DoctorOnCall

Innovating healthcare with Netcore Unbxd's advanced AI models

Founded: **2016**
Headquarters: **Kuala Lumpur, Malaysia**
Industry: **Health Tech**

DoctorOnCall is Malaysia's first online video and audio medical consultation platform.

Its journey began with a vision to revolutionize healthcare access in Malaysia. What started as a telemedicine platform has blossomed into the nation's leading digital healthcare solution, offering a comprehensive range of medical services that put convenience and accessibility at the forefront.

Over the years, DoctorOnCall has embarked on an incredible growth trajectory, continuously expanding its offerings and forging partnerships with renowned healthcare providers.
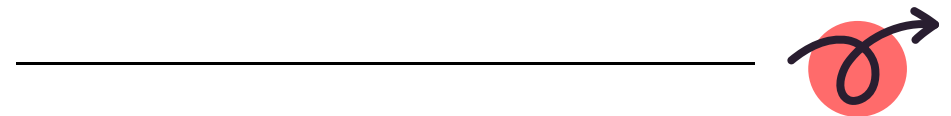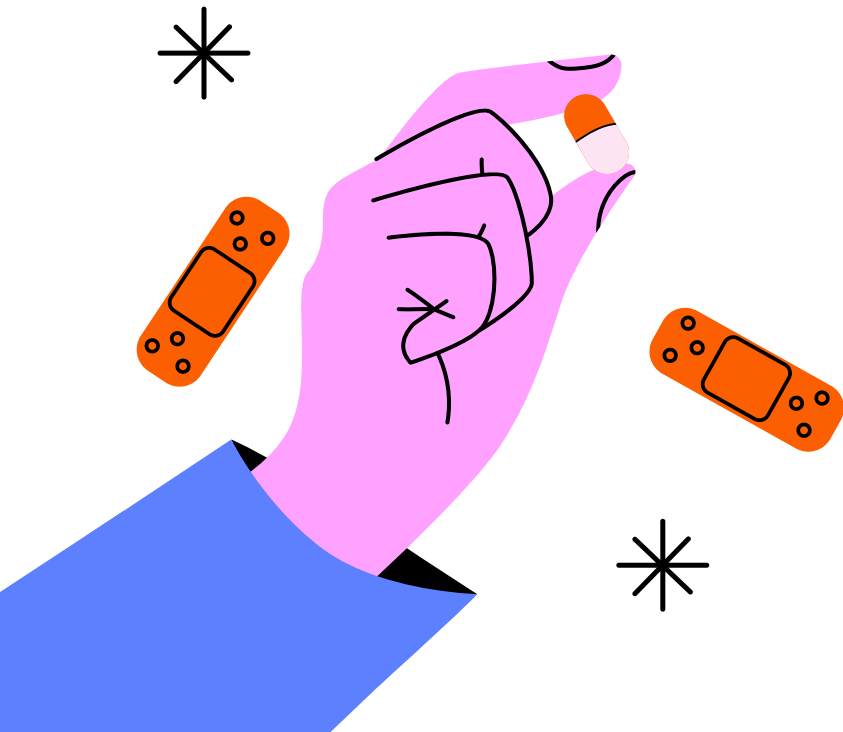
What were the problems DoctorOnCall faced with their product discovery solution?

