

On-Site Search

RETAIL INDUSTRY



Improve the Online Customer Experience: Make it Easier to Find What They're Looking for with Data-Driven Analytics

Your Business Problem

Overwhelmed On-Site Search Applications

On-site search can have a dramatic impact on the overall online customer experience and resulting conversion rates. Providing the most accurate search results possible to help customers quickly find items they are looking for is critical. In addition to accuracy, what if retailers had the ability to personalize and shape search results based on individual customer preferences, purchase history, browse behavior, current promotions, inventory levels, etc.?

Yet faced with tens or hundreds of thousands of products and hundreds of thousands of potential product search queries, retailers today are often too overwhelmed to pinpoint the path from a customer's query to a final purchase. That's because current on-site search applications manually assign weights to dimensions of information. Those applications simply cannot keep pace with the big data challenges retailers face every day.

Teradata's Solution

Improving Results within the Current Search Framework

Retailers don't need a new search application, but rather a data-driven, systematic approach to improve results within the current tools. Current search solutions don't provide retailers with the power to stay on top of today's tremendous data volumes and big data challenges. Manual applications may permit retailers to adjust keyword relevancy for a hundred products, but not hundreds of thousands. Plus, when retailers start making adjustments to just one query to improve relevancy, it affects hundreds of other queries as well.

The Teradata on-site search optimization solution helps retailers overcome these challenges to provide the most accurate search results possible and drive improved conversion rates.

What is the Teradata Difference? What is the Teradata "Secret Sauce"?

Teradata's on-site search solution is unique to the marketplace, leveraging new advanced analytic techniques to make a retailer's existing search engine "smarter" by predicting key search words and phrases. It also automates the process of updating keywords and phrases for each product, leading to much more accurate search results. More intuitive capabilities are built in, allowing retailers to "shape" search results based on different criteria, such as individual customer preferences, recent purchase history, current promotions, inventory levels, etc.

Behavioral Analytics Tailored for Flexibility Strengthening Conversion Rates

Teradata's on-site search solution uses customer behavior to predict product attributes and their importance, as well as advanced machine learning and text-mining algorithms that can quickly be deployed to provide automated data-driven product dimensions and weights. It systematically sorts through the thousands and thousands of customer queries and assigns weights to product descriptions, allowing retailers to strengthen conversion rates.

In addition to its ability to predict the most effective keywords, the Teradata on-site search solution also helps retailers shape search results to reflect current business conditions. If, for example, a customer is searching for an outdoor table during a special promotion week, the retailer can ensure that the product appears at the top of the search results. After the promotion, it can return to its normal ranking.

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Problem Details

Pre-determining flexible algorithms is one key aspect, but Teradata on-site search optimization also supports the thousands of on-site search edge cases, the often unique and difficult-to-solve scenarios that cumulatively drive big margin gains, such as:

1. Analyzing potentially negative keywords.
2. Constantly updating common misspellings, (e.g., espresso spelled expresso).
3. Solving for queries that yield zero results, results often due to the retailer not carrying the product queried.

Edge cases also provide important insight: if enough customers are frequently searching for an item, it might make business sense to begin offering it.

To create a more satisfying customer experience—and drive additional online sales—retailers today must be able to accelerate the path from initial query to product purchase. That means pinpointing just the “right” keywords that will move online shoppers quickly toward their goal. But faced with the huge volumes of both product offerings and potential queries, retailers have not had a method to systematically sort through that maze. Until now.

Teradata on-site search optimization’s data-driven approach utilizes customer behaviors and an industry-leading discovery platform to create an analytical link between customer behavior and the most appropriate keywords. It’s a unique and flexible solution that makes it easier than ever for retailers to keep pace with the ever-changing and challenging eCommerce marketplace.

For More Information

To learn more about Teradata on-site search optimization, please contact us at Teradata.com/contact-us.



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