

GK AIR Personalization at Berner

Personalization
powers stronger
customer
response rates



Quick Facts

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About Berner

The Berner Group is an internationally active trading company with 8,000 employees in around 40 companies in 23 countries.

Core business: professional tools, fastening materials and specialty chemicals for the industry, construction and mobility sectors.

Berner is one of the brands within the Berner Group and it has more than 20 online stores across different countries.

Challenges

Integrate automated playout of product recommendations with a technically simple implementation

Create an online consulting expertise individually tailored to the interests of the users in all country shops

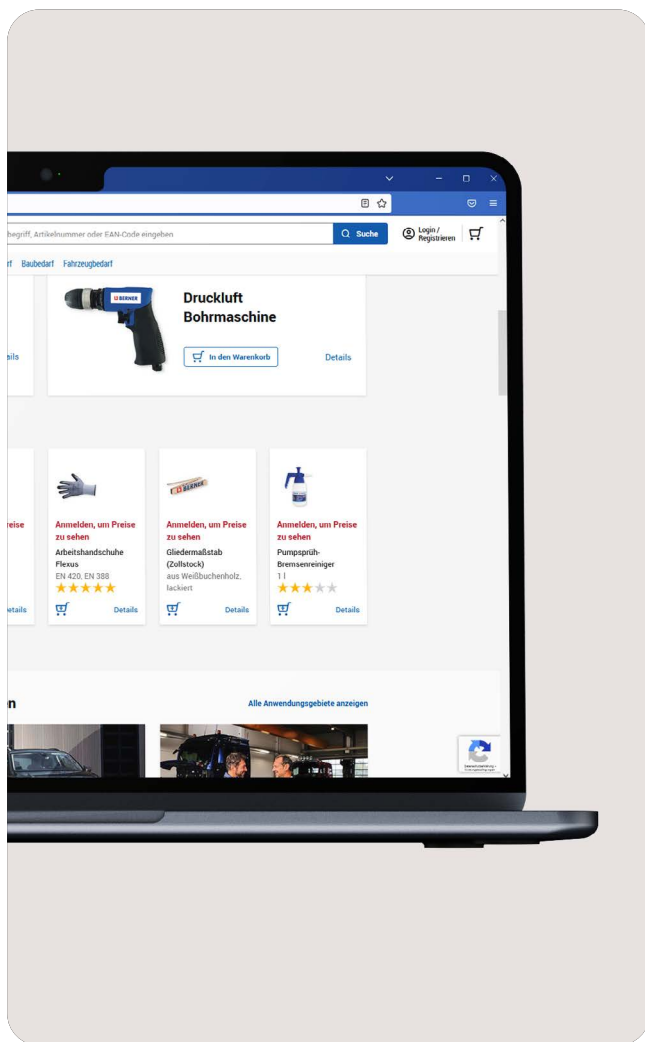
Promote up- and cross-selling in online shops

Solution

Rapid implementation of GK AIR Personalization

AI solution calculates relevant, real-time recommendations from the extensive Berner product portfolio individually for each customer

Personalized recommendations promote up-selling and cross-selling in a total of 20 country stores



“We opted for GK AIR Personalization because the personalized content has a high redemption rate with our customers. Thanks to the self-learning algorithms of the AI solution, we can offer our customers precisely the products that are relevant to their needs. With GK, the personalized elements in the 20 Berner country stores achieve a higher click-through and sales rate than ever before.”

Marcel Beck
Head of Application Engineering
Berner Trading Holding GmbH

Overview

Overview

Personalized recommendations promote up- and cross-selling in 20 online shops

From professional tools for craftsmen to equipment and special cleaning agents for car repair shops, the products and solutions from the Berner Group are indispensable pieces of working life in various industries. As a value-oriented family business with more than 60 years of history and tradition, Berner is a reliable and experienced trading partner for B2B customers in the construction, industry and mobility sectors. These industry leaders trust the expertise of the Berner brands. To offer these loyal customers a personalized online experience online, Berner relies on GK AIR Personalization. In 20 country stores Berner customers receive individually tailored product suggestions, based on their individual interests.

Product advice in the online business

Personal customer relationships play a major role in B2B trade. For the Berner Group, the field sales force is the most important sales channel. The customer advisors have a comprehensive view of the needs and interests of their customers and can help with product selection in regard to the extensive product range.

As more commerce takes place online, the Berner Group wants to offer its customers the same level of advice in the form of personalized product recommendations. Berner saw a significant benefit in automation. With automation, after the personalization strategy has been defined, the individual content is played out without any manual effort from the employees.

“I would particularly like to emphasize the very good cooperation with the GK AIR project team, which helped us optimize the placement of the recommendation areas and enhanced usability in the online store.”

Marcel Beck
Head of Application Engineering
Berner Trading Holding GmbH

Dynamic recommendations tailored to the interests of the customers

Online sales are growing strongly at Berner. Many B2B customers regularly order online, often from the same product segment time and time again. In order to draw these customers to other products in the Berner product portfolio and display articles that are relevant, the Berner Group decided to use GK AIR Personalization in the online store for Austria in the form of a proof of concept (PoC). The AI solutions self-learning algorithms suggest precisely fitting products to the B2B customers of the wholesale company that correspond to their search and purchasing behavior.

After the short implementation phase, Berner customers could see dynamic recommendations across the online store at various touchpoints. Based on different recommendation types, shoppers might see recommendations on the home page, the category page, the product detail page,

the search page, the shopping cart intermediate page or in the shopping cart.

In addition, the GK AIR project team supports Berner in an advisory capacity. The team assists with the arrangement of the recommendation areas and the selection of the appropriate recommendation types.

During the proof of concept, GK AIR Personalization performed well in Berner's online store in Austria. Thus, the B2B retailer decided to implement GK AIR Personalization in other country stores of the Berner Group. In the meantime, customers will receive personalized Berner online stores recommendations in 20

different Berner online shops in Europe. The system responds to a specific rule base for each online store in and dynamic rule bases for each country. This ensures that the recommendations

are geared towards the respective customer groups and their different country-specific backgrounds.

Reduction of manual efforts through automated selection of products

GK AIR Personalization creates personalized product recommendations at different contact points in 20 Berner online stores, e.g. when reordering products or in the shopping cart

Increased sales and revenue from recommendations in the various online stores

Less manual effort, higher sales figures

Thanks to the various personalized recommendation areas in the online stores, the Berner Group also supports its B2B customers online through experienced consulting services. Without manual effort from the employees, the AI solution provides individual recommendations for all B2B customers in real-time. Thanks to personalized recommendations, Berner offers its customers precisely fitting solutions and thus achieves higher click rates and increased sales in its online stores.

The B2B retailer plans to use GK AIR Personalization for further business cases.



GK AIR Personalization

GK AIR Personalization individualizes and simplifies the shopping experience for customers across all sales channels. The AI application analyzes customers' interests based on current behavioral data as well as historical transactional data and delivers fully automated personalized content that is tailored to the current needs of the customer. Self-learning algorithms adapt the content to customer behavior in real-time, ensuring the highest recommendation quality.

Get more information:

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

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