

SUCCESS STORY | JUNE 2024

# SK Jewellery: Crafting timeless experiences with Netcore Unbxd's AI-powered search

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Founded: 1991  
Headquarters: Singapore  
Industry: Jewellery

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SK Jewellery, a global leader in exquisite jewellery, has been crafting stunning pieces with the finest materials and cutting-edge technology since 1991.

Founded in Singapore, the brand quickly became a pioneer in innovative jewellery design and is renowned for its unsurpassed quality and craftsmanship.

Beyond creating timeless white gold mementos, it also expanded into the yellow gold jewellery market, sustaining holistic customer relationships.

With over 60 retail outlets at present, SK Jewellery continues to embrace creativity and innovation, consistently exceeding expectations and inspiring the jewellery space

## Key Business Outcomes:

- Precise keyword search boosts conversion rates by 22% YoY
- Increase in AOV by 38.23% with personalized recommendations
- Elevated upsell opportunities and behavioral targeting
- Reducing the path to purchase for shoppers with query suggestion

## The key challenges SK Jewellery faced

### Overcoming search limitations

SK Jewellery's high-intent shoppers often search for products using specific alphanumeric values like size or cost. However, their previous search platform couldn't handle these complex queries, leading to abandoned sales as shoppers struggled to find what they wanted.

### Inefficient personalization

The brand's search and recommendations system struggled to guide shoppers to their preferred products. Their previous search tool lacked the capability to customize the search results page based on real-time shopper intent.

### Neglecting high-demand products

With a vast catalog and a variety of options to offer, SK Jewellery encountered difficulties with a traditional ecommerce merchandising system. They found it difficult to customize search results, highlight in-demand products, tailor product recommendations, and launch targeted marketing campaigns that could boost their online revenue.



SK Jewellery sought a modern, AI-powered search solution to address these critical, revenue-impacting issues. They needed a search tool capable of understanding measurement values, comprehending industry-specific language, and featuring an industry-leading recommendations engine to convert visitors into shoppers efficiently. That's why they chose Netcore Unbx Search to elevate their customer experience and drive conversions.

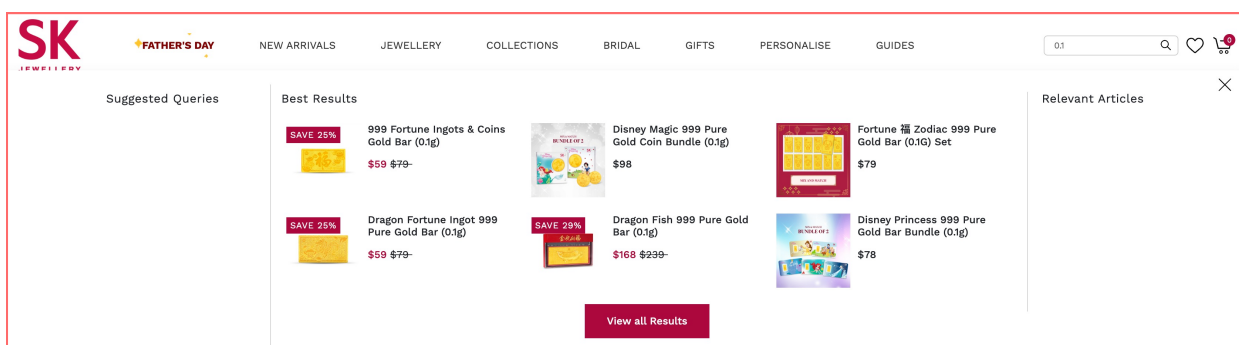
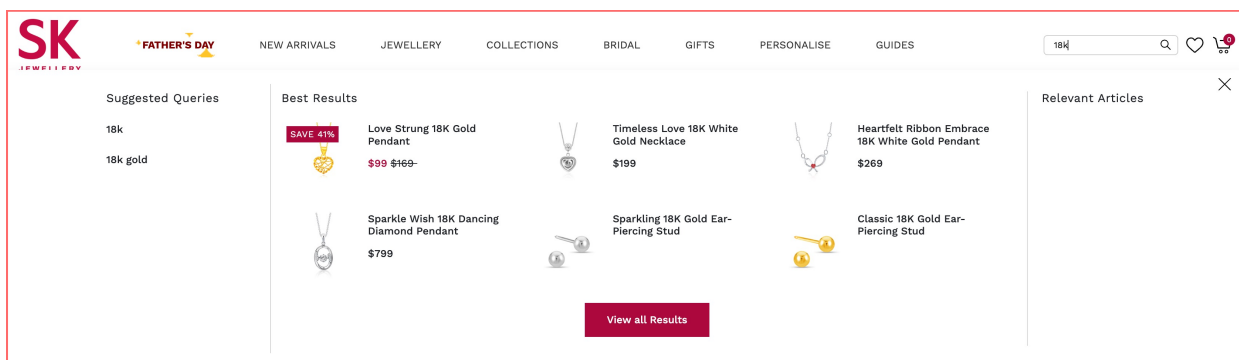
## What did the Netcore Unbx Search solution deliver?

