



**Company**

Your Chemist Shop:  
yourchemistshop.com.au

**Industry**

Pharmacy

**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.

**Results**

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

▶ **4x**  
the conversion rate and a higher AOV for visitors using site search

▶ **3.5x**  
lower bounce rate for search users



“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*

**SLI Products in Action**



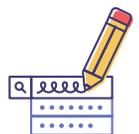
LEARNING RECOMMENDATIONS



LEARNING SEARCH



SEO



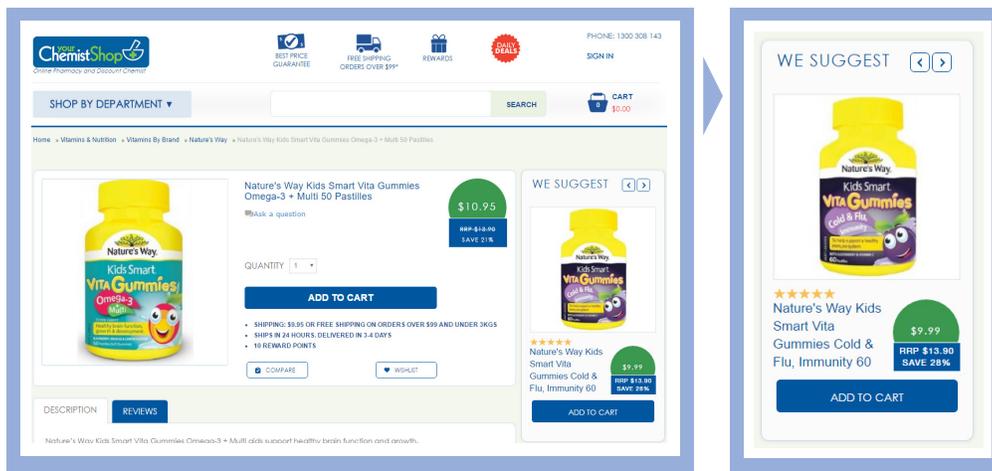
RICH AUTO COMPLETE



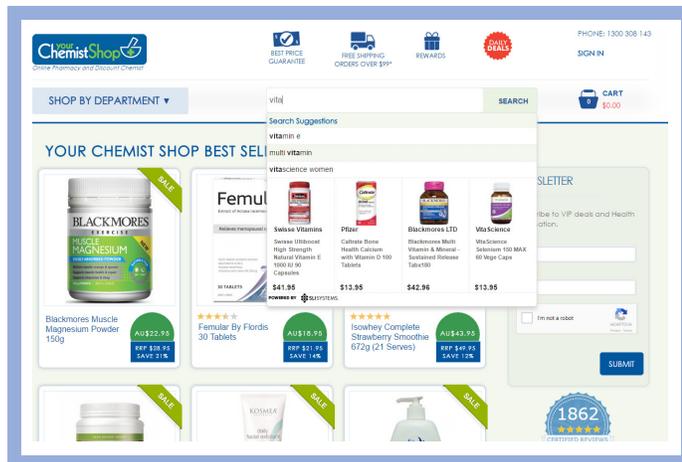
## Your Chemist Shop Makes Smart Recommendations with SLI Systems

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 Learning Recommendations™ maximizes Your Chemist Shop average order values by delivering the most proven and natural upsell and cross-sell results.



SLI Rich Auto Complete™ visually displays the most relevant product names, categories and images as Your Chemist Shop users type into the search box, reducing the number of clicks from search to purchase.

### 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). © 2017 SLI SYSTEMS