



Your Chemist Shop Makes Smart Recommendations with SLI Systems

yourchemistshop.com.au

Industry
Pharmacy

Business Challenge

The website for Your Chemist Shop was slow to load search results, making it difficult for customers to find what they were looking for quickly.

Solution

SLI Systems suite of solutions improved the speed and accuracy of Your Chemist Shop's search results while also providing relevant product recommendations and boosting the site's SEO.

Previous Search Provider

osCommerce platform's native search

44% of site revenue is from the 16% of visitors who use site search

3x the conversion rate and a higher AOV for visitors using site search

3.5x lower bounce rate for search users

Rania Awad founded the Australian online pharmacy Your Chemist Shop in 2005 with a \$100 website. Today it is one of Australia's leading online pharmacies, but that first website was plagued with difficulties. In 2007, Awad turned to SLI Systems to improve the site's search, recommendations and user-generated SEO. "Finding the right partners to trust was certainly a major challenge in the early days," Awad said.

In 2013, Pharmacy 4 Less acquired Your Chemist Shop, and Awad became the e-commerce director for the group. She has since rolled out SLI e-commerce acceleration solutions to the Pharmacy 4 Less and Roy Young Chemist sites.

SLI Solutions used by Your Chemist Shop:



SEARCH



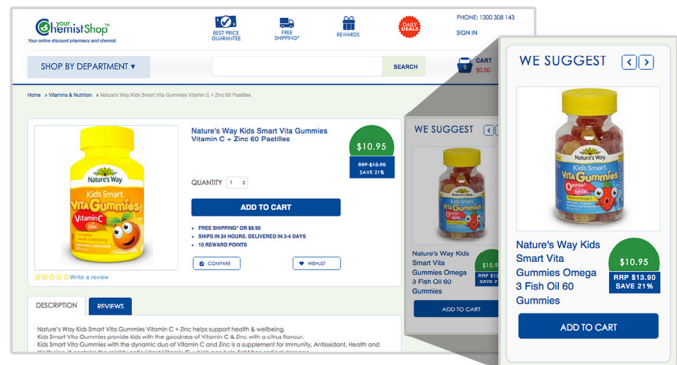
RICH AUTO COMPLETE



RECOMMENDATIONS



USER-GENERATED SEO



"We're using SLI Learning Recommendations™ to give our users a more targeted search experience. But it's not a large burden for our developers to manage – SLI practically spoon feeds the developers everything to make it work."

Rania Awad, E-commerce Director, Your Chemist Shop