### Effective attribute understanding

Netcore Unbx's measurement search functionality accurately delivered highly relevant results for SK Jewellery's category listings by identifying alphanumeric inputs in search queries, including dimension units.

This enabled SK Jewellery to quickly recognize attributes such as size, length, weight, and even **jewellery purity** present in shopper queries.

Thus closing the gap in query understanding by utilizing consumer behavior and intuitive search functionality data to drive revenue growth.





## Personalized recommendations for upselling potential

With Netcore Unbx, SK Jewellery can tailor each shopper's experience by analyzing their buying habits. They can highlight popular and trending items across categories and brands within search results and significantly boost the average order value by cross-selling complementary items while shoppers view specific products.

Today's Gold Rates: 916 Gold - \$123/g, 999 Gold - \$134/g

Store Locator | Book Appointment | Ear Piercing Appointment | Shipping to: United States | Login/Reg

SK JEWELLERY | FATHER'S DAY | NEW ARRIVALS | JEWELLERY | COLLECTIONS | BRIDAL | GIFTS | PERSONALISE | GUIDES

Home / Bracelets / Gold Bracelets / Bolted Heart 916 Gold Bracelet

### Bolted Heart 916 Gold Bracelet

**\$599**

Or 4 payments of \$148.75 with [Grab](#) [More info](#)

Buy Now, Pay Later Available [Yes](#) [No](#)

Free Personal Grooming Kit with min. spend \$500

In Stock

**ADD TO CART**

And shipped out by 13th June 2024

DETAILS + DIMENSIONS

A bold bracelet featuring a bolted heart centerpiece. A chic bracelet that will go well with any outfit.

Design	Heart
Material	916 Gold
Colour	Yellow Gold
Gold Weight	Approx. 3.1g - 3.2g


