

Phase Eight

Company

Phase Eight: www.phase-eight.com

Industry

Women's Fashion

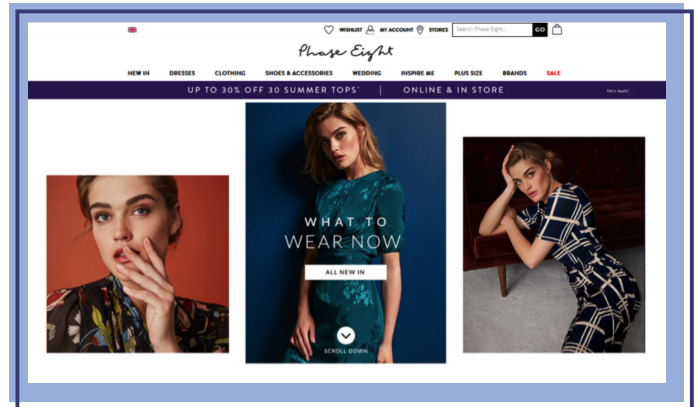
Business Challenge

Phase Eight wanted its online store to deliver an exceptional customer experience – one in line with what shoppers have come to know and love about the company's retail locations. However, the built-in search capabilities on its existing platform limited how Phase Eight was able to execute against this vision.

Visitors were unable to refine their product searches, and they were not presented with the most relevant results to their queries – both of which caused shoppers to exit the site without making a purchase. Additionally, Phase Eight's own online merchandisers lacked the control they needed to showcase the fashion retailer's best products.

Solution

Phase Eight deployed a solution from SLI Systems and is now able to serve curated, relevant search results to customers, increasing the clickthrough rate to products by up to 200% on individual search terms. The SLI Product Discovery Suite™ also enabled Phase Eight to create more than 300 redirects for the most popular product-related searches, store names and nil result searches – all data readily available in the SLI Commerce Console™.



“Shoppers who use search convert on average 3x greater than those who don't. Increasing engagement with search on our site and improving shopper conversion – all via SLI Systems – was a key part of Phase Eight's online strategy to deliver an enhanced customer experience.”

