



FISHPOOLS

The south east's largest quality furniture store

SUCCESS STORY | MARCH 2023

Fishpools skyrockets its Average Order Value (AoV) with AI-driven Search, and Autosuggest

Founded: **1899**

Headquarters: **South
East England**

Industry: **Furniture and
Home Improvement**

Product Range: **20,000+**

After

30 days of implementing Netcore Unbxd



Average Order Value (AOV)

↑ 51%



Per-Session Dollar Growth

↑ 23%



Search Related Revenue

↑ 20%



Online Revenue Growth

↑ 20%

Fishpools were in search of a way to enhance their online shopping experience and increase conversions. With Netcore Unbxd, they achieved their desired outcome.

About Fishpools

Fishpools is the largest quality furniture store in southeast England, with an established heritage dating back to 1899. The store's colossal showroom features thousands of products on display and is beautifully styled and curated, with knowledgeable staff on hand to assist customers. Fishpools offers [interior design services](#), where customers can work with the company's design team to create and personalize their dream homes.

“We toyed for years before COVID-19 at a search functionality for our site. The price of the products in the market was exceptionally high, so we kept pushing away. With the lockdown, we suffered. We suffered with customers going to the search bar and jumping off because the search was irrelevant.

Within the first week of going live with Netcore Unbxd, we discovered things we had never seen before. Now we have fact-based searches. We trust you guys with what you're doing, not having to pester you. And Netcore Unbxd allows me to continue my job well. With other vendors, we have to sit on top of them, almost babysitting them, and yet we're paying them a management fee even though we're doing the managing. I'm happy with the partnership with Netcore Unbxd.”

Craig Silvian, eCommerce Manager

fishpools.co.uk

Journey to Success

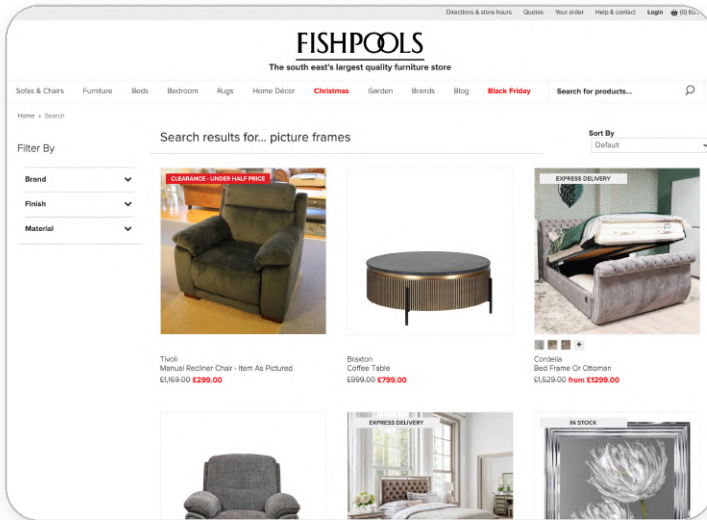
Fishpools, a purveyor of home decor, ensures that its buyers are constantly traversing the globe in pursuit of the latest and most relevant interior design trends, only bringing the best to its customers. With the customer at the forefront of its business philosophy, Fishpools has earned a reputation for outstanding service and has amassed a plethora of glowing customer reviews.

Catalog Challenges	'Unbxd'-ing Solutions
<p>Lack of standardization in catalog data resulted in incorrect tagging across categories.</p> <p>For example: Bar Units were tagged as Trolleys, and Chairs were tagged under Sofas</p>	<p>The document enrichment feature utilises AI-powered text-based product tagging across categories, making it easier to tag products to their relevant category.</p>
<p>Descriptive and long catalog content led to excessive manual work, which was also difficult to index. This led to many products being left out of the online catalog and website.</p> <p>For example: "Square Bar Table With Ceramic Glass Top And 4 Bar Chairs"</p>	<p>The Netcore Unbxd AI model extracts meaningful information from descriptive content based on Named Entity Recognition (NER), which not only allowed them to show all their in-stock products online but also reduced zero queries and increased product recall.</p> <p>For example: "Square Bar Table With Ceramic Glass Top And 4 Bar Chairs", Unbxd understood that this product is primarily a table and all other keywords are auxiliary attributes.</p>

