tu&co.

CASE STUDY

EMPATHY.CO

CONTENTS

01
BACKGROUND

02
INSIGHT, STRATEGY & IMPLEMENTATION

03
RESULTS & METRICS

04
SUMMARY

BACKGROUND

Tuandco.com is an online store specialising in hardware and plumbing products for the home with a wide range of items from swimming pools to bathroom utilities. Tuandco also dedicates a section of its website to DIY tips, help and advice for users on how to install the products themselves.

Tuandco has been working with empathy.co since December 2015, starting out with a simple Overlay interface to help users find items more easily. Features included displaying results as users typed, through an autocomplete functionality, and mitigating against No Results pages.

Additional features were subsequently incorporated such as displaying "Popular Searches" as suggestions within the search box by analysing and understanding Empathy search data to identify the most frequent queries. This not only improved the discovery experience but also made a big difference in terms of the search performance.

Due to their wide catalogue and diverse offer it's perhaps unsurprising that 30% of the retailer's revenue comes from visits that use search. This means its critical for Tuandco to ensure they offer the best and most enjoyable search experience and to help visitors easily find what they're looking for. As a company they're therefore always looking for ways to improve and enhance this pivotal area.
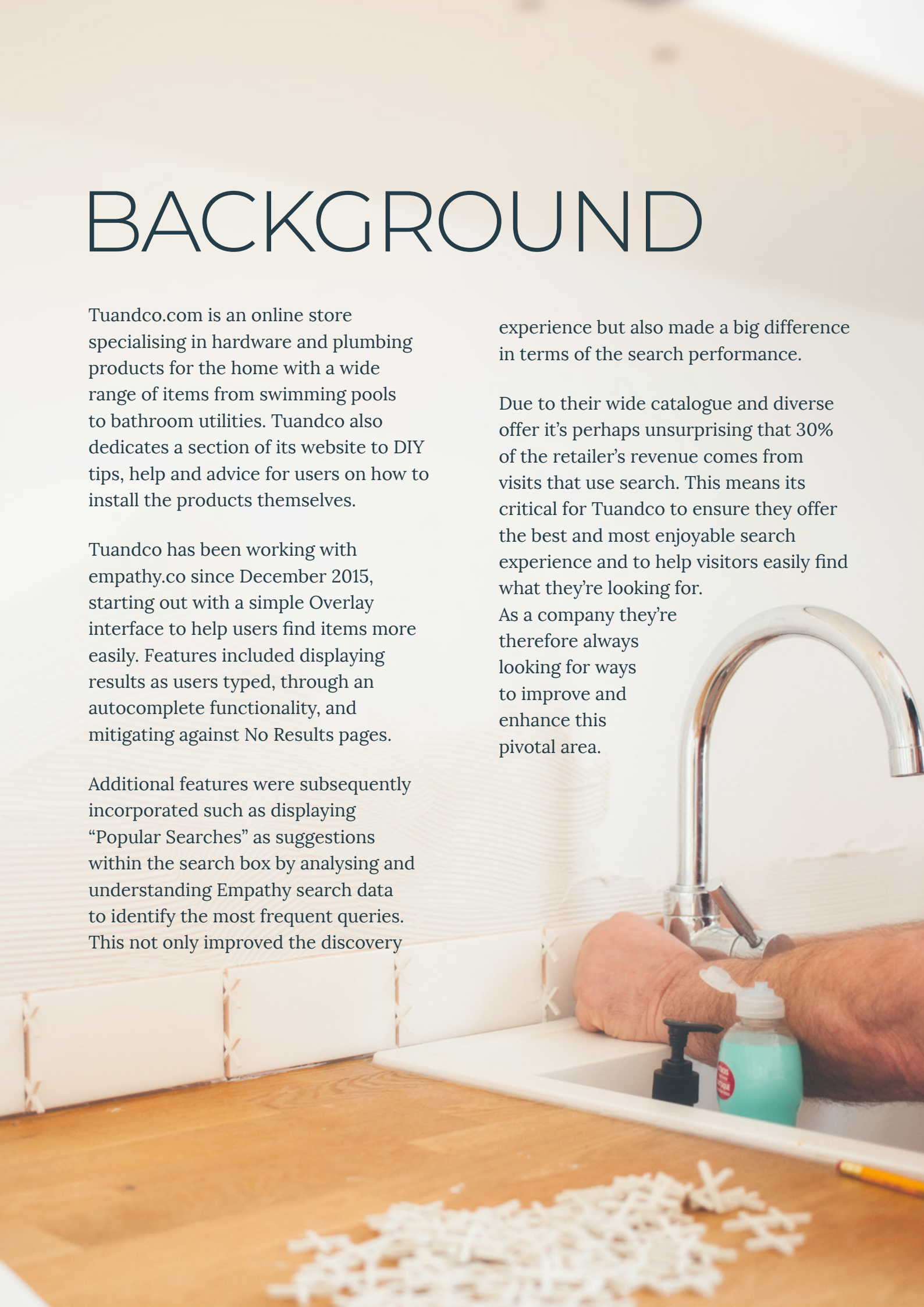
INSIGHT, STRATEGY & IMPLEMENTATION