Inaccurate search results

DoctorOnCall's previous site search solution could not understand longtail queries. Its ability to process natural language was limited, thus hindering users' ability to find the desired health information, medications, or services they sought. Despite DoctorOnCall's extensive offerings, the search solution's lack of advanced AI models caused frustration among customers.
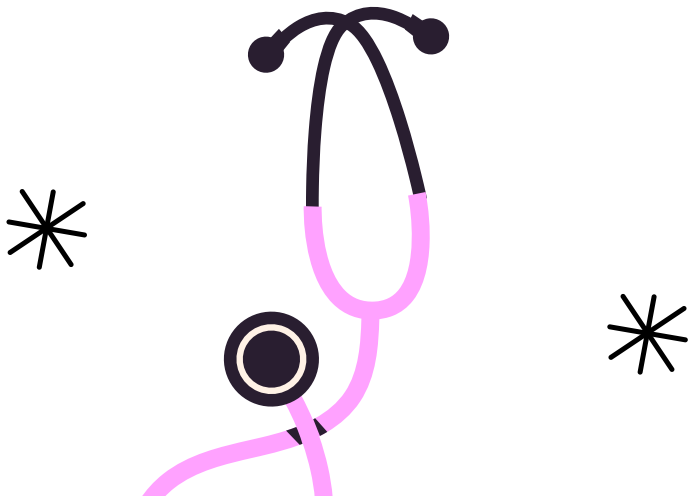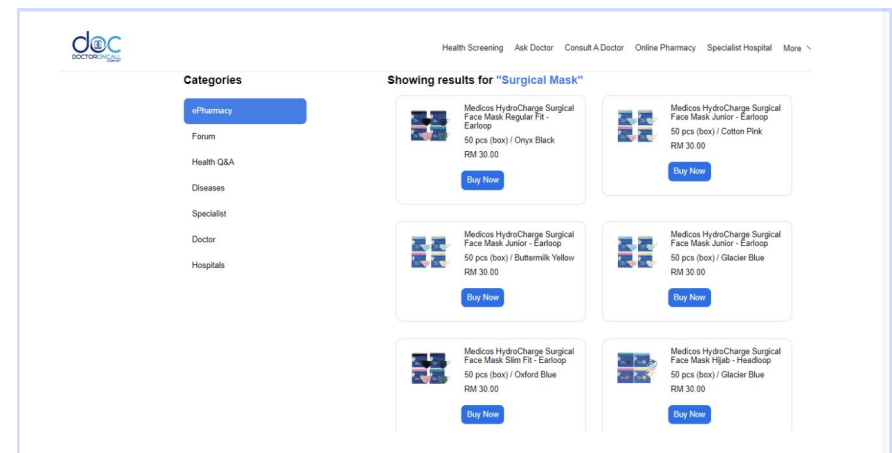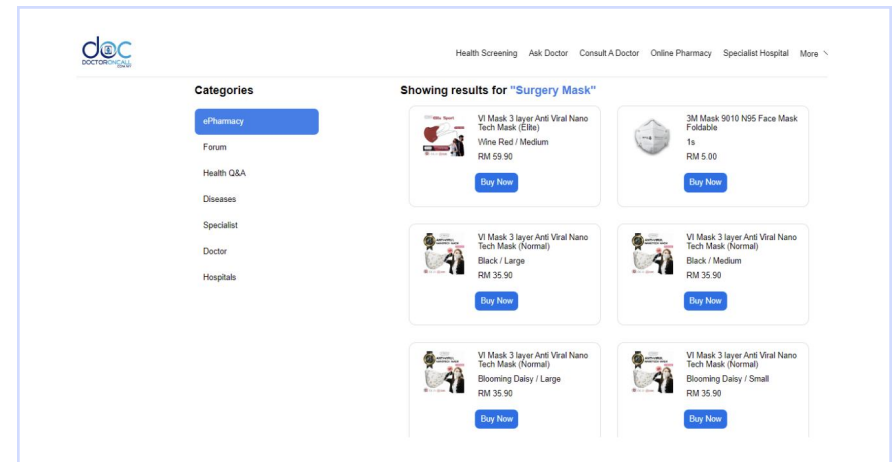
Higher Bounce Rate

DoctorOnCall's previous search platform lacked the precision and intelligence to understand misspellings, word breaks, and incorrect stemming. This caused higher bounce rate, as users were frustrated by the inability to find what they needed quickly.