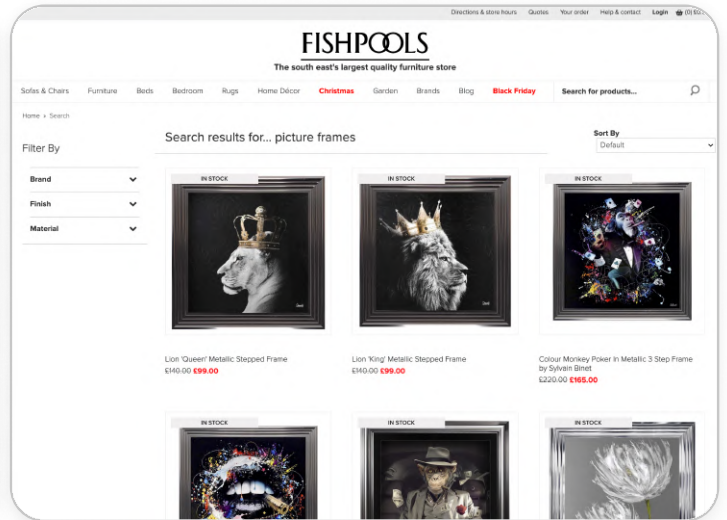
Search Relevancy Challenges	'Unbx'ing Solutions
<p>Previously, their SQL search based on text-to-text mapping showed irrelevant or no results for numerous search queries.</p> <p>For example: Round rugs returned furniture cover.</p>	<p>Improved search relevance and product recall with NER capabilities which use entity extraction models that tokenize each search query to map it to the desired attributes and return the most relevant products with the highest precision.</p>
<p>High usage of measurement search returned zero result pages because of its inability to process queries with alphanumeric properties.</p>	<p>Measurement search feature, which uses Unit Normalization, Symbol Normalization, Round Off, and Range Understanding, helped in breaking down these queries and shortening the path to purchase.</p>
<p>SQL search was unable to differentiate between a product and its product accessory.</p> <p>For example: pillow vs. pillow cover; bed vs. bed frames.</p>	<p>NER first helps understand the query intent and differentiates the product from its attributes. Query Category Prediction (QCP) then maps queries to relevant categories and ensures that the category with the highest intent is ranked on top of the result page.</p>