James Williams
Director of Online Trading & Marketing, Phase Eight

SLI Products in Action



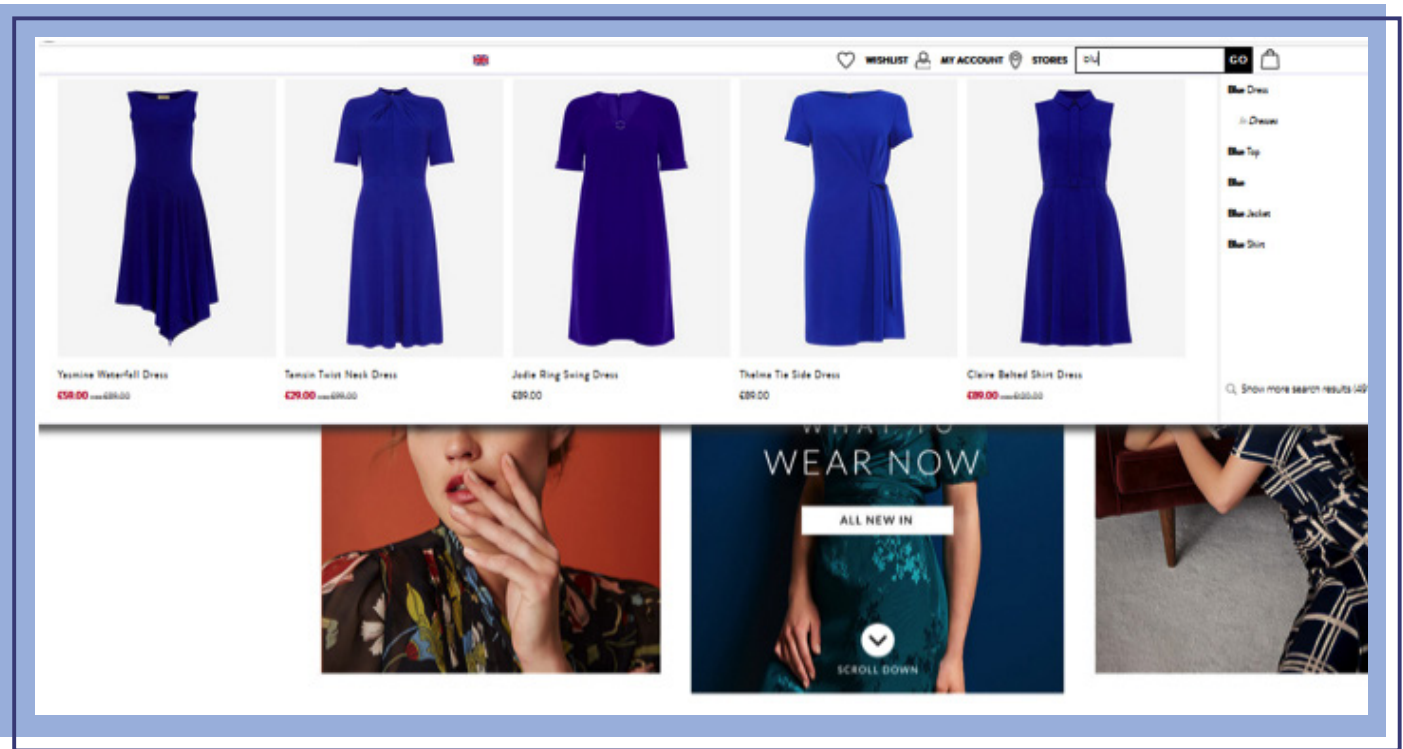
LEARNING SEARCH



RICH AUTO COMPLETE

Results

- ▶ 10% increase in search conversion
- ▶ 20% increase in mobile conversion
- ▶ 6% increase in revenue per search



Phase Eight shoppers looking for a blue dress will see relevant products and images directly from the search box. Using SLI Rich Auto Complete™, shoppers can click directly to a product page or continue to the search results page, powered by SLI Learning Search®, to see a wider selection of products.

Roots in a Personalized Shopping Experience

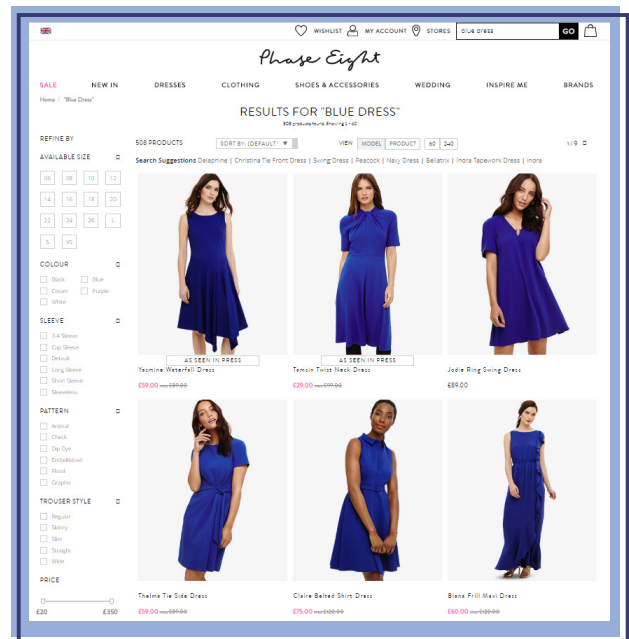
Patsy Seddon started Phase Eight in a small London boutique in 1979. The brand was founded on the principle of offering a personal shopping experience for women who wanted beautiful and affordable casual, day, work, and occasion wear. The company has grown significantly in the last ten years and now has more than 550 stores and concessions in Europe, Asia, the Middle East, the U.S., and Australia. In 2015, Phase Eight received the prestigious Queen’s Award for Enterprise in recognition of the company’s exceptional growth and global expansion. Such awards are given to businesses that excel at international trade, innovation, or sustainable development. In 2018, Phase Eight received the Drapers Award for Digital Team of the Year.

Most recently the company developed the goal to better engage search users on the Phase Eight website. Phase Eight implemented SLI Learning Search® and SLI Rich Auto Complete™ and, as a result, shoppers now receive the most relevant results from the moment they engage with the search box.

Fabulous Results with Better Search

After implementing SLI Learning Search, Phase Eight immediately noticed search results were more curated

and relevant. Search conversion increased 10 percent, mobile conversion increased 20 percent, and revenue per search went up 6 percent. In addition, the bounce rate from search results pages dropped a dramatic 30 percent. With SLI, Phase Eight brings its personalized in-store shopping experience to online customers.



About SLI Systems

SLI Systems (SLI.NZ) accelerates e-commerce for the world’s top retailers by generating more traffic, converting shoppers into buyers and maximizing order values. The SLI Product Discovery Suite™ uses sophisticated machine learning to predict what each shopper is most likely to buy right now, and includes solutions for improving site search, navigation, mobile, merchandising, recommendations, and SEO. The SLI Commerce Console™ organizes key sales insight and tuning capabilities into one easy-to-use control center. For 17 years, established brands have trusted SLI Systems to deliver innovative features, knowledgeable service, and reliable SaaS-based infrastructure, that delights customers and increases revenue. SLI operates on five continents, in 20 languages, and is a leader among cloud-based site search providers to U.S. Internet Retailer Top 1000 retailers. For more information, visit www.sli-systems.com ©2018 SLI SYSTEMS