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France's Daxon, A Redcats Company, Integrates Qwiser™ Salesperson Search and Navigation to Increase Online Sales

HERZLIYA PITUACH, Israel and PARIS, France, February 8 /PRNewswire/ -- Celebros Ltd., a leading provider of search and navigation solutions for e-commerce sites announced that Daxon SA, a subsidiary of the Redcats Group, has implemented Qwiser™ Salesperson in its www.daxon.fr store.

The Celebros team implemented Qwiser™ Salesperson's in under one week, allowing Daxon shoppers to immediately experience the benefits of the new on-site search and navigation solution, developed to meet the needs of both online stores and their shoppers.

Christian Delabre, E-Commerce Manager at Daxon (Movitex SA), said, "We were very much aware that our site needed to upgrade its existing search engine. It was frustrating to our potential customers to carry out tedious search and receive imprecise results. We wanted search that was intuitive, accurate, and user-friendly. After looking into the available products, we learned that Celebros' cost-effective solution is the most advanced in the market and has already proven itself in the US market by significantly increasing sales for online stores."

Qwiser™ behaves like a live salesperson, attentive and understanding, engaging shoppers in interactive dialogue, helping them to refine the results of their search by asking refinement questions that are dynamically-generated directly from their search queries. Qwiser™ understands what shoppers want and immediately presents relevant results.

Thanks to its ability to effectively handle all types of query terms, phrases and concepts, as well as to correct misspellings, Qwiser™ Salesperson transforms shopping into a simple and rewarding activity both for shoppers and online stores. The solution ensures that every contact with the shopper is an opportunity to make a sale. All queries lead to relevant results even when the desired item is not carried by the store - a case where Qwiser™ suggests relevant, alternative products, ensuring that a 'zero results' situation carries the potential to make a sale possible.

According to Michel Auren, Celebros' Director of Sales for France, "Good on-site search is the key to increasing sales in online stores. Qwiser™ goes much further than other available solutions with all the features and capabilities to make it a truly end-to-end solution that manages all aspects of shopping in online stores. We are happy that Daxon has joined our growing list of customers that see the bottom-line advantages of having implemented Qwiser Salesperson."

Daxon SA, a mail order catalogue company, is located in France's Lilloise region. Established more than 55 years ago, it is a subsidiary of the PPR (Paris: FR0000121485 - news) Group, and dresses 3.5 million European women. Daxon has gained an international reputation through the fashionable items it offers in its catalogues and more recently, in its online store (www.daxon.fr) where fashion combines the classic with the modern, and elegance with allure - creating the image of today's mature woman.

Celebros Ltd., founded in 2000, is a leading provider of advanced search and retrieval solutions for online stores and e-commerce sites. Celebros has offices in the US, Germany, France, UK and Israel.