Example 1 : Mismatched Intent



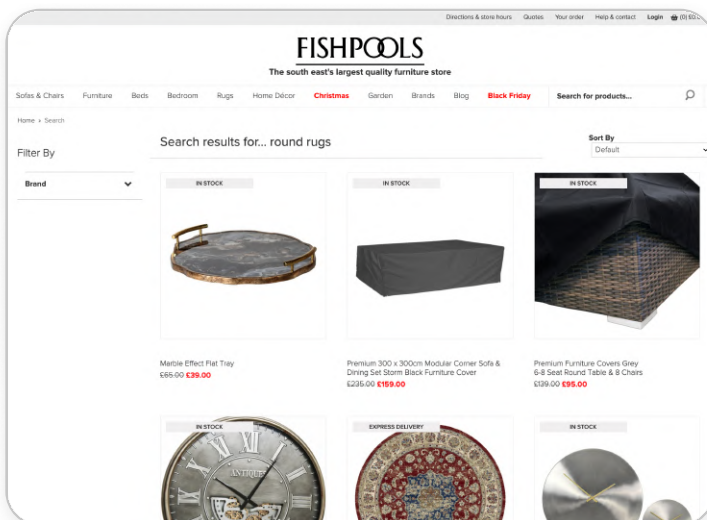
Before



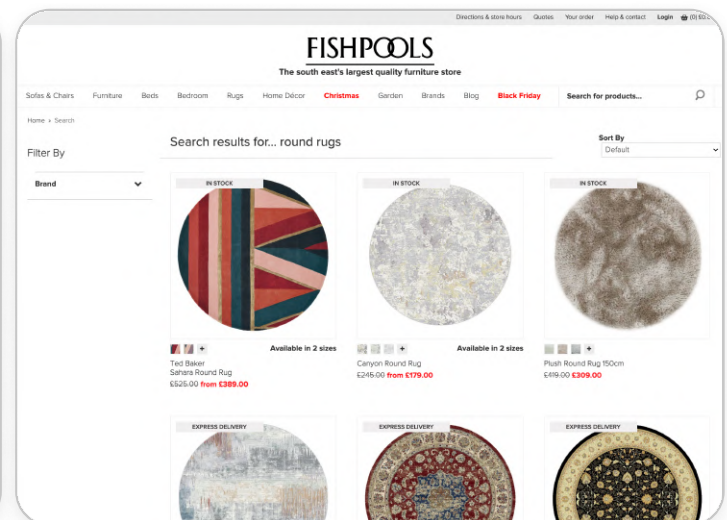
After

Searches for “picture frames” resulted in “Recliner Chair, Bed Frames, Coffee Table” etc.

Example 2 : Irrelevant Match



Before



After

Searches for “round rugs” resulted in “Tray, Furniture Cover, Clock” etc.

Merchandising Challenges	'Unbx.com'-ing Solutions
<p>Merchandising workbench involved a lot more manual effort with limited capabilities, which led to Fishpools being unable to capitalize on its full business potential, like increasing Average Order Value (AOV) and allowing for efficient inventory management.</p>	<p>Fishpools was able to run promotions on search queries with custom landing pages, banners, etc. The merchandising console also has the capability to boost, bury, pin, sort, and more. These were helping merchandising and marketing teams achieve the below-mentioned goals in less than three clicks.</p> <ol style="list-style-type: none"> 1. Manage product inventory effectively through global rules to boost in-stock products 2. Increase Average Order Value (AOV), <ol style="list-style-type: none"> a. By promoting certain products for relevant search queries b. By differential ranking between bundled/grouped products and individual products

Ranking Challenges	'Unbx.com'-ing Solutions
<p>SQL search lacked the ability to rank users based on device, location, and user type (new vs. repeat) used for determining user behaviour.</p> <p>For Example: The average order value of mobile shoppers is low</p>	<p>Ranking across user segments based on historic interactions and shopper behavior, for eg., mobile vs desktop devices, new users vs repeat users, etc., led to higher CTRs and conversions.</p>

Ranking Challenges	'Unbx.com'-ing Solutions
<p>Personalization was completely broken and missing leading to a bad user experience and higher exit rates.</p>	<p>Netcore Unbx.com 1:1 personalization uses real-time clickstream data and affinity models to map shopper intent with the most relevant products. This resulted in higher repeat customers and ultimately increased Customer Lifetime Value (CLV).</p>
<p>Stagnant and/or freshly launched (new) products contributed to less revenue due to ranking inefficiencies.</p>	<p>The freshness and diversity algorithms ensure that new products are launched and enough impressions are provided to get non-performing products and new products up the rankings, resulting in a higher AoV and revenue. Similarly, products that are stagnant or buried deep down on the listing pages are provided growth opportunities using our diversity algorithms.</p>

By leveraging Netcore Unbx.com's product discovery solutions, Fishpools provided customers with a seamless and highly personalized online shopping experience.

The results of this investment were impressive - with a 20% increase in online revenues, 23% per-session dollar growth, a 51% increase in Average Order Value(AOV), and a 20% growth in revenue through search.

Fishpools truly demonstrated their agility and resilience in the face of a global crisis and proved that their commitment to delivering the best possible customer experience knows no bounds.

About Unbx

We are an AI powered product discovery platform which helps brands exponentially scale online with relevant and personalized customer experiences.

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 **Netcore
UNBXD**

Contact Us



1730 South Amphlett
Boulevard, Suite 222
San Mateo, CA 94402



sales@unbx.com
support@unbx.com



+1.85555.UNBXD