

Optosa

Assistant d'optimisation des ventes en ligne à partir d'informations publiquement disponibles
Supporting online sales optimization using publicly available data



Inspiration

In traditional sales, distributors use their in-depth knowledge of the market to decide what to offer customers. However, with the rise of online commerce, this specialist skill is disappearing. It is therefore becoming necessary for goods manufacturers and commercial intermediaries to use all the information they can get from the internet to optimize their sales.

Innovation

In order to develop a new software assistant, the Optosa project partners use dynamic interpretation of the masses of information available on the Internet. Moreover, the methods and functions provided by Optosa will be developed and tested using the generic Cadral platform, combining data search and decision support facilities, which was developed by LIST researchers as part of previous research projects.

Impact

The project fulfils a crucial requirement for developing the online activities of businesses of all sizes, thanks to a innovative software assistant that manages the different tasks performed by the sales force, and responds dynamically to questions such as: 'Which key words should I use to index a product on sales platforms?' or 'How should I deal with competition and set the price of my offer?'

Partners

InfinAlt (LU)

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