SHIPPING + DELIVERY +

CARE + MAINTENANCE +

EXCHANGE POLICY +

FREE SHIPPING | STORE PICKUP AVAILABLE | 7 DAYS FREE EXCHANGES | CERTIFIED GENUINE

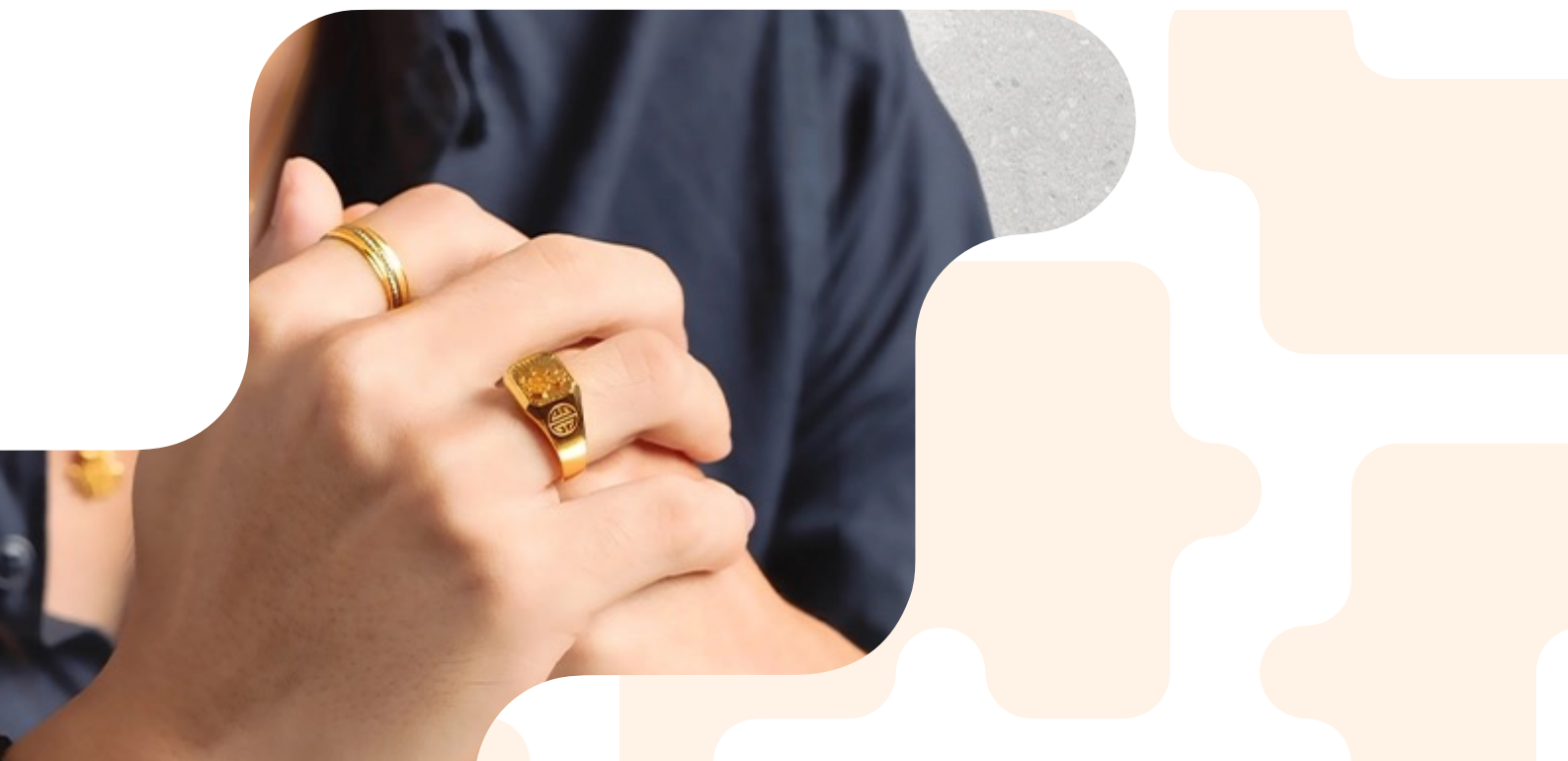
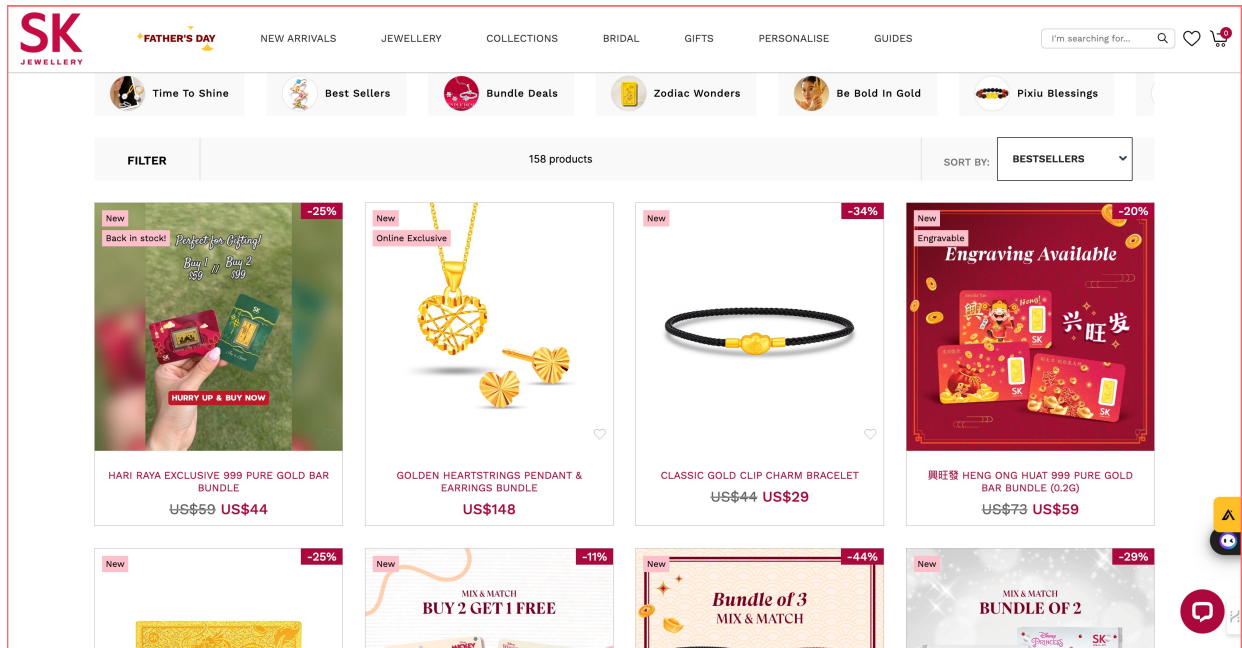
### Get The Look You Deserve



