



Mayer Balsler, company founder, talks about search and SLI:

"If you offer a lot of products and have issues with load and server speed, it's important that you solve that problem if you are to get the most out of your e-commerce business."

"It was an issue of whether or not they would come back if the search was too slow - having a decent search improves the usability of the site."

"That degree of support sold me [on the technology]. I didn't even have to follow up with the other search providers."

"SLI Systems seems to be really experienced in search - they know what works and what doesn't."

If you were visited 35,000 times a day, how would you feel?

Popularity can be a burden. Read how SLI Systems sliced 13 seconds off Etronics' search speed and got their conversion rate to 20%.

Etronics server was hitting faults.

This online retailer of electronics had grown in popularity at such a rate that its technology was straining to process so many site visitors. Not good when you have positioned yourself as fast, responsive and reliable.

Company founder and president, Mayer Balsler was concerned that slow search results would adversely affect return business.

With the site delivering 90% of the company's sales and the search box being used in up to 70% of all visits to the Etronics site, Mr Balsler could ill afford a poor customer search experience.

What did Etronics get for Christmas? Inundated.

SLI Systems was among several global search providers he investigated but was the only one that built Etronics a trial search on its servers within days of the enquiry. The trial immediately took a load off Etronics' servers during the peak Christmas 2002 online shopping period.

It wasn't only the Etronics customer experience that improved. Etronics staff also found information on the site more quickly and by using SLI Systems' comprehensive Reporting Tools Mr Balsler could see that customer experience had also improved.

The reports help Etronics to identify the most commonly used search phrases, the poorest performing search terms and how site visitors interact with the search results presented.

Working seven days a week. Even on a Saturday night?

SLI Systems asked Mr. Balsler if there was any one thing that stood out about our service. He told us this story: One Saturday night he had a question about our search service. So he called SLI Systems help center at 9pm. *9pm on a Saturday night!* He had to admit that he was impressed when he immediately got through to an SLI Systems representative and was sorting the query out with a technical advisor within the hour.

With up to 600 competitors in the electronics e-commerce market, Mr Balsler sees improvements to search as being very important to the overall performance of the website and believes having a good search function is essential to e-commerce success.

Figures like these normally belong to super models.

It was a trial. It took a matter of hours to install. As a result the search speed came down from 20 seconds to under seven; there was nil server load on search; 45% of visitors were clicking on a result on their first search; 20% conversion from search result to immediate purchase.

And it continues to improve.

With site visits and search activity increasing, the server is free to focus on its core business - serving up products for online sale. And anything that helps his business and its online operation to sell more - faster, more responsively and more reliably - gets the thumbs up from Mr Balsler.

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