Transforming Ecommerce Search Experiences:

AI Technologies for Enhanced Relevance



The Right Search

In the ever-evolving world of digital commerce, where the lines between online and offline shopping continue to blur, retailers are faced with the imperative to create a seamless and exceptional shopping experience for their customers. One critical aspect of this is providing a robust and intuitive search functionality that meets the high expectations of today's tech-savvy consumers.

According to CI&T's 2024 Connected Retail Report, a staggering 70% of consumers expect retailers to understand their most complex search queries. This is a significant increase compared to previous years, indicating that consumers are demanding more from their online shopping experiences. Moreover, 68% of consumers indicated that they choose online retailers based on the quality of their search results. These statistics make it abundantly clear that retailers can no longer afford to neglect their search capabilities.

RELEVANCE AND ACCURACY

ARE INCREASINGLY IMPORTANT TO CONSUMERS

TRUE or FALSE: I choose which online retailers to shop at based on the quality of their search results.

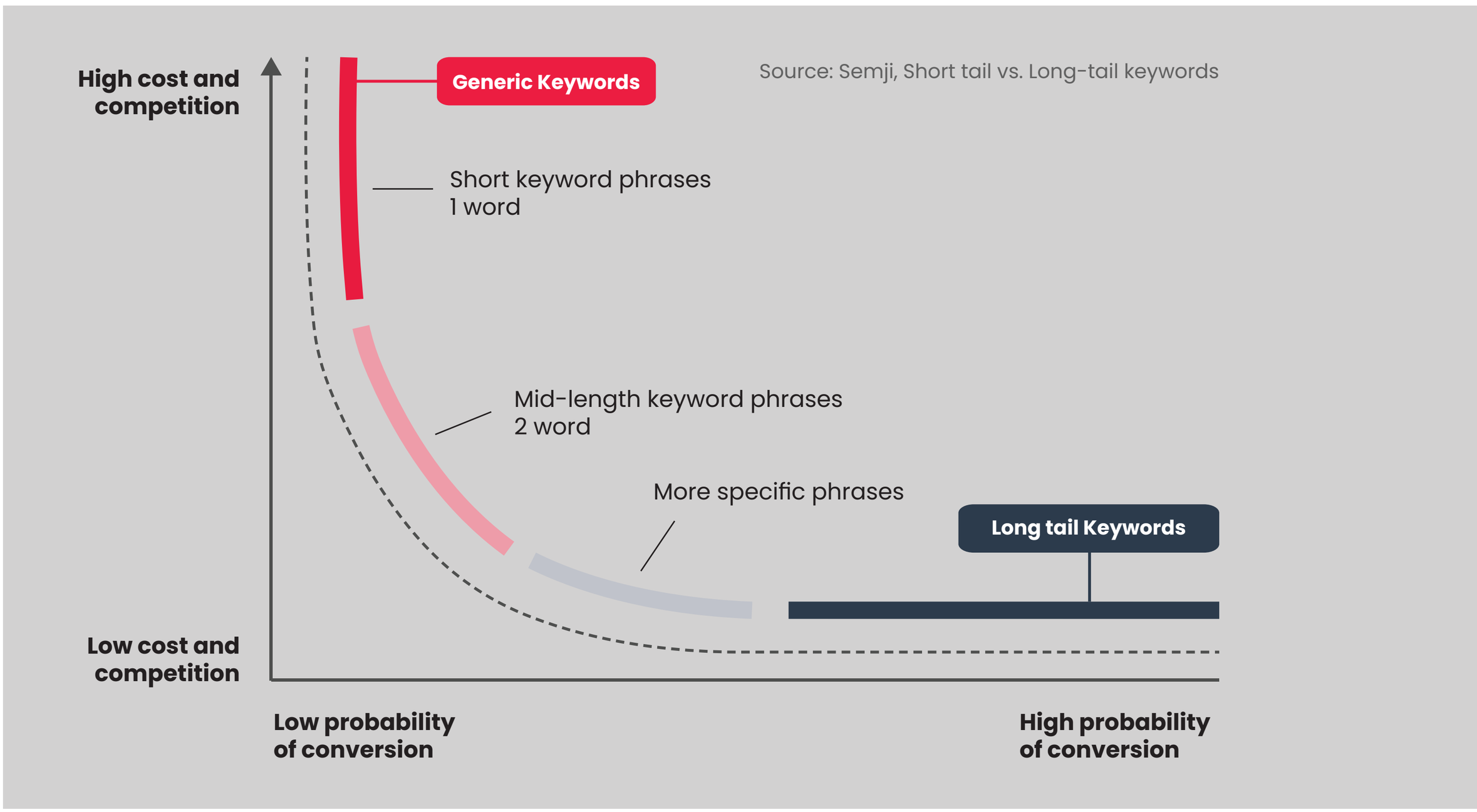


TRUE or FALSE: I expect retailers to understand my most complex search queries



Source: CI&T 2024 Connected Retail Report

Gone are the days when simple keyword-based search was sufficient. Today's shoppers are using longer, more detailed phrases, indicating higher intent to purchase. These searches are becoming more common, but many online stores are not yet equipped to handle them effectively. Their search systems are often limited to understanding simple words and are unable to grasp the context and underlying intent behind user queries.



Source: Semji, Short tail vs. Long-tail keywords

This is where natural language understanding (NLU) comes into play. NLU is a subfield of artificial intelligence that deals with the interaction between computers and human (natural) languages. NLU-powered search engines can interpret and understand user queries conversationally and evolutionarily beyond simple keywords. This enables them to provide more accurate, conversational responses, even for complex and ambiguous queries.

Another essential feature of modern search engines is semantic search capabilities. Semantic search goes beyond keyword matching by understanding the meaning and relationships between words and concepts. This allows search engines to grasp the context and underlying intent behind user queries, providing more accurate and relevant search results.

