

eason

Company

easons.com

Industry

Books

Challenge

With a catalogue of nearly 2 million products, Eason was looking for a search and navigation solution that was flexible, fast and accurate.

Solution

SLI Systems enables Eason customers to find what they are looking for quickly by providing more relevant results.

Results

▶ **73%**
of online revenue comes from site search users

▶ **45%**
of site visitors are site search users

▶ **25%**
of site revenue credited to Rich Auto Complete



“We already see the value of our investment with SLI. Conversion rates are higher and customers find products more quickly. The ability to create bespoke landing pages and learn from our customers’ online activity enables us to be more innovative and further influence revenue.”

Yvonne Martin

Senior eCommerce Product Manager, Eason

SLI Products in Action



LEARNING SEARCH



LEARNING NAVIGATION



RICH AUTOCOMPLETE



The Past Meets the Future

Eason & Son has been an Irish tradition since 1886. The bookstore boasts more than 60 retail shops throughout Ireland with its flagship store located in Dublin.

In 1998, the company opened its online store as a way for customers to purchase books and Eason gift cards from the comfort of their homes. Easons.com has grown to become Ireland’s leading online bookstore with a catalogue that offers nearly 2 million products, including books, e-books, stationery, games and magazines.

Eason’s previous search solution was difficult and time consuming for staff to manage, so the company turned to SLI Systems for a search and navigation solution that was flexible, fast and accurate.

A Learning Bookstore

Eason implemented SLI Learning Search™ and SLI Learning Navigation™. Based on patented technology, SLI solutions continually learn from visitors’ site search activity and clickthroughs to deliver the most relevant results. Together, Learning Search™ and Learning Navigation™ provide a consistent user experience.

The improved search and navigation experience for Eason visitors translates to deeper brand loyalty and a boost in sales. Learning Navigation makes it easy for shoppers to browse the online bookstore’s many categories in the same way they might wander through one of Eason’s brick-and-mortar stores.

Learning Navigation dynamically builds site navigation pages and continually re-ranks products based on user behaviour, showing the most relevant products toward the top. This helps buyers find what they want more quickly.

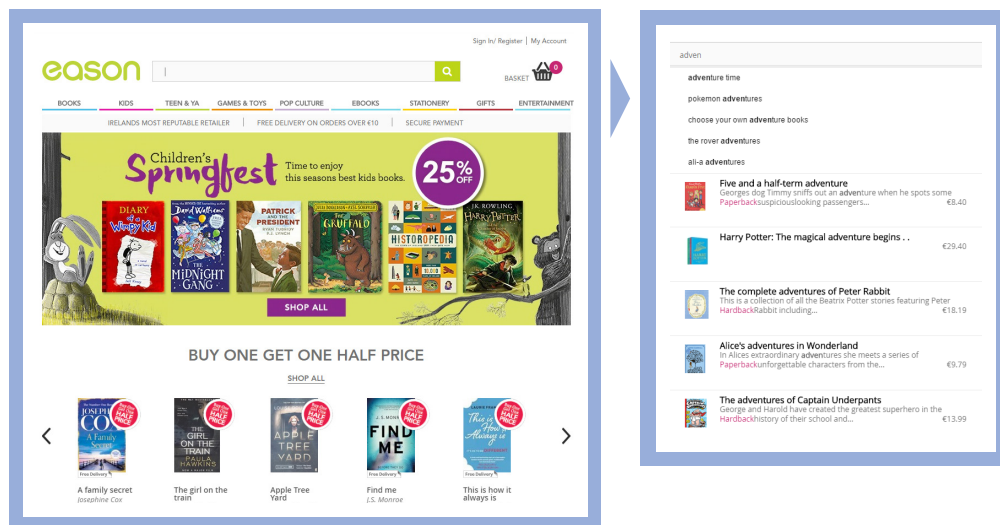
Using the SLI Merchandising and Reporting Console, Eason can better understand and anticipate shoppers’ behaviour and new trends. Plus, the one-to-one relationship with an SLI dedicated Customer Success Manager makes it easy to get the most from SLI’s innovative technology.

Revenue-Driving Results

Improving search has been key for Eason, which now generates 73% of its online revenue through site search. In addition to using Learning Search and Learning Navigation, Eason added SLI Rich Auto Complete™ so customers can view product suggestions as soon as they start typing in the search box.

Rich Auto Complete™ is credited with converting Eason customers at double the average rate and generating 25% of the site’s total revenue. With 80% of customers using the search box, Eason shoppers now find what they are looking for quickly and efficiently.

The bookstore measures its success not only in numbers but also in customer feedback. As one loyal shopper said, “I love it. I’m always on the lookout for a new read. When I get a recommendation, I like to do a quick search so I can read a synopsis. The suggestions based on books I’ve searched for lead me to buy more books than ever.”



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, sli-systems.com.au or sli-systems.co.uk. © 2017 SLI SYSTEMS