From Overlay to Interface

Knowing the importance of their site search to drive online results and performance, Tuandco, seeing the improvements already achieved through incorporating additional search functionality, decided to go a step further.

The retailer took the decision to migrate from their search Overlay to Empathy's new Interface, offering more search features, improved performance, fast implementation and a more expressive and interactive design.

Additional Search Features

Through Interface, new search features now enhance the search experience, improve findability while boosting the discoverability of products.

SEARCH SUGGESTIONS (EMPATHIZE)

Further suggestions have been added to the search box to offer three dimensions to help users find what they're looking for, even before they start typing a query.

- Previous searches: Helps facilitate recurring queries and guides users easily to what they've searched for previously.

- Most popular searches: Offers an overview of what's currently being searched as a high number of searches are repeated.

- Recommended products: These can be promotions or based on user preferences and context.
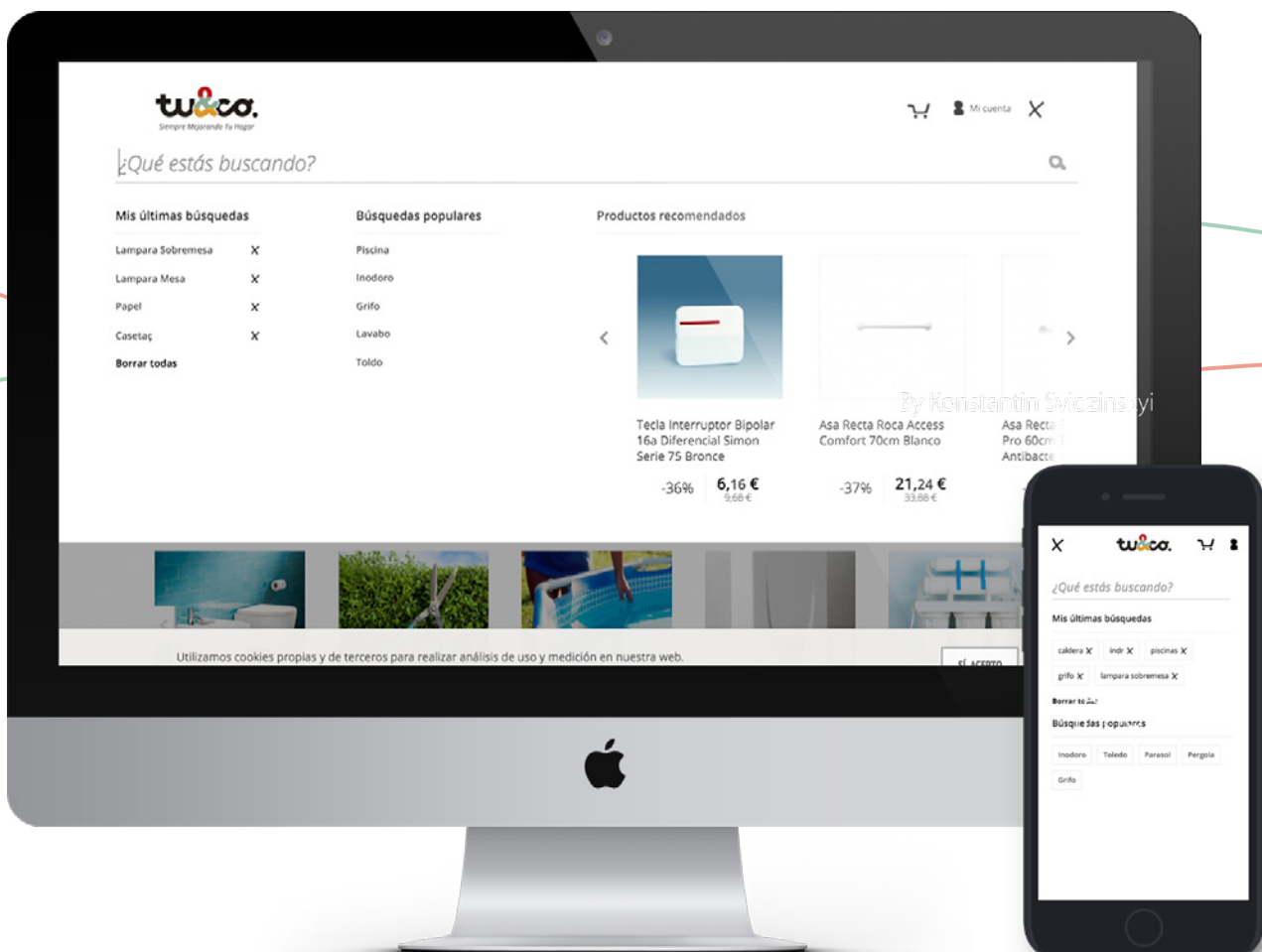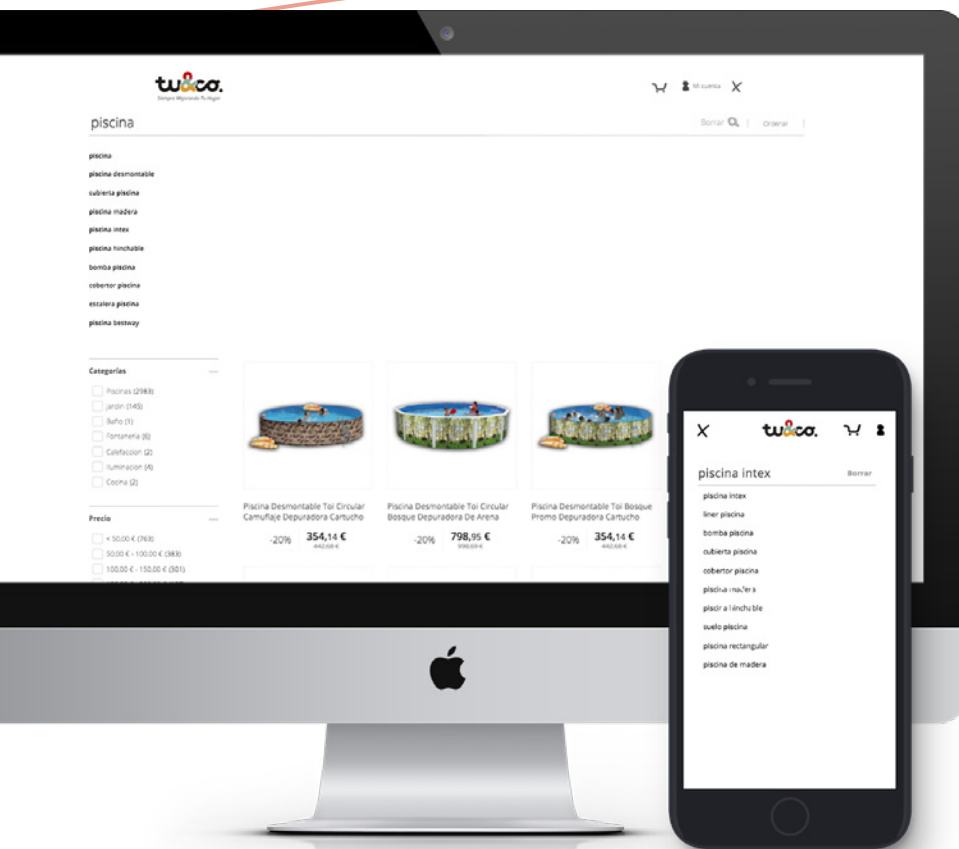
SEARCH-AS-YOU-TYPE SUGGESTIONS (EMPATHIZE)