Difficulties with integration

Due to its previous site search not effectively following the API-first approach, DoctorOnCall struggled with seamlessly integrating various healthcare systems and third-party solutions into its platform. This lack of cohesive integration led to performance issues, compromising the user experience. An IT team was always needed to ensure there were no glitches or inconsistencies increasing the operational cost.
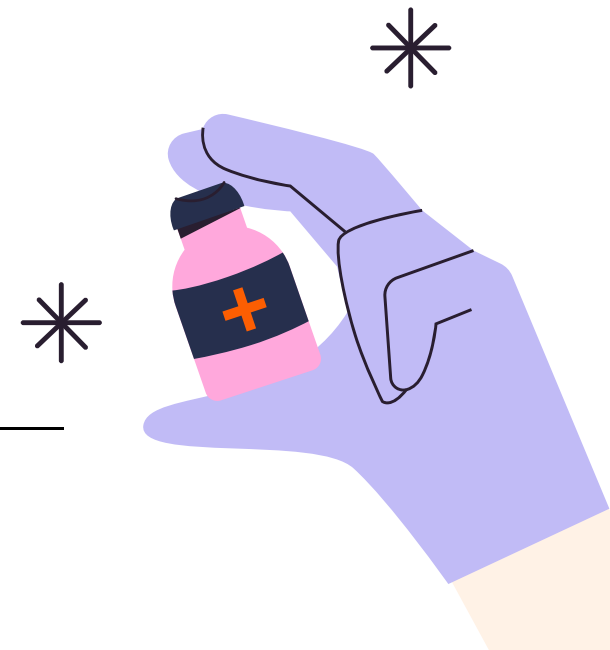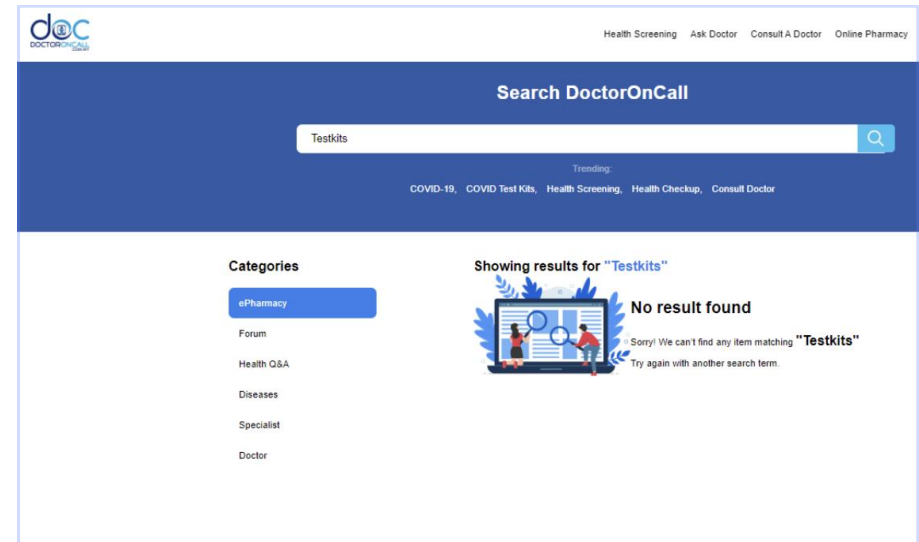
Overcoming search inaccuracies with Netcore Unbxd ✧

