

ResMed

SUCCESS STORY | MAY 2024

**Resmed's path to enhanced
search experience with
Netcore Unbxid
merchandising workbench**

Founded: 1989

Headquarters: Australia

Industry: Manufacturing

Resmed: Innovating sleep solutions for healthier, happier lives

Resmed is a global leader in developing and manufacturing medical devices and cloud-based software solutions for treating sleep-related disorders.

Established in Australia in 1989, Resmed has earned global renown for its innovative products, such as continuous positive airway pressure (CPAP) machines, masks, and accessories, which enhance the quality of life for people with sleep apnea.

Resmed addresses the diverse needs of individuals seeking quality healthcare outside traditional facilities to ensure comfort and well-being at home.

With a presence in over 140 countries, Resmed continues to drive advancements in sleep medicine through research, technology, and a commitment to patient-centered care.

Key business outcomes after UNBXD implementation



↑ 23.74%

**Revenue
uptick**



↑ 21.39%

**Conversion
rate**



↑ 15.28%

**Customer
engagement**

Why does Resmed need a product discovery solution?

Resmed needed a product discovery solution to enhance its understanding of shopper queries. This need arose from the complexity of its merchandising strategies and the heavy integration with diverse systems and platforms. Given Resmed's extensive product range and complex operations, an advanced search capability was essential to showcase relevant products effectively, highlight key items, and organize content to optimize customer engagement and drive conversions.

Challenges faced by Resmed

Pitfalls in Search Accuracy

Resmed wanted to improve its automatic understanding of search queries beyond relying on product tags. Customers sometimes found it difficult to locate products when their search query included an unexpected space or gap.

Search Relevancy limitations

Resmed's search capabilities struggled with misspelled queries, limiting their ability to present relevant products based on the shopper's preferences. This limitation restricted Resmed, a company known for its customer-first mission, from understanding shopper search queries and increasing revenue opportunities.

Integration disadvantage

Resmed encountered complexities in managing technical aspects, leading to performance issues with native integrations and difficulties in implementing third-party solutions. These challenges resulted in suboptimal customer experiences and operational inefficiencies within Resmed's search functionality.

Inadequate Merchandising Solution

Resmed's previous merchandising solutions caused delays in customizing the search results and landing pages, which were heavily dependent on IT operations. These limitations negatively impacted shopper engagement and hindered Resmed's ability to showcase its products for higher average order values.

This prompted Resmed to enhance its search functionality by implementing a new product discovery solution.



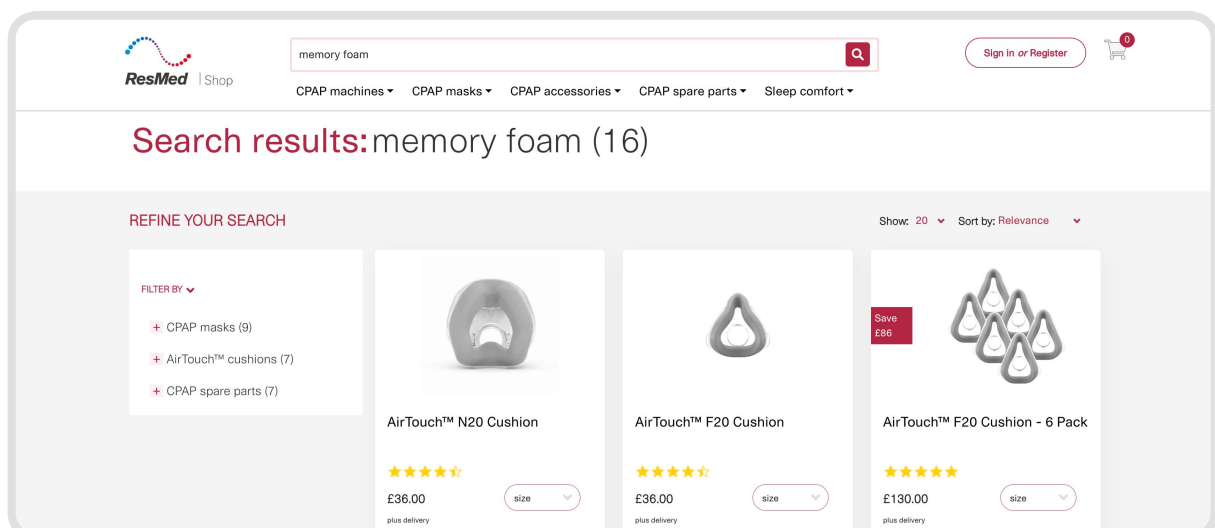
Optimizing search with Netcore Unbxd

“The search function is now answering all the business needs and clearly outmatching the previous version.”
-Resmed.