Once the user starts typing a query, a list of matching search suggestions is displayed. What's more, that query is also automatically completed so that the user doesn't need to continue typing. Related products are also populated instantaneously.
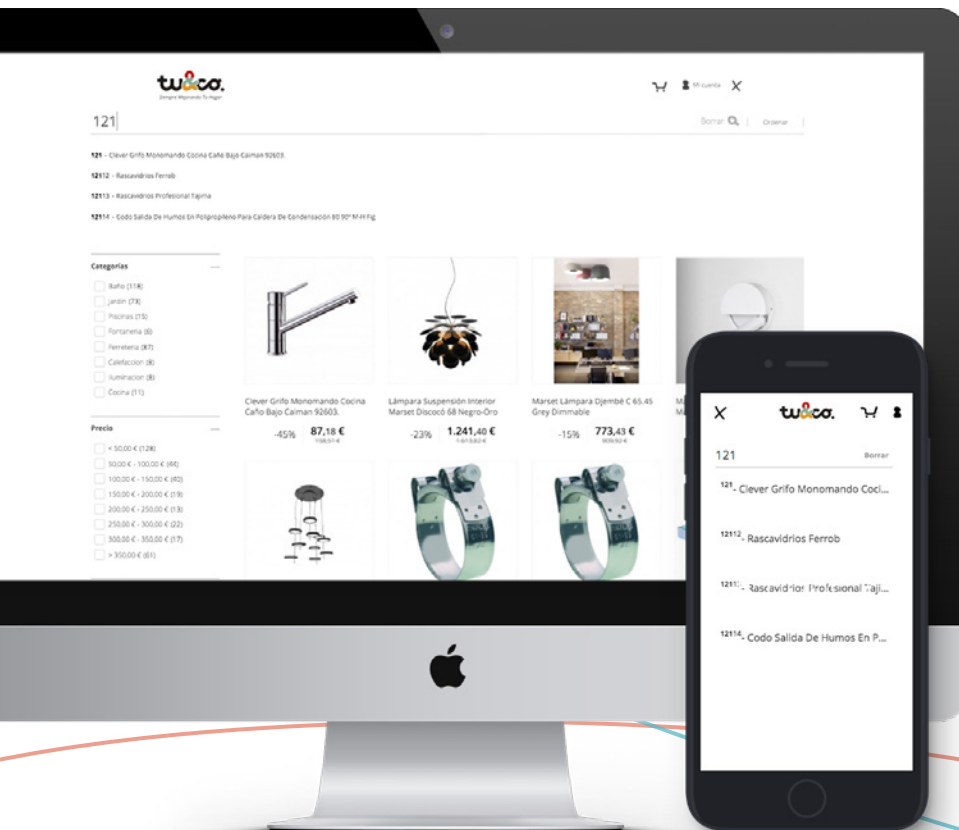
PRODUCT SUGGESTIONS (EMPATHIZE)

Additional ways of finding products now mean that when a user starts typing and a product SKU or reference is detected, the related products will appear on the results page without the need to type in the whole reference number.

RELATED TAGS & NEXT QUERIES (QUERY SIGNALS)