NER and NLP

Named Entity Recognition (NER) of Netcore Unbxd enhances search relevancy for DoctorOnCall by accurately interpreting users' intent through Natural Language Processing (NLP). Our AI model ensures precise results, enhancing the user experience and making finding relevant medical information and services easier.
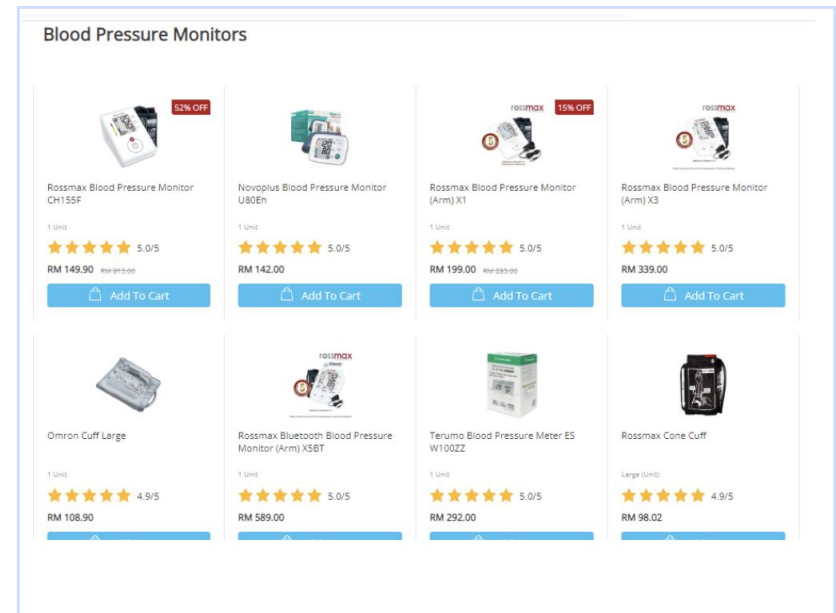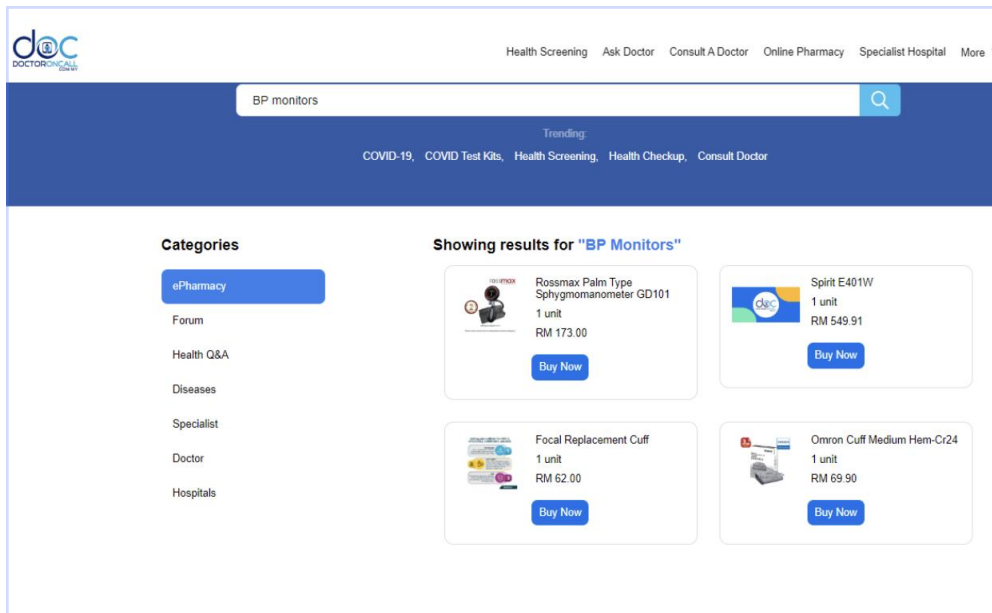
Vector Search

Netcore Unbxd's Vector search improved DoctorOnCall's search relevancy by matching the shopper's hidden intent, such as associating "knee pain" with "knee support" or "knee pad." This advanced matching system ensures users find the most relevant products quickly, enhancing user experience and increasing conversion rates.