- SK 916 Double Criss-Cross Gold Ring **\$937**
- Spiga 916 Gold Chain **\$1,066**
- Cable Chain 999 Pure Gold Bracelet **\$610**

## Enhanced merchandising capabilities

Netcore Unbx enhances SK Jewellery's performance by re-evaluating product rankings based on trending products. The brand also gained consistent insights into evolving customer behavior, allowing it to make more informed decisions about product placement and pricing.



## More conversion efficiency with banners

SK Jewellery enhanced conversion rates by publishing visually guiding banners that captured users' attention with minimal load on tech teams. Netcore Unbx's ease-of-use merchandising workbench allowed retailers to publish banners and landing pages that directed shoppers to the brands, products, and seasonal discounts SK Jewellery wanted to highlight.



With SK Jewellery, Netcore Unbx demonstrates the value of implementing innovative AI-powered, personalized search solutions. The **22%** increase in the conversion rate and the **38.23%** boost in the average order value are a testament to the importance of providing an advanced search experience for shoppers.



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Our partnership with Netcore Unbx has significantly enhanced SK Jewellery's online shopping experience. Their AI-powered search solutions have boosted conversion rates by delivering highly relevant results and personalized recommendations.

We've seen improved upselling opportunities and merchandising capabilities with tailored search results and seasonal promotions.

Overall, their innovative solutions have exceeded our expectations, driving revenue growth and customer satisfaction. We highly recommend Netcore Unbx to any ecommerce business looking to enhance its search experience and drive sales.

**- David Lau, Head of Ecommerce**





## About Unbxid

Netcore Unbxid 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

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

 [sales@unbxid.com](mailto:sales@unbxid.com)  
[support@unbxid.com](mailto:support@unbxid.com)

 +1 (650) 282-5788

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