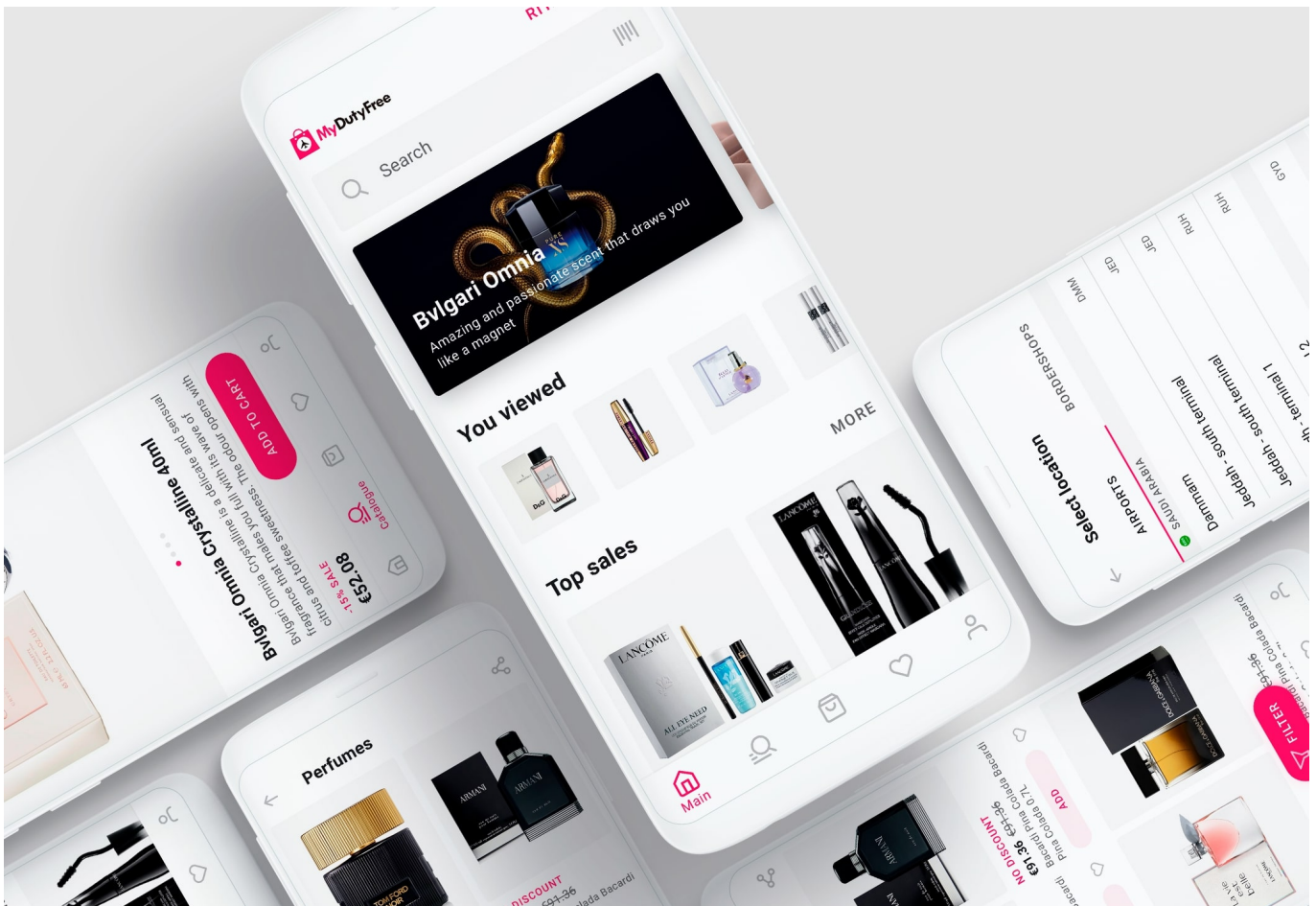# Mydutyfree draws on data to offer personalized customer service

Harnessing user data and machine learning, Mydutyfree creates unique offers based on the user's interests, tastes, search and purchase history

Mydutyfree, the first international marketplace for travel retail, aims to change the concept of customer service in the duty free business.

Harnessing user data and machine learning, Mydutyfree creates unique offers based on the user's interests, tastes, search and purchase history.

The new, disruptive feature enables shop managers to provide customers with an enhanced retail experience, according to the firm.

The Mydutyfree marketplace is operating in 33 stores, in seven countries (Ukraine, Russia, Belarus, Azerbaijan, Georgia, Saudi Arabia, India).

The company cooperates with stores operated by Gebr Heinemann, Lagardère and Flemingo Travel Retail.

"Upselling and cross-selling are an important part of the service," said Myduty free. "But now the cashiers won't recommend just the featured goods. They will offer exactly the right product – the one that the customer was already interested in or has been considering.

"The cashiers will be no longer dealing with an unfamiliar customer: they will see their interests and preferences. Cashiers will be able to service every customer as a steady one: knowing what they like and what to offer."

In addition, the customers will get the subtle feeling of "being understood": they will be offered just the goods they were looking for.

This feeling will greatly increase the loyalty of customers, the company believes, and will also help to immediately increase revenue by selling more.

The personalized offers feature is available for all shops connected to the Mydutyfree marketplace for customers who have placed a pre-order.

Among the partners of Mydutyfree are such companies as MasterCard and Tui.