



Delivering A Personalized Shopping Experience

Industry : Home & Furnishings

About the company

Jerome's Furniture was founded in 1954 by Jim and Esther Navarra and is still owned and operated by the Navarra family. The company has realized times have changed. It is no longer enough for customers to describe what they need to a sales associate in the store. Instead, they now also use a tiny search box. Just like face-to-face interactions, that search box had to listen to the shopper, understand what they wanted, and display the right products; effectively read their minds and understand what they are looking for!



Scott Perry,
Executive Vice President
Digital at Jerome's Furniture

“We know we can't change how our customers search. No matter how they express themselves, the system should be able to understand them and present a variety of products they'll love. On the backend, it needs to optimize our inventory for things like seasonality and store availability and it also needs to easily plug into our other systems. Product discovery is everything for our business. It drives the online experience and inspires customers to visit our physical stores in person. Unbxid has proven to be joy to work with & a solid, collaborative partner as well.”

Key Business Outcome

Per Session Value	↑ 67%
Site Search Conversion	↑ 25%
Revenue From Site Search	↑ 20%
Average Order Value (AOV)	↑ 34%

The Problem

- Customers were not effectively finding the products they were searching for because the search function had very little intelligence.
- No machine learning in place to recommend products at key points in the shoppers' journey.
- Previous solutions were difficult to implement and had poor search relevance

The Solution

- Launched Unbxid Search using AI/ML to power industry-leading search relevance across search, browse, and recommendations. Helped the shoppers find products like a sales associate would!
- Increased product discovery of related products.
- Easy overrides to algorithms based on business needs, creating a hybrid human-machine system for the benefit of both worlds (boosting overstock items, higher margin products, upcoming promotions, etc.)

“Unbxid, with over 50 AI models, is continually improving on the various widgets and experiences we have in place to help us refine and keep getting better at what we’re displaying to our customers.”



**George Burt, Vice President of
eCommerce and Omnichannel at
Jerome's Furniture**

Unbxid - Jerome's Highlights



**Site Search Live
in 21 Days**



**Hybrid
Recommendation**



**Advanced
Analytics**


Jerome’s quickly saw the benefits of the Unbxid platform. Their customers were finding what they were looking for and discovering and buying more of their products. They were able to begin their research at home, and then make their final purchase either online or in the store. This is the kind of customer experience that Jerome’s wants to provide their customers and it is what its customers expect from Jerome’s.

About Unbxid


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

Get in Touch

Contact Us

 1710 S. Amphlett Blvd
Suite 124 San Mateo,
CA 94402

 +1 (650) 282-5788

 sales@unbxid.com
support@unbxid.com