



GK AIR Personalization at Kärcher

Intelligent Real-time Personalization in the B2C and B2B segment



Quick Facts

About Kärcher

Alfred Kärcher SE & Co. KG comprises 160 companies in 82 countries and employs around 16,000 people. The family-owned company is the world's leading provider of efficient, resource-saving cleaning systems in the B2C and B2B segments. The Kärcher Group operates over 50 country-specific B2C online shops around the globe

The challenge

Qualitative improvement of personalized content, while increasing the number of shopping baskets and the respective shopping basket value

Automation of processes through the automatic display of personalized content

Solution

Automated and customized real-time recommendations

Facilitation of upselling and cross-selling through personalized recommendations

Increasing the number of shopping baskets and the average basket value

Personalized customer approach in the B2C and B2B segment

Alfred Kärcher SE & Co. KG is a manufacturer and distributor of cleaning equipment and systems based in Winnenden, Germany. Whether it's a driveway, factory building or monument restoration – the high-performance cleaning products from this international family business enable private and business customers to tackle both everyday and extraordinary cleaning tasks.

With its more than 50 online shops, Kärcher reaches private and business customers worldwide. In 2022, the company integrated the AI-based personalization solution GK AIR Personalization in its Czech Kärcher online shop, with the aim of offering its customers optimal consulting expertise online and living up to its own strategic orientation.

After this first online shop went live, Kärcher rolled out the personalization solution to a total of 39 country shops by mid-2023.

Focus on automation and quality

The aim was to make personalization more data-driven. The use of the AI solution was intended to replace the manual maintenance of personalized areas on the websites. Intelligent product recommendations that are precisely tailored to the customer's needs are expected to improve the online shopping experience and thus positively influence customer satisfaction.

“GK AIR Personalization optimally serves the individual interests of our customers and improves the online shopping experience with important features.”

Thomas Strack,
Senior Online Marketing Specialist at Kärcher

Solution

Solution

Optimal advice in the online shop

Together with Kärcher, the GK AIR project team developed a blueprint for the optimally personalized Kärcher online shop. During the design and implementation phase, the processes were generalized and many details optimized – from the selection of suitable product recommendation types to placement on the various pages of the website – for example, on the homepage, in the shopping basket, on the 404 page or as part of the search function. The product detail page, for example, also recommends the right accessories and cleaning agents for each appliance.

Roll-out in 39 country shops

Kärcher attaches great importance to meeting the different needs of its B2C and B2B customers in the online shop, and its recommendation logics are tailored to both target groups.

With this personalized sample shop, Kärcher was able to roll out the personalization solution completely independently for other country shops. Kärcher took a very structured approach. Online customers in 39 different country shops now benefit from personalized product recommendations. The individual country shops are assigned to four major regions, which provide access to an optimally large statistical mass for the recommendation calculation.

Relevance in real time

Whether it's the proper high-pressure cleaner, the right garden tool or the selection of an irrigation system that matches the interests of the respective shop visitor – GK AIR Personalization acts as a digital sales consultant for Kärcher in its online shops.

The AI solution analyses customer interests based on current behavioural data and historical transaction data and learns from customer interactions in real time. The self-learning algorithms ensure the highest recommendation quality, as they adapt to customer behaviour in real time.

“Inspiring customers with relevant content is a key factor in e-commerce. The automated recommendation process and the associated streamlined processes ensure that day-to-day business runs smoothly.”

Thomas Strack,
Senior Online Marketing Specialist at Kärcher

Automated processes save time

The simple implementation of the AI solution and straightforward onboarding enabled a smooth start to daily work with the AI tool. “Our employees are highly motivated to use GK AIR Personalization and are delighted with the time savings in their workflow,” says Thomas Strack. With the use of AI software in day-to-day business, the possibilities of GK AIR Personalization also became better understood. This, in turn, resulted in new optimization options in the design of the personalized areas, as well as small adjustments – for example in data delivery – resulting in even greater work efficiency. “We coordinate potential new steps with the GK AIR project team in regular calls. Thanks to the excellent cooperation and professional support, we feel that we have always received the best possible advice on our personalization strategy,” summarises Thomas Strack.

About GK AIR Personalization

GK AIR Personalization personalises the shopping experience across all sales channels and offers a seamless customer experience. The AI solution analyses customer interests based on current behavioural data, while taking into account historical transaction data. Self-learning algorithms that adapt to customer behaviour in real time ensure the highest recommendation quality. This enables retailers to create personalized content that is tailored 1:1 to current customer needs at every customer contact point, thereby increasing purchase frequency and sales.

