AI-POWERED SMART SEARCH THAT GENERATES SALES

WWW.KLEVU.COM

CASE STUDY
WWW.XPRES.CO.UK

19.8 % Increase in revenue
Xpres supply digital transfer equipment to a range of businesses within the personalisation sector. We cater for a diverse customer base, from start-ups through to established companies with large scale production. Our ever growing product offering is equally diverse, ranging from small accessories right through to wide format printers and heavy-duty heat appliances.

Choice, quality and value are just some of the reasons why customer should make Xpres the first choice for digital transfer supplies.

Operating under parent company Charterhouse Holdings plc, which also incorporates clothing brand Kustom Kit, Xpres has been ‘powering personalisation’ since 1980.
THE CHALLENGE

Though our current ecommerce platform is undoubtedly successful, the built-in search functionality was somewhat restrictive. Search results were often incorrect and more critically, certain products could not be found at all. These factors left us with a hunch that users had very little confidence in the existing search and were almost totally reliant solely on the navigation to find intended products.

KEY BUSINESS DRIVERS BEHIND LOOKING AT SEARCH

Customers on the Xpres website weren’t able to easily find products using our existing search, so we felt we were experiencing a potential loss of revenue that seemed completely avoidable. It was obvious that a more precise third party search would facilitate a major uplift both in search usage and ultimately sales.

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CORE FEATURES THAT MADE KLEVU AN EASY DECISION

Upgrading site search had been on the Xpres wish list for some time and having been to numerous ecommerce conferences, pricing was nearly always the limiting factor in its lack of implementation. Having undertaken due diligence, Klevu’s pricing gave it an edge over more recognised third-party search providers, without compromising on functionality.
THE RESULT

- 19.8% increase in revenue
- 8.6% increase in site search orders
- 3.6% increase in site search visit
- 4.1% increase in site search conversion rate

User experience drives our considerations for enhancements to our ecommerce solution. We recognise the importance of straightforward usability and strive to provide a seamless user journey, from landing on site through to making a purchase. Site search had been a real pain point for our customers, but we've seen a marked improvement on conversion rates and revenue since implementing Klevu’s search solution.

John Slater
Digital Marketing Manager,
Charterhouse Holdings Plc
Klevu started with the challenge to provide online retailers with a world-class search technology that connects shoppers to the exact products and information they are looking for. We want online stores of all shapes and sizes to have the most advanced, yet flexible and affordable on-site search.

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