



Surprise and Delight Online Customers in New Ways with 1:1 Personalization

31% ↑
Increase in
Conversion Rate

For more than half a century, this leading American mass merchant retailer has been providing consumers with affordable solutions for every aspect of their home life—from furniture to food, décor, and more. Customers love the treasure-hunt atmosphere of shopping with this leading retailer, relishing their unexpected finds. They might discover something wonderful in furniture one moment, in clothing the next, and bakeware the next. It's an adventure every time.

41% ↑
Increase in
Site Revenue

This retailer surprises and delights shoppers with its cornucopia of deals at more than 1,400 brick-and-mortar stores in 47 states. It was only four years ago that the community retailer launched its eCommerce site to bring the same experience and trusted value to the cybersphere.

35% ↑
Increase in
Revenue / Visit

Recreating the Thrill of the Treasure Hunt—without the “Rabbit Hole”

Recently, the eCommerce team began to realize that the legacy search tool underpinning its website, wasn't helping shoppers find the things that catch their fancy quickly or easily enough. It made search a more laborious chore than it needed to be, and since over 50% of its online shoppers use search in the course of their buying journey, they felt it was important to implement a solution that helped shoppers find what they wanted more intuitively.

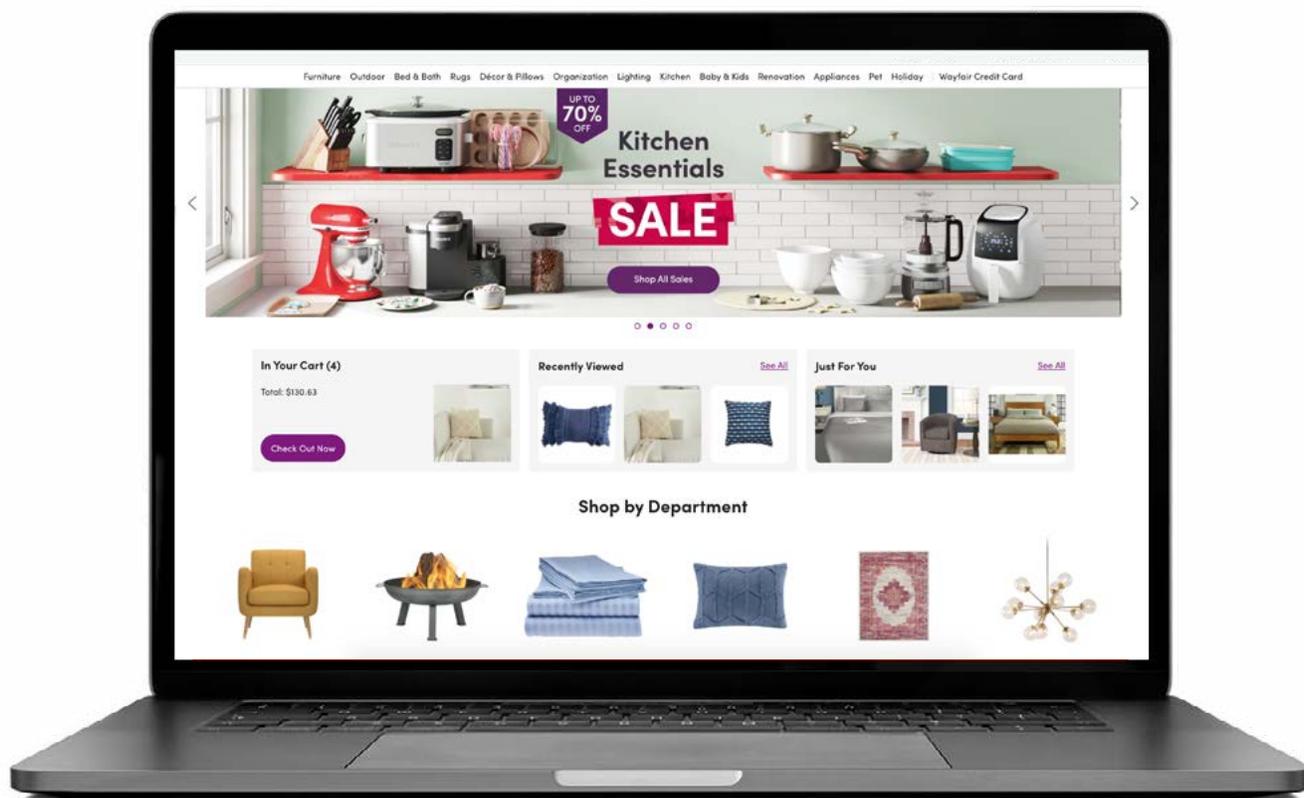
By streamlining their website's technology with a single personalization solution, the retailer could optimize the site experience while eliminating the problems that come with having multiple solutions that can't "talk" to each other.