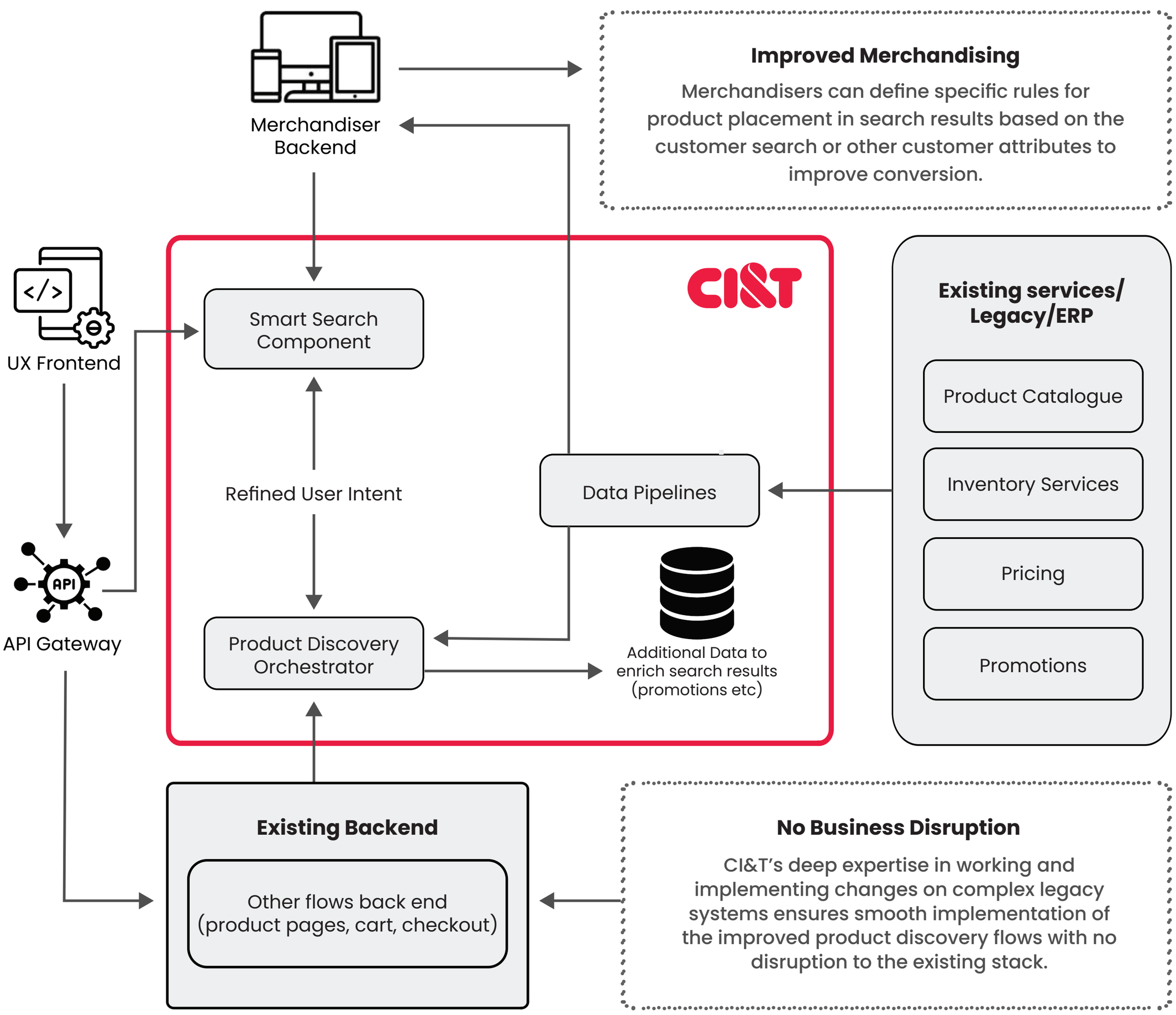
Finally, comprehensive website synthesisation is crucial for delivering the most thorough and nuanced branded responses to consumers in real time. This involves combining and streamlining relevant static content, such as FAQs and blog posts, into effective responses that can address complex and trend-driven consumer questions.

Through the integration of these features into their search functionality, retailers can create a seamless and intuitive online shopping experience that meets the high expectations of today's consumers. This not only increases customer satisfaction and loyalty but also drives conversions and boosts revenue.

CI&T & AI-Powered Product Search

Our modular solution is designed to integrate seamlessly with existing e-commerce systems, allowing for the addition of new features and functionalities without disrupting current operations. This flexibility enables businesses to adapt quickly and efficiently to changing market demands and customer preferences.

The solution leverages best-in-class components, ensuring that businesses can benefit from the latest advancements in natural language processing and semantic search technologies. By combining these technologies with our in-house development skills, we have created an holistic solution that addresses the core needs of modern online retail: **relevance, personalisation, and scalability.**



The benefits of our solution are numerous and include increased revenue, cost reduction, heightened consumer understanding, and brand loyalty. By leveraging our solution, businesses can:

Increase revenue by driving a 135% increase in conversion rates through effective cross-sell and upsell strategies for both new and retained customers.

Reduce costs by minimising returns from erroneous product purchases and streamlining labour for both merchant and buyer teams through top-tier merchandising capabilities and automation.

Gain ongoing insight into customer search behaviour to help get the customer to the right product every time by understanding their intent. This, in turn, increases search conversion by 57%.

Foster brand loyalty by consistently exceeding customer expectations. Loyal customers tend to make repeat purchases, spend more, and advocate for the brand. They also show greater forgiveness for mistakes and are less price-sensitive.

By partnering with us, businesses can gain a competitive advantage in the rapidly evolving e-commerce landscape.

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GET IN TOUCH WITH US TODAY



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