

## Case Study Summary: Hammacher Schlemmer

Qwiser™ Salesperson implementation: Completed October 16, 2003

Implementation time: 10 days

### Results:

Bottom line sales stemming from search = +62%

Note: Percentages calculated are the net result of implementing Qwiser™ Salesperson. The effect of natural growth and other intervening variables such as sales campaigns have been factored out.

#### E-commerce Challenges

Hammacher Schlemmer is one of the most well-known and well-established enterprises in the US. Founded in 1848, it is internationally known for its innovation not only in bringing new products to market but also for actively encouraging their invention.

#### What they needed:

Hammacher Schlemmer has a tradition of carrying products that are as unique as their name. While distinctiveness is definitely a hallmark of their brand, it had also become a significant challenge in their online store. Shoppers were searching for products using a variety of terms (sometimes with typos) which their on-site search engine did not always understand. As a result, the accuracy and completeness of their product search results were not as precise as they wanted.

In addition to the typical search issues faced by most online stores, Hammacher Schlemmer had some that were specific to its own store.

1. Because Hammacher Schlemmer is known for carrying the unconventional, shoppers often search according to concepts – entering vague queries such as “garden items” or “gifts for men.” Their text-based search could not process these kinds of queries and irrelevant results were returned. They needed a search solution that could understand concepts and vague queries.

2. Hammacher Schlemmer’s on-site search was not reliable when it came to straightforward text-based searches. For instance, queries for “robes” and “bathrobe” would lead to very different results with the former including many irrelevant items. Their search did not understand natural language, synonyms or word morphologies.

3. For any item sought by a shopper, Hammacher Schlemmer wanted to display the best sellers in that category at the top of the results page. Their on-site search had no way to access this information and organize the displayed results accordingly.

Hammacher Schlemmer has a solid reputation as a distinctive store with one-of-a-kind products that are both unique and useful. Though their fine reputation was attracting online shoppers, they felt that too many were frustrated by the lack of a search facility that could efficiently help them find products.

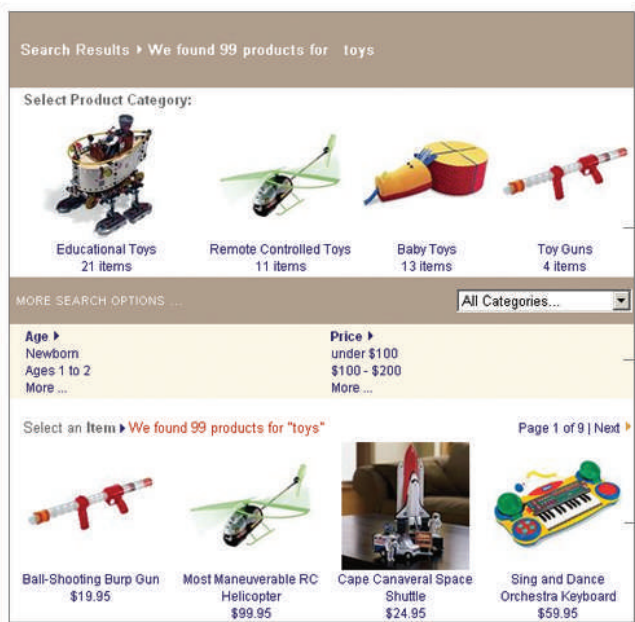
#### How Qwiser™ Salesperson Immediately Raised Revenues

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

Turn over for more...

The example below illustrates the power of the Qwiser™ Salesperson approach.

A shopper wants to see the store's selection of **toys**. Qwiser™ Salesperson knows that this is a very general request and immediately presents dynamic options from which the shopper can choose.



Regardless of whether the description includes the word 'toys', toys and only items that are toys are returned.

The shopper can quickly find the desired toy by refining the 99 results and choosing to see one of the relevant toy categories, or selecting to refine by age or price range – whatever is most relevant.

The shopper is always in control of the search process. The process is dynamic and unfolds according to the choices the shopper makes.

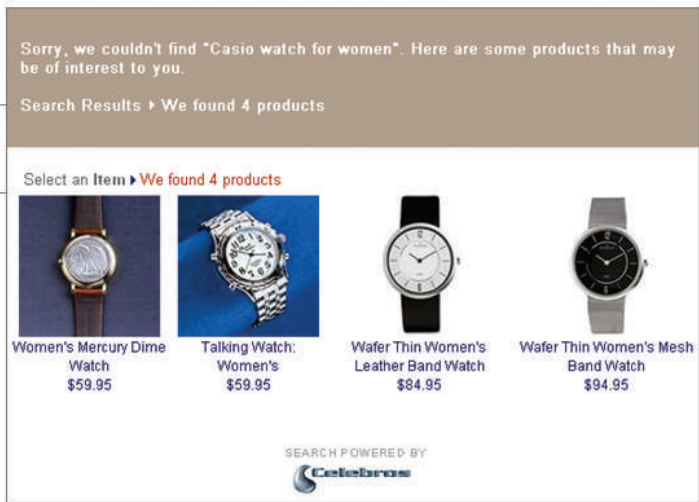
Note the role that the product photos play in helping shoppers quickly decide what they want. With Hammacher Schlemmer's products, in particular, this is important since so many of them are unusual and may be unfamiliar to shoppers.

What happens when the store does not have precisely what the shopper wants? For example, a [Casio watch for women](#).

Although Hammacher Schlemmer does not carry precisely what the shopper wants, Qwiser™ Salesperson does not return a 0 results message. It tells the shopper that an exact match hasn't been found and...

Then Qwiser™ Salesperson offers other relevant items of interest. In this case, it displays the store's selection of women's watches.

Qwiser™ Salesperson takes full advantage of the opportunity to spark the shopper's interest and make a sale. If this effort does not lead to a sale, the store retains the shopper's confidence and good will for the next visit.



"Shortly after Qwiser™ Salesperson implementation we were encouraged to see our conversion rate for searches that originated in the search box increase by 62%. This is due directly to the quality of the sales-oriented search provided by Qwiser™ Salesperson."

Karen Gilliland, Director of eCommerce