Related Tags offer additional suggestions to help refine the search while Next Queries provide further options based on what people who carried out the same search looked for next. These features promote discovery while helping users to find what they're looking for based on people with similar tastes or behaviours.
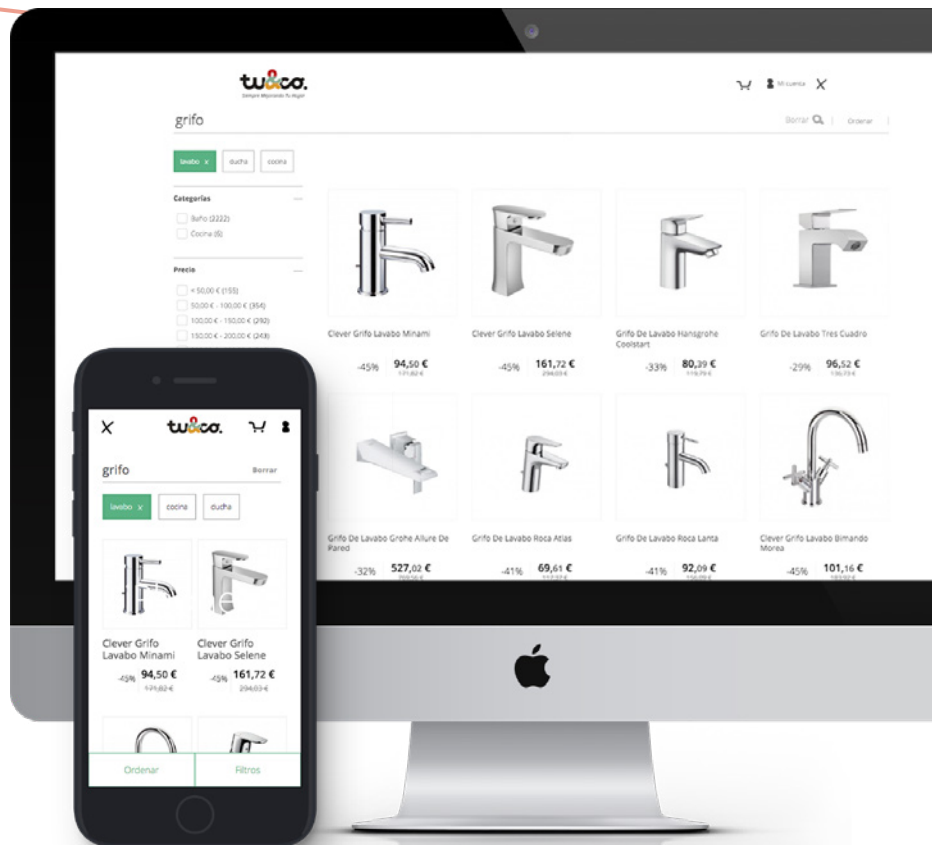
NO RESULTS PAGES

