



[paulsmith.co.uk](http://paulsmith.co.uk)

#### Industry

Fashion

#### Business Challenge

With an extensive line of designer products, Paul Smith required an intuitive search solution that would put relevant products in front of shoppers as quickly as possible.

#### Solution

SLI Systems improves Paul Smith's customer experience with easy and relevant search results, which increases site revenue.

#### Products



SEARCH



RICH AUTO  
COMPLETE



MOBILE

**39%** increase in site search conversions

**45%** increase in visitors using search

**11%** increase in overall site revenue

#### A Distinctive Experience In Store and Online

Iconic British designer Paul Smith is known for his eclectic aesthetics and eccentric designs. The brand bearing his name includes 14 different collections and retail shops across Europe, Asia and North America, including more than 200 throughout Japan. In line with Paul Smith's reputation for offering the unexpected, each shop is completely different.

Wanting to extend a distinctive shopping experience to its online space, Paul Smith turned to SLI Systems to improve its site search functionality and deliver relevant products in as few clicks as possible. The website boasts a wide selection of more than 2,000 products including men's and women's apparel, shoes, accessories and even designer children's clothes.

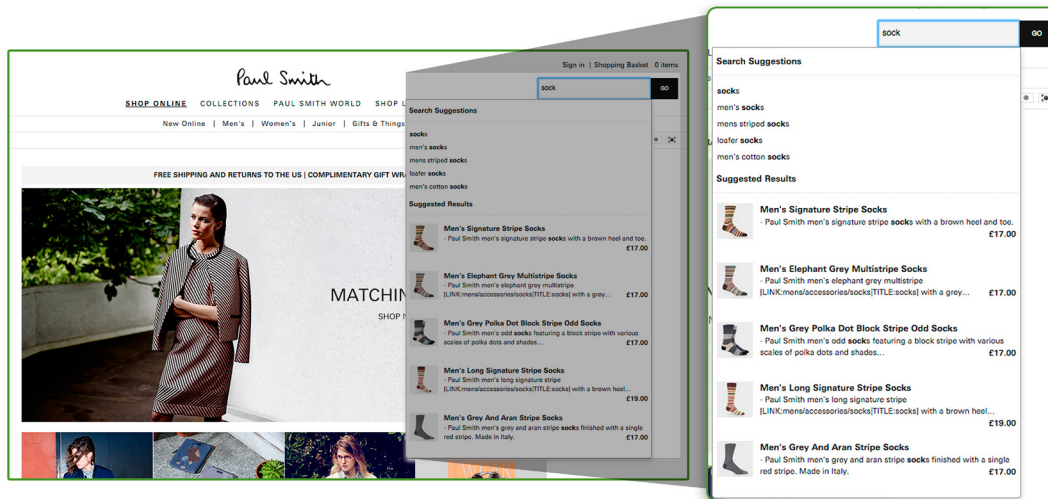
Paul Smith knew allowing shoppers to find the products they desire quickly was key to improving conversions. SLI Learning Search Connect™ allowed Paul Smith to seamlessly integrate award-winning site search with its existing Magento platform.

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“Implementing SLI Systems intelligent search solutions has been key to our e-commerce growth. Having already seen positive results, we're looking forward to using the full set of SLI tools available across the whole site.”

Simon Young, *Web Development Manager, Paul Smith*

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### Rich Auto Complete

Speeds shoppers' paths to the right products by automatically presenting relevant items as soon as visitors start typing into the search box.

## Stylish Site Search Wins Conversions

With the goal of providing a seamless brand experience for online shoppers, Paul Smith highlighted improving site search as essential to its growth. After researching the market, Paul Smith chose SLI Systems for its true learning-based site search technology. SLI patented technology learns from visitors' site search activity and clickthroughs to deliver the most relevant results.

Paul Smith paired Learning Search Connect™ and SLI Rich Auto Complete™ – a combination that proved cost effective in less than six weeks, making it Paul Smith's most successful third-party implementation.

With the power of SLI Learning Search™, shoppers find the items they want to buy faster. In addition, Rich Auto Complete™ speeds shoppers' paths to the right products by automatically presenting relevant items as soon as visitors start typing into the search box. Paul Smith also adopted SLI Mobile™, so that its smartphone and tablet users have an equally rewarding shopping experience.

Paul Smith uses the SLI Merchandising and Reporting Console to identify new opportunities and help predict where trends are headed. The phrases shoppers type to find particular items provide Paul Smith with insight regarding what customers want. This differs on each of the fashion company's sites using SLI, including Paul Smith sites in the UK, Europe, Australia and the United States. The SLI team of experts, including a dedicated Customer Success Manager, also helps Paul Smith achieve its e-commerce goals.

## About SLI Systems

SLI Systems enables the world's leading e-commerce retailers to increase sales by connecting shoppers with the products they're most likely to buy. With proven search technology that learns from the activity of real site visitors, SLI delivers SaaS-based site search, navigation, merchandising, mobile, recommendations and SEO solutions that arm retailers with the tools they need for rapid growth.

To learn more visit [sli-systems.com](http://sli-systems.com), [sli-systems.com.au](http://sli-systems.com.au) or [sli-systems.co.uk](http://sli-systems.co.uk).

## SLI Delivers Revenue-Rich Results

Since implementing SLI, Paul Smith's site search conversions increased 39% and the number of visitors using the search box jumped 45%. The result has been 11% growth in total site revenue.

Paul Smith visitors also spend more time browsing online since SLI was implemented. Site search users now spend about 6 minutes on the site, compared to the 4-minute stay of most non-search users. The longer shoppers stay, the more likely they are to buy.

In addition, shoppers who engage with the intuitive Rich Auto Complete spend twice as long on the site and visit double the number of pages.

"Partnering with SLI, Paul Smith now offers the kind of online shopping experience that meets the expectations of its discerning customers," said Simon Young, Web Development Manager for Paul Smith.

**"Now it's incredibly easy for customers to find the products that will delight them, which also inspires them to come back to our site."**