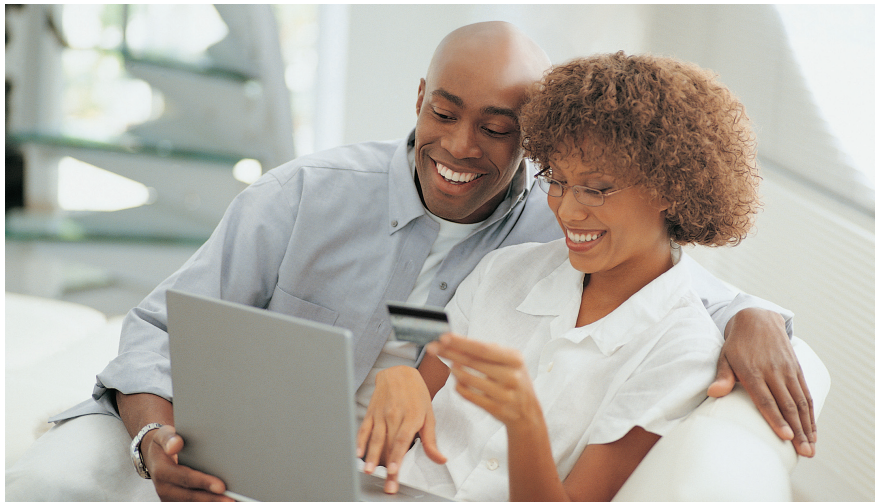


Maximize online revenue and improve customer satisfaction with IBM OmniFind Discovery Edition



Highlights

- **Increase conversion rates and customer satisfaction with highly accurate search results**
- **Empower business users with intuitive tools to fine-tune search and execute search-based merchandising without involving IT staff**
- **Reduce total cost of ownership and achieve a return on investment in just months through packaged integration with IBM WebSphere Commerce**
- **With faceted navigation, deliver a dynamic, adaptive shopping experience to help customers find products intuitively**

Online shopping is on the rise

Thanks to widespread and affordable access to the Internet, customer sophistication and seamless fulfillment processes, the market for online commerce continues to grow. Yet, when customers can't quickly find and purchase desired merchandise due to complicated navigation paths or poor search results, frustration escalates quickly to annoyance. To attract, serve and satisfy customers, therefore, it is imperative that businesses provide an online shopping environment that is easy to navigate, responsive and engaging. Online shoppers searching

for merchandise have a very low tolerance for inaccurate or irrelevant search results. Presenting searching customers with exactly the products they want quickly is crucial to acquiring and maintaining their business.

Provide precise search results for increased revenue opportunity

IBM OmniFind™ Discovery Edition offers online retailers a cost-efficient way to increase revenue through augmented search, navigation and search-based merchandising capabilities. It integrates rapidly and seamlessly with IBM WebSphere® Commerce, drastically reducing implementation cost and time. The solution provides marketers the ability to manipulate merchandising environments and to monitor customer behavior themselves, instead of relying on valuable and expensive IT resources to perform the very same functions. The result is an improved, highly cost-efficient solution that delivers precise search results, proactively manages customer service, offers rich faceted navigation and empowers business users.

“Campmor increased revenue derived from online searches by 64% in the first six months after implementing IBM OmniFind Discovery Edition. The click-through rate has risen from 16% to 25% and the average order size for search orders is 14% higher than orders which are not initiated by a search – a 9% increase since implementation.”

–Erich Eyer, CTO, Campmor, Inc.

Improving search delivers results

When an online shopper conducts a search and quickly finds the product they desire, they are likely to become a customer; you benefit from additional revenue, the opportunity to increase their order size and the acquisition of a satisfied customer. For these reasons, providing intuitive access to your product catalog is critical.

To improve search results, you must address two key challenges. Determining the user’s true intent is the first. Unlike comparable solutions, OmniFind Discovery Edition understands and processes not only keywords, but also phrases, entire sentences and even typos or misspelled words. Provided with OmniFind Discovery Edition are vast vocabularies and ontologies specific to different industries, which help ensure the system will understand the shopper’s

intent and appropriate results will be returned regardless of the user’s spelling, grammar or vocabulary choices. By providing a rich set of industry-specific configurations, deployment time can be reduced.

Effective use of extensive — if not overwhelming — product information is the second challenge to improving search. Most product catalogs are extremely detailed; a single item entry may include both brief and detailed product descriptions, price, color, style and size options, availability and warranty information. Instead of matching just product names and keywords, OmniFind Discovery Edition leverages the wide and deep array of product information to generate the accurate search results your customers expect.