KPI-driven merchandising

With Netcore Unbxd's KPI-driven merchandising workbench, DoctorOnCall can now enhance the visibility of key items. This centralized platform allows them to track and analyze key performance indicators (KPIs) related to performance and relevance.
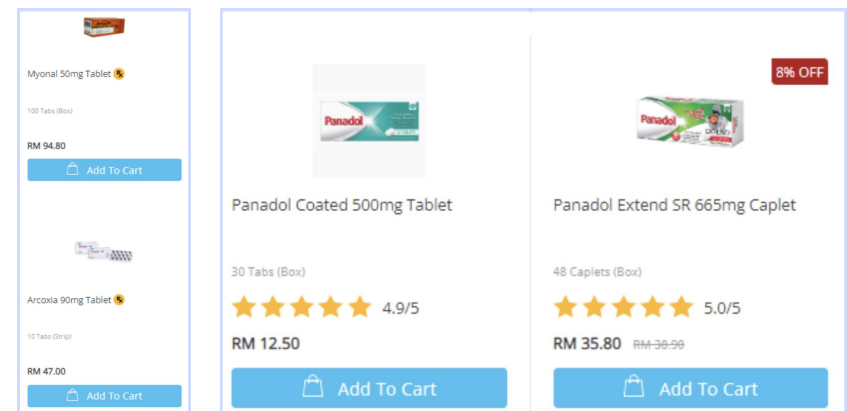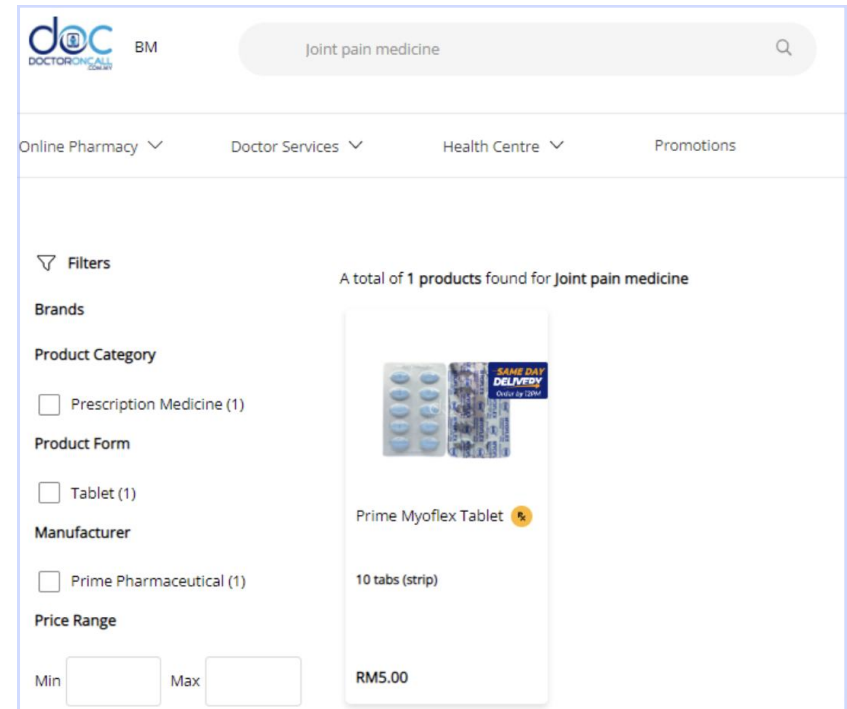
The Netcore Unbxd Impact ✦

53.15%
Decrease in customer bounce rates

24.10%
Increase in average order value

13.48%
Boost in conversion rate

Testimonial ✧

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Partnering with Netcore Unbxd has been transformative for DoctorOnCall. Their advanced AI models, including the Vector Search feature, have been instrumental in understanding and matching our users' hidden intent. This ensures that they receive the most relevant results quickly.

Moreover, Netcore Unbxd's KPI-driven merchandising workbench has enabled us to track and analyze key performance indicators, boosting the visibility of essential items and driving our business growth. As a result, we've seen a 53.15% decrease in customer bounce rates, a 24.10% increase in average order value, and a 13.48% boost in conversion rates.

Netcore Unbxd's seamless integration and advanced AI solutions have not only enhanced our platform's performance but also elevated our users' satisfaction.

- Anum Jawed, Marketplace Pharmacist, DoctorOnCall

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About Unbxd ✦

Netcore Unbxd is an AI-powered platform that helps brands provide personalized customer experiences to scale online exponentially. Our commitment to revolutionizing ecommerce experiences has garnered us esteemed recognition, positioning us as a leader in Gartner® 2024 Magic Quadrant™ for Search and Discovery and the Forrester Wave™: Commerce Search and Product Discovery, Q3 2023 report.

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