



customer success story: yakult

# How well do you actually know your customers?



## The Problem

*“to better understand & communicate with their consumers”*

Yakult is the original probiotic, with over 70 years of research & development in the field. As a world leader in this field, Yakult wanted to find a way to better understand & communicate with their consumers. They wanted to tailor information to meet their individual needs rather than taking a ‘one message’ for all approach. As a result they launched the ‘Self Defence for Your Gut’ plans to help them address the different lifestyles of each individual. To do this successfully they needed to find a solution that would allow them to capture data about each individual so that they received the plan most relevant to them & more importantly to profile, analyse and manage the data in a more intelligent way.



## The Solution

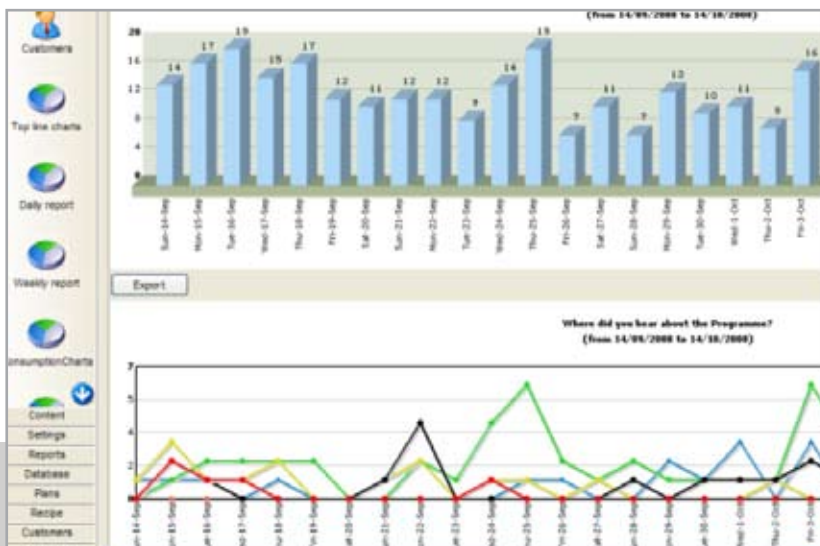
*"Each individual is able to log on, change & update their information; dynamically informing Yakult that their needs have changed"*



Finding a company who has the adaptability & skill set to build bespoke applications is not an easy task. Harjinder Ponaich, Brand Manager for Yakult explains, "It wasn't easy trying to find a company who fully understood what we wanted to achieve until we spoke to Advansys. They demonstrated that they had the knowledge & experience to execute this project to successful completion." The Advansys bespoke web based application allows Yakult consumers to quickly register by answering a few questions about their dietary habits which in turn produces comprehensive healthy eating plans based on this informative data. These healthy eating plans are presented to the consumer in a manner that is easy to understand & can be accessed at any time from anywhere. Each individual is able to log on, change & update their information; dynamically informing Yakult that their needs have changed.

## The Results

*“Overall we are really pleased with the way that the Advansys application is working for us and the increased visibility that it has given our business”*



Speaking about the Advansys application, Harjinder explains “Yakult have been able to better understand their consumers purchase behaviour which in turn has allowed us to better serve our consumers with relevant advice on health, diet as well as on products & promotions.” The flexibility of the Advansys application & the invaluable data it holds has allowed Yakult to talk to their consumers in a more personal & individual manner, resulting in increased understanding of the brand & the importance of it in their everyday lives. Internally Yakult are now in a position to access data & constantly review who they are talking to, how they should be talking to them & what they need to know. ‘Overall we are really pleased with the way that the Advansys application is working for us and the increased visibility that it has given our business.’ explains Harjinder.

## About Advansys



*"a leading provider of high quality specialist ecommerce solutions that fuse innovative technology with stylish design"*

Advansys, founded in 2000, is a leading provider of high quality specialist ecommerce solutions that fuse innovative technology with stylish design. We aim to provide the necessary professional expertise and a one-stop shop solution that delivers real business benefit. With offices in the UK, Europe, Asia and USA we are a dynamic company consisting of experienced consultants and ecommerce specialists with many years of industry knowledge spanning not just ecommerce but also the wider aspects of internet marketing.

Advansys approaches projects with energy and commitment and we work in partnership with our clients and partners in driving projects through to a successful conclusion.

To see more customer success stories, or to see what results we can get for you, contact us today.

Advansys Limited  
Building 4 Millars Brook  
Molly Millars Lane, Wokingham  
Berkshire, RG41 2AD

Tel: 0845 838 2700  
Fax: 0845 838 2701  
Email: [sales@advansys.com](mailto:sales@advansys.com)  
Internet: <http://www.advansys.com>