

HealthPost

• Better You, Better World •

Company

healthpost.co.nz

Industry

Health and Beauty

Challenge

HealthPost wanted a site built on an open-source platform that would easily accommodate third-party solutions for specific functionality, along with data-driven search results.

Solution

Using SLI Systems, searches on HealthPost's site are driven by the most popular product searches and clickthroughs.

Results

▶ **60%**
increase in use of the search function

▶ **13%**
increase in transactions when using site search

▶ **8%**
increase in online revenue through search

▶ **60%**
of site revenue comes from search users



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Abel Butler
CEO, HealthPost

SLI Products in Action



LEARNING SEARCH



SEO



RICH AUTOCOMPLETE



HealthPost is one of New Zealand's top online suppliers of natural health, skincare and household products.

The family-owned company began as a one-person catalogue mail order operation in 1988, supplying products to the domestic market. An early adopter of e-commerce, it grew substantially and now employs more than 60 people, sending products around the world.

CEO Abel Butler said HealthPost replicated its printed catalogue online in 2002, believing e-commerce was a good fit for the company.

Site Search Is Key to Success

To cope with growing demand, HealthPost decided to upgrade to a new site based on the Magento platform in 2014. But after conferring with SLI, it became clear to the HealthPost team that they could do a lot more to enhance site search. HealthPost implemented three SLI products in July 2014 — SLI Learning Search, SLI Rich Auto Complete and SLI Site Champion.

"SLI's technology is intuitively appealing," said Butler. "We have quite an extensive range of products. So the ability of SLI's flagship product Learning Search to refine search results based on actual customer preference appealed to us as the most effective way of sorting, rather than us estimating the most popular products."

SLI Rich Auto Complete helps HealthPost with query refinements and reduces errors. As users type, they see suggestions matching the characters keyed in to date. For instance, typing in "gra" on HealthPost's site search brings up suggestions of "barley grass, grape seed, grapefruit seed extract, wheat grass and grape," with a list of suggested products, accompanied by product details, prices and customer ratings. This detail enhances the chances of customers connecting with – and buying – the products they are searching for.

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Implementation Is Fast and Flexible

Butler says he is impressed with the way the SLI team works to implement and maintain SLI products on the HealthPost e-commerce platform.

"The SLI team has this incredibly flexible way of engaging with clients. They don't put many rules around what can and can't be done, or what can be achieved," Butler said. "Our site has a lot of custom functionality, so to have a provider who was willing to accommodate all of our custom requirements was really important. SLI came to the task with a totally open mind."

Revenue, Transactions and Searches Are Up

HealthPost's site search enhancements went live in July 2014 and already HealthPost is seeing some notable performance improvements.

"The search function has been used a lot more — we've seen a 60% increase there — and we've seen a 13% increase in transactions from those search visits. Combined, this has led to an 8% increase in revenue from search."

"The SLI control panel and reporting interface is really powerful and flexible; we now have a lot more insight into our customers' use of site search, and a greater ability to tune and optimise those search results."

Butler also expects additional Google coverage and traffic via the SLI Site Champion search engine optimisation (SEO) solution, which automatically generates optimised landing pages based on visitor site search activity.

Improved Customer Experience Expected to Increase Loyalty

Butler said he expected the site enhancements to further strengthen customer loyalty.

"HealthPost customer loyalty is strong; many customers have been shopping with us for 15 and even 20 years because we deliver convenience," Butler said. "Most of our business is now online. So, to maintain this leadership we need our site to be quick and easy to use, returning highly relevant search results and highlighting popular products. SLI technology allows us to take this to a new level."

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