

Case Study Summary

Qwiser™ Salesperson implementation: Completed May 2003

Duration of integration: 5 days

Results:

Bottom line sales = +45.1%

Note: Percentages calculated are the net result of implementing Qwiser™ Salesperson. The substantial increase in sales is based on increases in conversion rate and average order size; the effect of natural growth and other intervening variables such as sales campaigns have been factored out entirely.

E-commerce Challenges

Founded in 1999, Ice.com was recognized as a source of fine jewelry sold at reasonable prices and favorable terms. At the same time, their commerce site was not achieving the sales it could due to the less than adequate capabilities of the string-based search engine they were using.

Investigating the major solutions on the market, they did not find one that was able to solve all the problems they were facing – described below - until Qwiser™ Salesperson.

Description of challenges specific to Ice.com

1. Jewelry is not an everyday purchase and many times, shoppers need the kind of help a knowledgeable online salesperson can offer in understanding what the shopper is looking for. While Ice.com's text-based search engine could not do this, neither could standard search and navigation solutions.

2. Like other stores, Ice.com's site attracted many different kinds of shoppers – some knew how to express what they wanted, some wanted to browse and others needed help. When a query was very general, shoppers got too many results and could not efficiently refine them. When the query was specific, they got 0 results.

3. Shoppers' queries held masses of valuable information that represented their true demands but Ice.com could not use this information efficiently.

Ice.com had a winning combination of the right inventory, the right prices and services *and* high traffic. Translating this potential to higher revenues required changing the store's search engine to a Salesperson.

"In the short time Qwiser™ Salesperson has been our on-site search engine, we've seen all the relevant sales parameters improve very significantly. Our customers' searches lead to complete and accurate results and we see the effects in the number and type of purchases they're making. Qwiser™ Salesperson has made a real difference to us where it counts."

Shmuel Gniwisch, CEO, Ice.com

Qwiser™ Salesperson Solution Implementation – 5 Days

- Qwiser™ Salesperson's infrastructure ensured that implementation was a simple matter for Ice.com.
- During implementation, there was no disruption to Ice.com's existing site; business continued as usual.
- Ice.com's marketing personnel were trained to use all aspects of the solution including how to implement merchandising and business rules, sales campaigns and use of the powerful analytics tool.

How Qwiser™ Salesperson Immediately Raised Revenues

Qwiser™ Salesperson's innovative approach to product search and retrieval can be seen from just a couple of examples at Ice.com that illustrate the degree to which it replicates a live salesperson's behavior.

Turn over for more...

At one extreme, shoppers enter very general queries such as - *ring*. Qwiser™ Salesperson is built to work with non-specific queries in the following way:

Search Result: Found 401 products for "ring"

REFINE YOUR SEARCH

Select a Metal:

Gold Sterling Silver Stainless Steel Platinum

More: [dropdown]

MORE SEARCH OPTIONS

| Gold Colors | Gold Karats | Birthstone | Gemstone |
|---------------------|-------------|--------------------|----------|
| White Gold | 14kt | April Diamond | Diamonds |
| Yellow Gold | 10kt | September Sapphire | Rubies |
| Yellow & White Gold | 18kt | July Ruby | Amethyst |
| | | more... | more... |

More: [dropdown]

Search Results: Found 401 products for "ring"

| | | | |
|--|--|---|---|
| | | | |
| 10K Yellow Gold Sapphire and Diamond Ring Price \$95.00 | 14K Yellow Gold Peridot and Diamond Ring Price \$150.00 | 10K White Gold Garnet and Diamond Ring Price \$95.00 | 10K White Gold Amethyst and Diamond Ring Price \$95.00 |

On the lower part of the page, Qwiser™ Salesperson returns all the rings in the store, and only rings. The word *ring* or even its synonym need not appear in the product name or description. On the other hand, sometimes the word ring appears in the description – but the product is not a ring. Qwiser™ Salesperson knows how to distinguish between the two instances, and presents only rings.

Since the query was not specific, the shopper is presented with a dynamic lead question along with dynamic product photos. The dynamic lead question is the most relevant question to ask the shopper about the particular query.

The shopper does not have to answer the dynamic lead question. Other dynamic refining options are presented, again – tailored to the particular query. The shopper can select the most important product attributes, and in this way, gains full control over the search process.

At the other extreme, some shoppers know exactly what they are looking for. The following search shows how Qwiser™ Salesperson handles a query that is very specific and contains both spelling and grammatical errors: *man diamond ring*

The first step: Qwiser™ Salesperson uses its built-in commerce oriented speller to correct the spelling mistake in the word "diamond"; it also understands the incorrectly phrased query and retrieves accurate results – the same that would be retrieved for *diamond ring for men*.

Since the query is so specific and Ice.com carries a total of 6 diamond rings for men, they are all returned at once for the shopper to see. Note that the exact words that appear in the original query do not appear in the product name or description. For example, for all the rings returned above, "man" (singular) is not used in the description. Qwiser™ Salesperson presents all the relevant items in the store, and nothing but relevant items.

Search Result: Found 6 products for "man diamond ring"

REFINE YOUR SEARCH

Your search for "man diamond ring" did not match any of the products the site carries. We searched for "man diamond ring" instead.

Search Results: Found 6 products for "man diamond ring"

| | | | |
|---|--|---|--|
| | | | |
| 10K White Gold Mens Diamond Cross Ring TDW .07 Price \$85.00 | 10K Yellow and White Gold Mens Diamond Ring 1/4 CT TDW Price \$225.00 | 10K Yellow and White Gold Mens Diamond Ring TDW .25 Price \$175.00 | 10K Yellow and White Gold Mens Diamond Ring 1/2 CT TDW Price \$295.00 |
| | | Search Powered by Celebros The search is over! | |
| 10K Yellow Gold Mens Diamond Ring Price \$195.00 | 10K Yellow Gold Mens Diamond Ring Price \$125.00 | | |

"Qwiser™ Salesperson was integrated in record time. Within one week, the Celebros staff had Qwiser™ up and running, they trained our technical and marketing people, and we were all working in a new environment that's effective and easy to use. As a technical person, I thought that moving our site to a new engine would be a disruptive process but it ran smoothly and was wrapped up in only 5 days."

Steve Bramson, CIO, Ice.com
(CTO during Qwiser™ implementation)

Summary: Online stores, Ice.com among them, handle many different types of shoppers. Only a search solution that performs like a salesperson can successfully sell to a wide range of shoppers.