

SUCCESS STORY

Vijay Sales and Netcore Unbxid: Elevating ecommerce search for a seamless customer experience





About Vijay Sales

With a legacy spanning over five decades, Vijay Sales has long been a household name in India's consumer electronics and durables retail space. Known for its expansive offline footprint and deep-rooted customer trust, the brand recognized the shifting dynamics of consumer behavior—where digital convenience was no longer optional, but essential.

To remain ahead of the curve, Vijay Sales embarked on a transformative ecommerce journey—aiming not just to replicate, but to elevate the shopping experience online. The goal was to offer customers the same level of reliability, discovery, and satisfaction in digital touchpoints as they've come to expect in-store.

The Challenge

The challenge: a search experience that was falling short
However, transitioning to digital at scale came with its own set of challenges—most notably, search functionality.

Before partnering with Netcore Unbx, the Vijay Sales faced multiple problems:



Irrelevant search results that frustrated users looking for specific products



Slow response times that disrupted the shopping flow



A significant number of zero-result queries, leading to drop-offs



Low conversion and engagement rates due to subpar product discovery

The end result was a disjointed user experience that didn't reflect the brand's quality or range—and potential revenue left on the table.

The solution: why Netcore Unbx was the right fit

Vijay Sales found its answer in Netcore Unbx, an AI-powered product discovery platform built specifically for ecommerce success.

What set Netcore Unbx apart was its:

- Advanced AI-driven search and relevance algorithms
- Real-time, personalized search capabilities
- Seamless integration with ecommerce infrastructure
- Proven track record with major retail brands

Moreover, the Unbx team took a consultative and collaborative approach, aligning with Vijay Sales' long-term strategy to optimize digital commerce—not just fix short-term gaps.

Core features powering a superior search experience

Today, Vijay Sales leverages a suite of powerful features from Netcore Unbx Search, including:

- Intelligent autocomplete that reduces typing effort and speeds up product discovery
- Synonym detection that understands shopper intent regardless of input variations
- Dynamic ranking that adjusts product visibility based on performance and user behavior

- Merchandising controls that enable customized product placements and promotions
- Advanced filters and zero-result handling that help customers refine results or recover from dead ends
- A search analytics dashboard that delivers actionable insights to improve campaign effectiveness

Quantifiable impact: a search-led transformation

The results speak for themselves. Since implementing Unbx Search, Vijay Sales has recorded:

- Higher conversion rates due to more relevant search results
- Improved search-to-cart ratios, indicating better product findability
- A sharp decline in zero-result queries, enhancing shopper satisfaction
- Increases in average session duration and repeat visits, reflecting improved engagement

Search has evolved from a pain point to a performance driver.

Empowering merchandisers and driving efficiency

Beyond improving customer experience, Unbx has brought agility and autonomy to Vijay Sales' digital merchandising teams.

The no-code interface allows teams to:

- Quickly launch campaigns
- Promote high-margin or seasonal products
- Respond to demand trends in real time

This has significantly reduced reliance on tech teams and improved time-to-market for promotions and catalog changes, freeing up bandwidth for high-impact strategy and experimentation.

Search as a pillar of the omnichannel vision

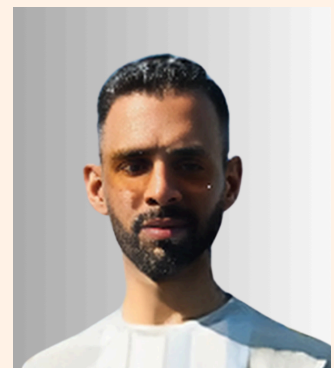
For a brand like Vijay Sales that is equally invested in physical retail and digital growth, consistency across channels is key.

By delivering personalized, fast, and relevant search experiences, Netcore Unbx has helped unify the offline and online journeys—ensuring that whether a customer walks into a store or visits the website, they receive the same level of quality and discovery.

This synergy supports Vijay Sales' broader omnichannel goals by enabling greater brand cohesion, increased cross-platform engagement, and better data-driven personalization.

“Partnering with Netcore Unbx has transformed Vijay Sales' ecommerce search into a powerful conversion driver, delivering personalized, relevant, and fast search experiences that delight customers and boost business growth.”


- Chetan Mukne
E-commerce, Product Head at Vijay Sales



About Netcore Unbx

Netcore Unbx 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.

Contact Us

	205 W 7th Avenue, New York, NY 10018		sales@unbx.com support@unbx.com		+1 (650) 282-5788
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