



## SLI Systems helps The Diamond Store.co.uk shine

### Business problem:

Previous search and navigation wasn't guiding visitors to what they were looking for

### Solution:

SLI Systems' advanced Learning Search and Learning Navigation solutions

### Result:

Number of pages viewed by individual visitors has increased by 50%, and the time spent on the site has also increased

## SLI Systems makes it easier for customers to find what they're looking for and helps drive conversion

Offering customers a greater choice of items and better value than they can get on the high street is the biggest opportunity open to online retailers, but it also presents them with their biggest challenge - how to ensure customers find exactly what they're looking for. This is the situation The Diamond Store.co.uk faced.

Founded in 2006, The Diamond Store.co.uk is the UK's largest independent online diamond jewellery retailer. Operating from its headquarters in London, its team of craftsman, buyers, jewellery experts and dedicated customer service agents delivers a wide range of handcrafted, conflict-free, UK-hallmarked diamond and gemstone jewellery via its website, [www.thediamondstore.co.uk](http://www.thediamondstore.co.uk).

From its inception, its goal has been to offer customers a wider selection of better quality jewellery, including engagement rings, bracelets and necklaces, than is available on the high street at a lower cost. In order to do this, it continually updates its website with new and sale items.

The Diamond Store.co.uk initially had a simple on-site search tool, but decided it needed more powerful search capabilities in order to help customers find what they were looking for more easily, as managing director, Gary Ingram, explained:

***"We've found that people using SLIs 'faceted navigation' convert at fifty times those that don't."***

*Gary Ingram*

*Managing Director, The Diamond Store.co.uk.*

## SLI's products and expertise impresses

"We have a range of more than 3,000 items, all of which are difficult to catalogue as, unlike things like TVs, each one is different. Added to this, we also had a range of clearance items that we wanted to make available on the site, but that simply wasn't possible with the way we had our old site structured and the limitations of the site search tool we were using."

Ingram had already met with SLI Systems at a trade show and saw the benefits of using its 'Learning Search' and 'Site Champion' hosted tools on The Diamond Store.co.uk's website:

"Having met the UK team at SLI, we were impressed by the products, but also with their knowledge of how they could help our business," said Ingram. "We were already planning a redesign of the website in order to make it more user-friendly and to help customers find what they were looking for, so worked with SLI in order to understand how to get the best out of the SLI Learning Search and Site Champion tools before embarking on that process."

Although using SLI Systems for the company's on-site search function, Ingram and his team have focused the majority of their attention on the navigation capabilities of Learning Navigation, which they felt would help customers find what they are looking for more easily.

## Seamless experience across search and navigation

Learning Navigation automatically generates navigational pages based on visitor data, allowing users to browse and refine their browsing via multiple paths. It also presents search results with the same navigational refinements as the rest of the website, providing a consistent user experience across all search and navigation, as Ingram explained:

"Buying jewellery can be difficult, and people use different terms to describe the same item - what one customer might call a solitaire, another might call an engagement ring - so what we didn't want to do was pigeonhole them; instead, we wanted to give customers the widest choice possible, whilst simplifying how they find what they're looking for.



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Managing Director, The Diamond Store.co.uk.*

"As a result, rather than search, we have focused on the navigation capabilities and offer a series of facets or product groups on the left of each page - based on things like price, style and metal. We've found that people using SLIs 'faceted navigation' convert at fifty times more than those that don't," he added.

Since the website was rebuilt, based around the new navigation, the number of pages viewed by individual visitors has increased by 50 per cent, and the time spent on the site has also increased considerably, as Ingram concluded:

"People using SLIs faceted navigation are spending more time on the site and look at more things, as they can browse more like they would in a high street jewellery shop - looking at things in a similar price range or with the same stone. It doesn't matter whether they know the correct terms for what they want - as long they know their budget or what they'd like it to be made of, they'll find it easily on our website. And, that's down to using SLI Systems."

### SITE SEARCH THAT LEARNS • MERCHANDISING • USER-GENERATED SEO

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