Using Netcore Unbxd, ResMed enhanced its category listings, ensuring shoppers receive personalized search results and enabling them to locate desired products swiftly.

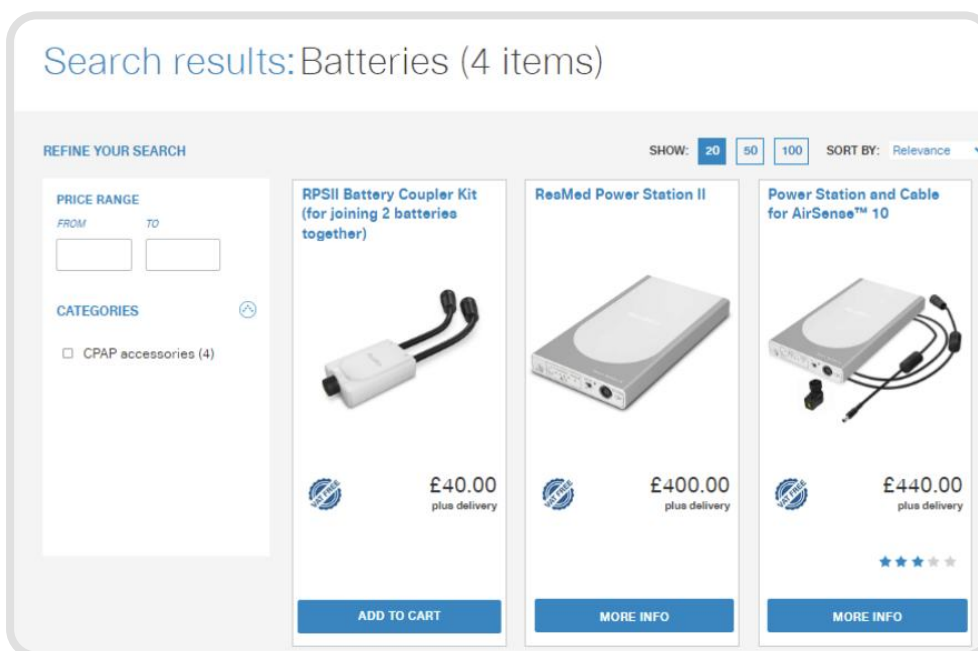
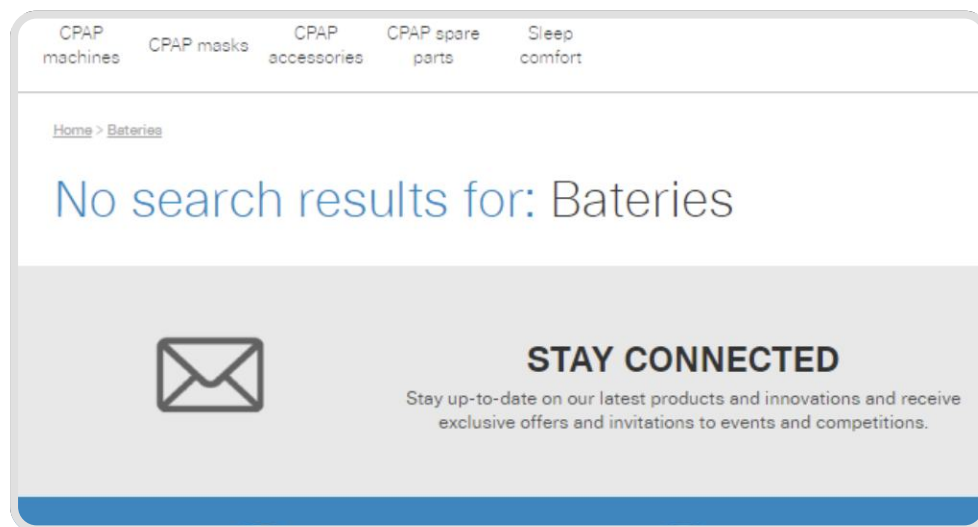
Visual merchandising workbench for quick go-to-market

Resmed uses Netcore Unbxd's data-driven merchandising to create search results and landing pages while understanding the user's query and intent. Through Unbxd's intuitive no-code console, Resmed promotes products and incorporates impactful banners.

