



PurelyGadgets enhances online customer experience with SLI Systems' advanced search technology

Business problem:

PurelyGadgets needed an effective search solution to improve the online shopping experience for its customers.

Solution:

SLI Systems' hosted site search service Learning Search.

Result:

Customers endure a better shopping experience and are more likely to make a purchase.

Better search experience for customers and staff

As in the real world, the first rule of running a successful online retail business must be to make sure that your staff, and more importantly your customers, can quickly and easily find the products they need, regardless of what you are selling.

On the high street, this requirement would be managed through the use of efficient cataloguing and displaying of goods, coupled with a clear and logical store layout – known as “merchandising”.

However, in the online world, it is more difficult. As a result, a good search solution that will direct customers to the products they seek in as few clicks as possible lies at the heart of a successful operation. This process is increasingly referred to as “searchandising”.

This was the challenge that faced online electronics retailer PurelyGadgets.co.uk. PurelyGadgets needed to get a clearer understanding of how its customers shopped, the search terms they were using and their journey through the site. PurelyGadgets turned to site search specialist SLI Systems to explore ways of improving the online shopping experience for its customers.

PurelyGadgets turns to Site Search Experts SLI Systems

“We quickly realised that search – particularly in-site search – wasn’t our area of expertise and that we needed to speak to specialists,” explained Monika Baran, marketing manager at PurelyGadgets.

“We had read about how SLI Systems had helped other online retailers, so we set up a meeting to find out what they could do for us. We liked what they had to say and began a 30-day trial of Learning Search, its hosted site-search solution, in early 2008.”

“As a result of using Learning Search, customers can now find what they are looking for much more easily, which means they have a better shopping experience and are more likely to make a purchase.”

*Monika Baran, PurelyGadgets
Marketing Manager*





PurelyGadgets began life as an electronics distributor in September 2002. PurelyGadgets expanded significantly over its first two years of operations to become the top supplier for several major electronic brands in the UK. In July 2004, having laid solid foundations with competitive costing and reliability in supplying hard-to-find products, the company was ready for the next stage, and PurelyGadgets.co.uk was born. The site now provides the same exceptional services and prices to a wider audience, currently exceeding 100,000 customers.

"Obviously, as we developed the business and significantly widened our customer base, the system we had in place became increasingly stretched and gave us very few cataloguing options with limited information about customer search habits on the site," said Baran.

"By implementing SLI Systems' solution we can now sort our products by sub-category, price range and brand, enabling far more effective search on the site."

Improving the Customer Experience

SLI Systems advised PurelyGadgets on how to improve the customer experience on the site, for example the positioning of the search within its website layout. Popular searches are now displayed in the top half of the page, with a clear menu on the left, allowing customers to easily refine searches as they choose.

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Learning Search provides PurelyGadgets with weekly reports outlining which keywords are most popular. This includes any misspelt words which may have previously gone unnoticed, from which they are able to tailor the website and search options.

"Having this information at our fingertips has proved invaluable, as we are now able to do things like create additional pages for the brands that are most popular with our customers, providing more in-depth information about the product and allowing them to further refine their searches," said Baran. "For example, if customers search for one of our more popular brands, Manfrotto Tripods, they are first directed to a page containing useful information about tripods, along with related products, creating a perfect cross and up-sell opportunity."

"As a result of using Learning Search, customers can now find what they are looking for much more easily, which means they have a better shopping experience and are more likely to make a purchase. In addition, this also helps us to build customer loyalty," concluded Baran.

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