More information at:

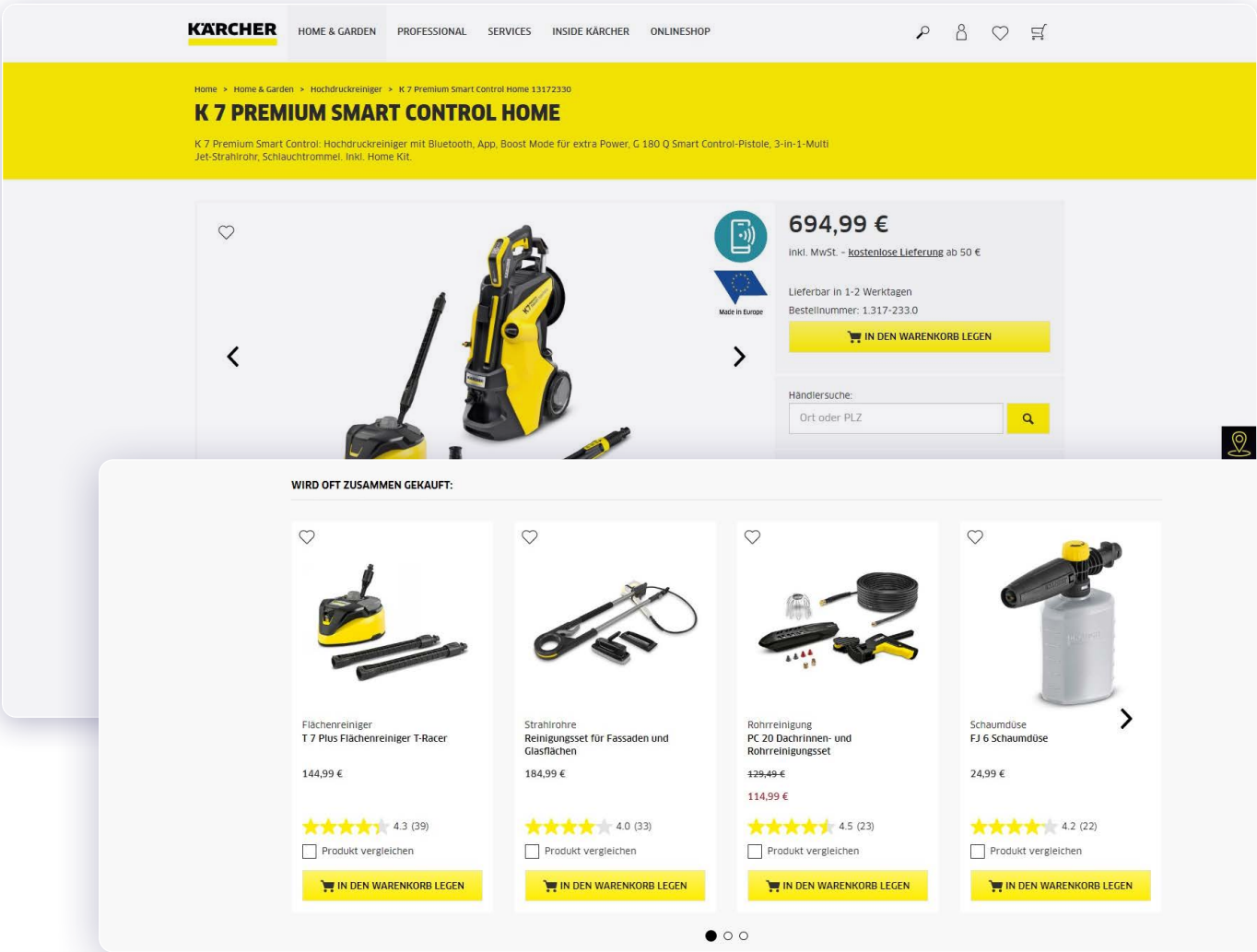
<https://www.gk-software.com/us/solutions/air/personalization>

Higher number of shopping baskets and increased basket value

Kärcher is not only impressed with the more streamlined processes in its personalized customer approach.

Thanks to the quality of its personalized content, Kärcher appeals to the interests of its customers with pinpoint accuracy and was thus able to significantly increase the average shopping basket value and the number of shopping baskets.

With this direct improvement on the status quo, Kärcher has decided in favour of connecting further customer channels. GK AIR and Kärcher are currently in the conception and preparation phase for the integration of the personalization solution into the Kärcher newsletter for all country clients.



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