

Case Study: Qwiser™ Salesperson

WHO: I Want One of Those (IWOOT) - www.iwantoneofthose.com

- #1 UK online seller of "stuff you don't need...but you really, really want"
- Annual turnover = > £13M

WHAT: October 2005: Implemented Celebros's Qwiser™ Salesperson Search & Navigation

RESULTS: November 2005: **More than DOUBLED** search conversion rate

April 2006: **More than TREBLED** search conversion rate

Background

Known for the unique, quirky and generally unconventional items they sell that cannot be found anywhere else, online retailer IWOOT were launched in January 2000. The site attracts well over 100 million page views each year.

Challenges

IWOOT were using an open source, scalable search solution. However, the solution required extensive configuration for their shop. In addition, because it did not include any kind of natural language processing capabilities, it did not respond well to shoppers' queries and conversion rates from search were poor.

IWOOT were seeking a search solution that could bring a significant lift to sales. In consultation with their web consultancy, Logan Tod & Co (www.logantod.com) who were engaged to help the site improve the customer experience and gain higher conversion rates, Celebros were enlisted to provide the key search and navigation component of the plan.

What IWOOT wanted

By implementing a new on-site search solution IWOOT wanted to achieve the following:

- Quick ROI by raising conversion rates from search
- Integrate a solution that is flexible and can be run in-house and managed by non-IT business personnel
- Simple deployment and maintenance of solution
- A solution that could be quickly implemented and yield measurable results fast

What Celebros provided

IWOOT opted for an in-house integration and for this reason it was particularly important that they be able to configure the system's management tools independently and easily for

actions that include creating and importing the search database, adding new products categories and scheduling synchronisations of the database.

In terms of the search itself, IWOOT's non-IT people are able to make changes that reflect business rules or needs such as special promotions and sales campaigns.

The solution Celebros implemented provided search that has a real understanding of shoppers' requests. It employs strong linguistic tools and uses commerce-related knowledge bases that support the search process with information on language, trends and other data relevant to showing shoppers the items they are most interested in locating.

IWOOT were impressed with the solution's capabilities:

- Corrections of misspellings
- Dynamic refinement so shoppers can efficiently drill down when there are many search results
- Solution improves over time and learns from shoppers' behaviour
- Accurately understands multi-word, "complex" queries used by shoppers to describe what they want
- Effectively responds to broad concept categories used by shoppers such as "anniversary" or "hip"

Quick ROI

The improved shopping experience was clear and was very quickly translated into increased sales through the site's increased conversion rate. Initial results were significant and IWOOT achieved a positive Return on Investment within three months. Over a six month period, conversion rates increased more than threefold, the majority of which was attributable to the Celebros search solution.

Gift Finder - a service for shoppers that kicks up the conversion rate

IWOOT implemented Celebros's solution shortly before the 2005 Christmas season and purchased the "Gift Finder" module as well. At IWOOT, Gift Finder helps shoppers quickly zero in on types of gifts that are appropriate for the intended recipients.

Developed in the IWOOT spirit of fun (see Figure 1), Gift Finder has shoppers answer a number of relevant questions concerning the intended recipient before the search begins. Based on the shoppers' choices, Gift Finder suggests a range of appropriate items - just like a live salesperson would.

When shoppers use Gift Finder, conversion rates more than double.

Figure 1: Gift Finder on IWOOT's site



Note the unique personality types - chosen to match the site's not-exactly-ordinary gifts.

"The site tools which we have deployed from Celebros have significantly improved the speed, accuracy and responsiveness of our site to customer enquiries. They are reliable and almost intuitive in assisting on-line customers identify and select their purchases. Aside from being effective and unobtrusive, these tools have a significant and continuing commercial impact."

Richard Wainright-Lee, Managing Director
www.IWantOneofThose.com