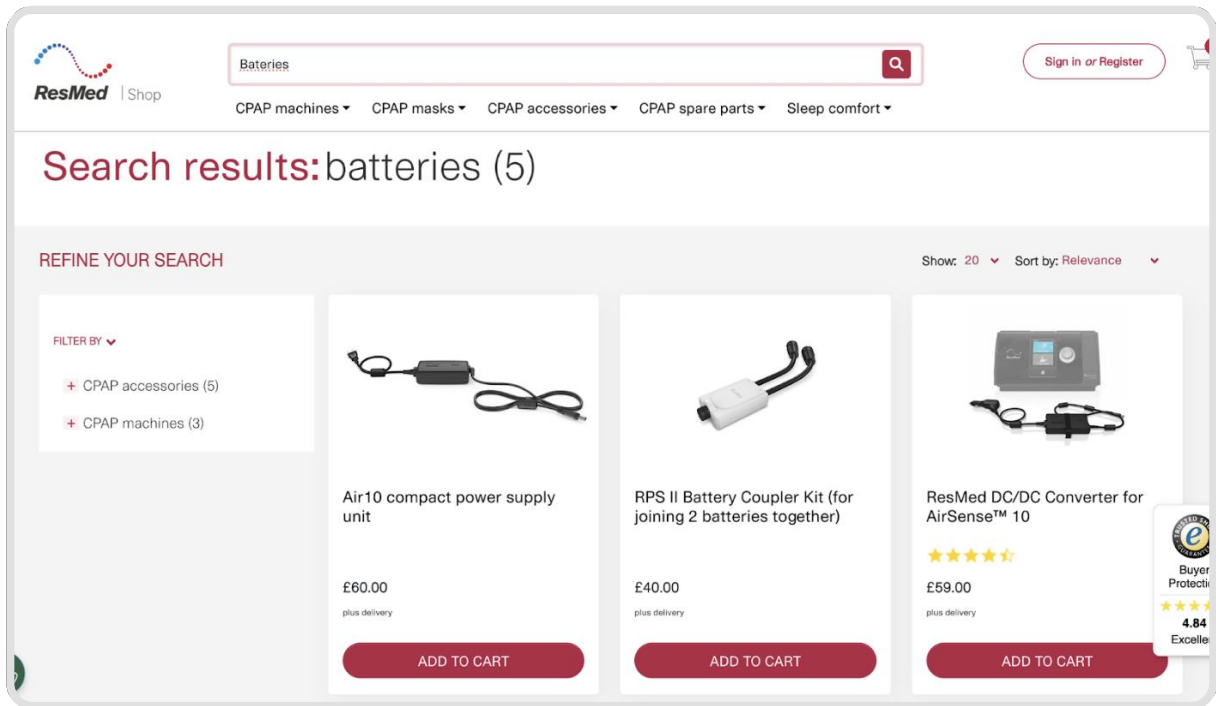


Enhanced keyword stemming

Netcore Unbx's specialized synonym corpus is tailored for Resmed's diverse industries and global regions and supports multiple languages. The automated stemming and variant handling features correct queries seamlessly, enhancing search accuracy without manual intervention. This advanced functionality improves Resmed's search precision, delivering accurate and relevant results while optimizing the overall search experience for users on its platform.



Before



After

This image showcases Resmed's improved search relevancy after implementing Netcore Unbx'd's autocorrect feature. As displayed, the misspelled query "bateries" yielded relevant results.

Enhancing digital strategy and shopper experience

Key areas where Netcore Unbx'd provided valuable support to Resmed were navigating complex integration processes and enhancing platform compatibility. After implementing Netcore Unbx'd, Resmed was able to streamline its digital strategy and align with customer experience goals seamlessly. By tapping into user behavior insights and sales trends, Resmed can fine-tune its strategies for steady and long-term success.



Testimonial

We are delighted with the transformative impact that Netcore Unbx has had on our search functionality at Resmed. The enhanced search capabilities have truly exceeded our business needs and outmatched the previous version, providing our customers with a more personalized and efficient shopping experience.

One standout feature is Netcore Unbx's enhanced autosuggest and intent identification of queries, which has significantly improved the relevancy of our search results, even for misspelled queries.

Netcore Unbx's impact goes beyond improving our digital strategy; it has directly contributed to enhancing our shopper experience and driving business growth.

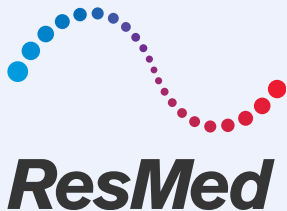
Most importantly, our customers can effortlessly find the right products they need. Netcore Unbx has truly been instrumental in elevating our search functionality and delivering tangible results that drive customer satisfaction and business success!

Nikita Sokolov,
E-commerce Project Manager



About Unbxd

Netcore Unbxd is an AI-powered platform that helps brands provide personalized customer experiences to scale online exponentially.



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