A new page design now provides other options when a user query brings back no results, such as the top clicked results to help users continue their search and discovery without arriving at a dead end.
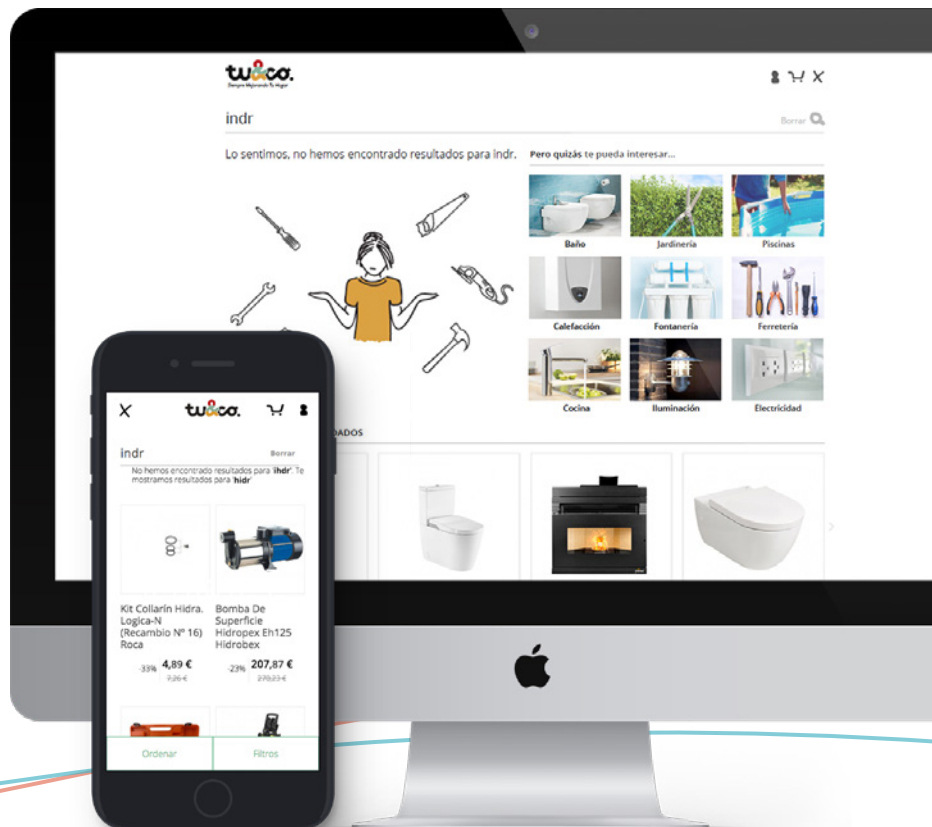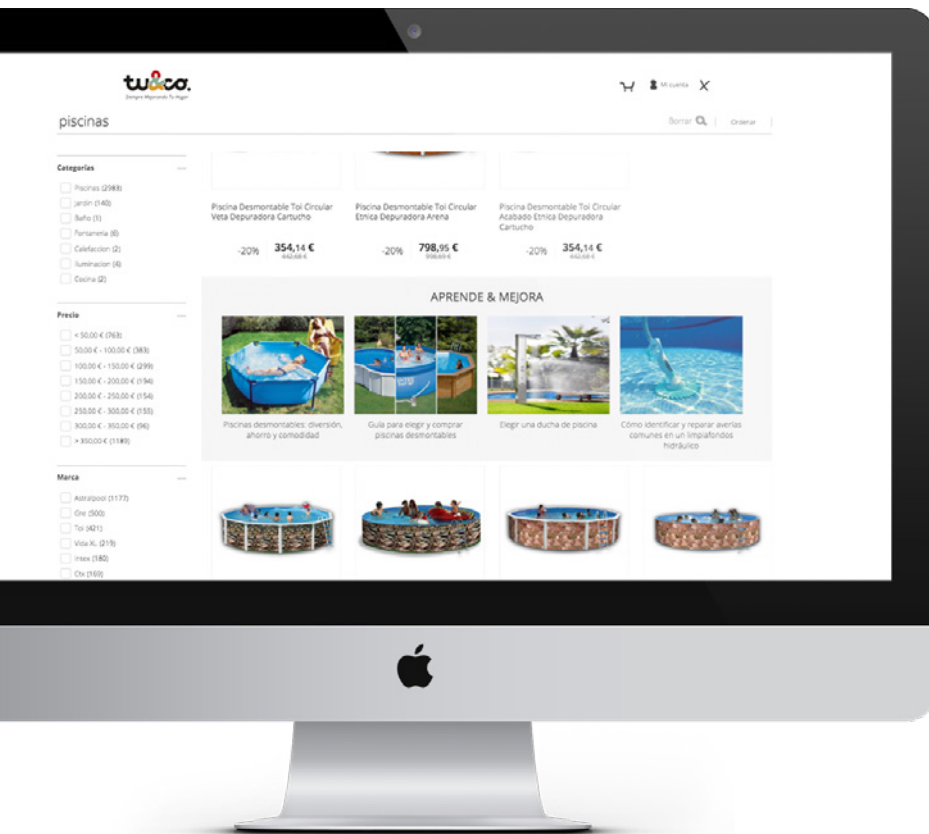
CONTENT SUGGESTIONS

Tuandco now includes some installation tutorials for their products within the results page. This is an on-demand feature to promote visibility of their blog and educational content.

RESULTS & METRICS

During the first 15 days, Interface achieved the following results:

- Conversion rates for sessions using search increased by 35%.

- Mobile saw even more significant results with transactions doubling year-on-year while revenue increased by 73%.

- The Bounce Rate was reduced by 73% for sessions using search.

SUMMARY

Beyond the impressive figures and KPIs, Tuandco's search journey is now a frictionless experience that helps users to keep discovering new items from within the site's catalogue. It's led to increased response times on the site while changing the look and feel to make the site more intuitive, expressive and interactive to produce a more joyful and effortless search experience.

Interface has also enabled the integration of additional search functionality and features in a way that's quick and easy with fast results in terms of site performance, revenue and, importantly, positive customer sentiment.

"We've been working with empathy.co since 2015 and continue to build on our site search together. These latest enhancements with Interface have not only vastly improved the search experience at Tuandco.com but have provided greater visibility for our extensive catalogue and delivered against our optimistic performance and revenue goals. We're thrilled with the site enhancements and have received very positive feedback from our customers too."

Jordi Mercader
eCommerce Manager
TUANDCO
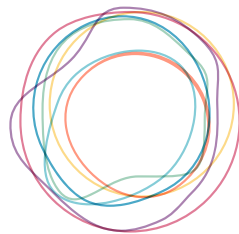
EMPATHY.CO

LONDON | ASTURIAS | GALICIA