION

MSC R&D initially undertook an 'Innovation Day' with The Filter to define and validate the development concept. This was followed by a two day fast-track 'Blitz' process at the client's premises using a team of four experts (Technical, Commercial, Financial, and Project Management). This process enabled the project to be defined and all relevant information to be gathered in a short space of time. MSC R&D then prepared and submitted the grant application to meet Innovate UK's next grant submission date.

THE RESULT

The MSC R&D process resulted in a successful Innovate UK Open Call grant application (the most competitive call with only a 8.2% success rate), with a grant of £163k being awarded to The Filter. Disruption to The Filter's day-to-day business during the process was minimised.

WHAT THE CLIENT SAYS

"I'm delighted at our successful grant application. The MSC R&D team were recommended to us through our network and quickly understood our business and proposition. They brought extensive knowledge of what a great grant application should look like and helped us to formulate our proposal. I feel MSC significantly enhanced our chances of success in this competitive scheme where only the best projects get funded."

James Routley
CEO of The Filter



Sheffield

London

Brussels

www.mschrnd.com
Tel: 0114 230 8401