The system’s ability to understand price constraints (for example, “boots under \$100”) and descriptive filters (“black leather boots”) contributes to greater search accuracy. Furthermore, site context provides additional clues that improve the system’s understanding. For example, a search originating from the women’s section for “black leather boots under \$100” triggers different results than the same search coming from the men’s section.

Rich faceted navigation

OmniFind Discovery Edition provides intuitive and dynamic navigation that aids both browsers and searchers. By leveraging rich product catalogs and packaged user interfaces, the system presents faceted navigation options that support the user’s product quest. For example, a search for a specific brand of sneakers will not only display a page of the branded sneakers, but also will generate supporting navigation to help customers quickly peruse other brands within the sneaker category, and sort them by price or a variety of different features (tennis, cross-training, running).

Empowering business users

Marketing and merchandising users often must rely on IT departments

to generate customer reports and implement marketing and promotional campaigns. These time-sensitive tasks aren't always a high priority for IT, though, and as a result, marketers frequently experience delays. OmniFind Discovery Edition is designed to alleviate marketing's reliance on IT by letting business users define business rules for promoting targeted and relevant offers, generate utilization reports to gauge the effectiveness of business rules, rapidly build and customize the user interface without programming, and control the overall search experience. The result is faster implementation of marketing and promotional efforts, and faster time-to-market at a reduced total cost.

The controls offered to business users are broad in scope, intuitive and easy-to-use. They allow marketers to tweak search relevancy by promoting, for example, best-sellers, high-margin products or sale items. And they enable marketers to execute dynamic promotional campaigns by presenting focused cross-sells and up-sells to customers based not only on their search and navigation actions, but also on an understanding of their context such as site location, personal

“The IBM OmniFind Discovery Edition solution provided an immediate and rapid return on our investment. In just six months, we exceeded our total Internet sales from the previous year.”

*–Alisa Keimel, Marketing and Public Relations Manager,
Johnny’s Selected Seeds*

information, or shopping cart content. Alongside the search results for “black leather boots,” for example, marketers may choose to display a pair of merino wool socks, a coordinating leather belt, or a promotional incentive such as free shipping. OmniFind Discovery Edition uses the shopper’s context to provide targeted search-based merchandising.

Lower total cost of ownership

OmniFind Discovery Edition offers both new and existing IBM WebSphere Commerce customers the ability to enhance search capabilities, reduce total cost of ownership, and realize a return on investment in months. The source of these benefits is a solution that was built to blend easily and quickly with IBM WebSphere Commerce. By leveraging a packaged integration to WebSphere Commerce, deployment time and efforts are vastly reduced. OmniFind Discovery Edition understands the WebSphere

Commerce product catalog out-of-the-box and can make it searchable in hours. Not only can the system unlock the value of the rich product names and copy for search and product attributes for dynamic navigation, but it can also identify and understand sales information, such as best-selling products and extended sites for searching only those products customers are entitled to see.

Proactive customer service

OmniFind Discovery Edition senses when a customer has trouble finding a product, and can proactively escalate the session by guiding them to managed self-service resources such as online chat, e-mail, frequently asked questions or search tips. By offering frustrated customers targeted help, the threat of shopper abandonment diminishes while customer satisfaction improves.



The system can also incorporate unstructured Web content such as online manuals or help pages, seamlessly blending it with product catalog information. The system can understand non-shopping queries such as “shipping,” and consequently present users with answers or even navigate them directly to corresponding self-service pages.

Improved search yields satisfied customers

Through improved search accuracy and enhanced navigation, OmniFind Discovery Edition helps customers find the products they want quickly and easily. The cost to integrate and maintain this application is minimized through its packaged integration to IBM WebSphere Commerce, and the system’s user-friendly merchandising tools empower merchandisers without burdening IT. The result is an enhancement that increases conversion rates and average order sizes, heightens customer satisfaction and keeps costs low to deliver a return on investment in months.

About IBM

IBM, a proven leader in delivering on demand information technology services, offers a powerful suite of solutions designed to help you find, organize, analyze, and ultimately maximize information regardless of where that information is stored and managed. IBM Discovery offerings help organizations find lost or disorganized content, organize it for more effective use, and leverage it to optimize business decisions, drawing on innovative technologies for content classification, content analytics, content access, and enterprise search.

For more information

To learn more about OmniFind Discovery Edition, visit ibm.com/software/data/enterprise-search/.

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