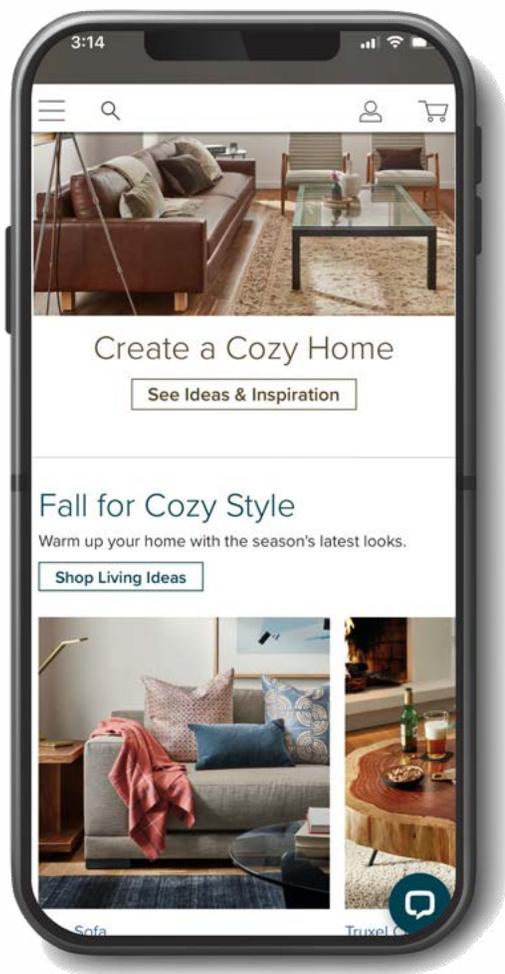
In addition to their search problem, this leading retailer had little control over the product recommendations customers saw. Their existing solution gave them little flexibility with recommendations, as well as few analytics or reporting insights. To compound these challenges, they had category and landing pages that had to be sorted through and merchandised manually, putting a drain on staff time and limiting the online business's ability to scale.

Only a platform solution could address these difficulties. Their overarching goal was to improve their site conversion rate by creating an easier buying experience. "We wanted to make sure we are relevant by recommending the right products anywhere in the shopper's journey," says Director of eCommerce Merchandising. "Give her as many tools as possible to get what she is looking for."

The company's second goal was to create new efficiencies that could enable the eCommerce side of the business to scale and save precious work hours for the team. "From an ease-of-use standpoint, this was important because our team is not huge. It's important they learn one tool and work as one team with one vendor," says the Director of eCommerce Merchandising.

By streamlining their website's technology with a single personalization solution, the retailer saw that they could achieve both goals, optimizing the site experience while eliminating the problems that come with having multiple solutions that can't "talk" to each other.





Reflektion Makes the Most of Each Unique Shopping Journey with 1:1 Personalization

This retailer was relatively new to the eCommerce space when it first partnered with Reflektion. The need to catch up with competitors and make the online store future-ready was pressing. It was time to adapt and make the site smarter. Reflektion gave them the ability to seamlessly create personalized experiences across search, recommendations, and category pages while creating an opportunity to level up in the future with a 360-degree “omni-view” of the customer. They have begun connecting their online and in-store personalized experience by powering personalized shopping experiences for shoppers wanting to buy online and pick up in-store (BOPIS).

The depth of sophistication of Reflektion’s next-gen AI makes it the perfect solution for the retailer because of the way it aligns with the kind of buying journey the brand aims to deliver. “We want to make sure the experience is personalized,” says Director of eCommerce Merchandising, “but we also don’t want to forget about the surprise and delight piece of our brand DNA that makes us unique. Reflektion was the perfect mix of intelligence and partnership we were looking for—it just made sense.” It also made sense to them because they needed a solution that the eCommerce team could just set and forget if they needed to since they are a very lean team.

The leading retailer added four of Reflektion’s modules that work seamlessly together to personalize customer engagement by pivoting to the purchase intent of each shopper in real-time: preview search, full-page search, product recommendations, and category pages. With blazing-fast reaction times, their customers now see curated product images from their very first keystrokes, helping customers to find exciting new deals rapidly in a context-sensitive, responsive environment.

Retiring cumbersome legacy systems, deploying a sleek new system, and training staff—all while minimizing downtime—might sound like a daunting proposition for a business as large as this retailer, but Reflektion made it simple. “The deployment team did an amazing job leading us through it all,” says Director of eCommerce Merchandising. “I literally don’t know when they sleep. We had homegrown and legacy tool systems, so it wasn’t the most straightforward implementation. But Reflektion was able to meet our unique needs through the process. I really can’t speak highly enough of the deployment team and the partnership.”

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Director of eCommerce Merchandising



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A Revenue Success Story

Only two weeks after implementing Reflektion Preview Search and Recommendations, this retailer began to see a substantial return on their investment. Using the analytics features integrated into the Reflektion platform, they could plainly see their impressive initial results:

- Conversion rate increased by 31%
- Site revenue increased by 41%
- Revenue per visit increased by 35%

This was just from launching two modules in Reflektion's customer experience platform—just a portion of what will eventually be an even more robust AI-driven solution.

The Delightful Future of Shopping

So what's next on the agenda for the leading retailer and Reflektion partnership? Upcoming plans include a focus on expanding the omnichannel experience for their shoppers, with a clear, personalized connection between the online and in-store shopping experiences. They want to provide its customers with a friction-free buying experience, reaching them with just-right products no matter where or when they shop. Director of eCommerce Merchandising says they want to fit into each customer's life, "... however she wants us to fit in. With personalization, we can save her time by showing her the right search results and product recommendations. We can also improve her day by surprising her with the perfect DVD, party essentials, or whatever she needs and get it when she needs it—whether that is through buy online, pick up in-store (BOPIS) or shipping a few days later." Anytime, anywhere, Reflektion's revolutionary AI will be helping their customers finding a trove of great deals for years to come.