Boost Sales and Customer Satisfaction With AI-Powered Recommendations

NetSuite Intelligent Item Recommendations

Buyers expect fast, personalized service, whether they're shopping online or working with a sales rep. In ecommerce, this means real-time suggestions that reflect customer interests, past purchases, and what's trending. In B2B sales, it's about arming reps with data-driven recommendations so they can confidently upsell or cross-sell the right item at the right time.

NetSuite Intelligent Item Recommendations is an AI-powered product recommendation solution that generates suggestions and predictive offers to help sales teams identify and add personalized product suggestions to sales orders, estimates, and opportunity records. It also works within your SuiteCommerce website.

Using unified insights from across the suite, NetSuite Intelligent Item Recommendations surfaces suggestions based on real-time behaviors, historical data, and order context. The result: higher revenue per transaction, personalized customer experiences, and more efficient sales cycles—without adding headcount or third-party tools.

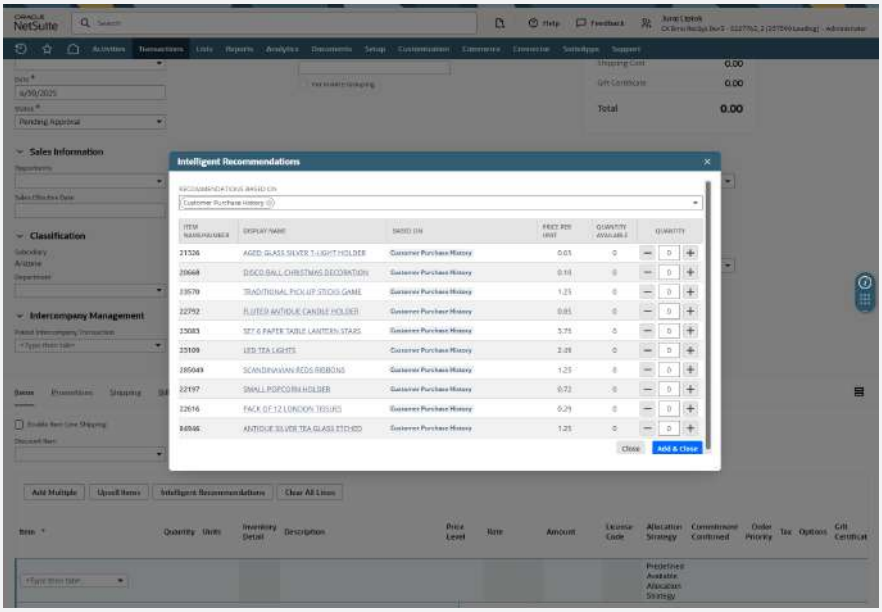
Key Benefits

- **Increase Average Order Value (AOV).** Serve up real-time, relevant suggestions that encourage customers to add more to their carts or quotes.
- **Shorten Sales Cycles.** Equip reps with AI-driven prompts that anticipate customer needs and reduce back and forth.
- **Personalize the Customer Experience.** Deliver faster, more personalized buying journeys based on past behavior and preferences.
- **Reduce Manual Effort.** Automate cross-sell and upsell strategies across teams and touchpoints—without manual curation.

NetSuite Intelligent Item Recommendations uses AI to provide personalized product suggestions. Each NetSuite account uses its own data models that are securely and privately trained on their real customer data, so recommendations improve over time. Recommendation rules and exclusions can be easily configured based on your business preferences.

Recommendations are generated based on item and customer/shopper context, as well as:

- Order or Cart Items. These suggestions are related to the items already selected in the sales order, estimate form, or opportunity record. When used on a SuiteCommerce website, recommendations are specific to items in the shopper's cart.
  - Customers Who Bought This Also Bought. These recommendations are specific to an item selected in the sales order, estimate form, or opportunity record and are based on the purchase history of other customers who bought the selected item. These suggestions can also be shown on Product Details Pages (PDPs) on SuiteCommerce websites.
  - Recently Viewed Items. These are related to items the SuiteCommerce website shopper has viewed recently while browsing the website.
  - Alternative Items. These suggestions are specific to an item selected in the sales order, estimate form, or opportunity record and show recommended alternatives to the item based on similarity of item name, description, and category. These recommendations can also be shown on Product Details Pages (PDPs) on SuiteCommerce websites.
- Customer/Shopper Context. Suggestions are based on data related to customers.
  - Customer Purchase History. Often called "you might like" recommendations, these are specific to each customer and are based on the buyer's purchase history and items bought by customers with similar purchase histories. Recommended items can be shown on sales orders, estimate forms, and opportunity records as well as on SuiteCommerce websites.
  - Buy Again. These are specific to each customer and are based on whether items are regularly purchased. If a customer bought an item only once, recommendations are based on whether the item is bought regularly by other customers. Recommended items can be shown on sales orders, estimates, and opportunity records as well as on SuiteCommerce websites.



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