



## SLI helping Zodee deliver what customers want, when they want it

### Business problem:

Zodee's existing site search solution provided poor results and very few site visitors accessed it. Zodee wanted to re-develop their site search in-house but struggled to allocate time and resources.

### Solution:

SLI Systems' advanced Learning Search and Site Champion solutions.

### Result:

- Visitor use of site search has grown by 600%
- Revenue from customers using site search has increased by an astounding 70%
- The average length of site visit has remained strong
- Website visitors can now easily locate the site search function to conduct comprehensive product searches quickly and easily

## Recognising missed opportunity

Since 1997, Zodee.com.au has been selling lingerie, swimwear and sleepwear to consumers worldwide. It's a dynamic company, promoting some of the world's largest brands such as Seafolly, Bonds and Elle Macpherson Intimates. It understands how to play the online retail game and the significance of always giving customers what they want, when they want it.

With their online store enjoying continued growth, Zodee executives constantly look for new ways to better engage customers and close more sales. One particular area where they sought improvement recently was the zodee.com.au site search functionality.

Zodee's in-house technical team had long recognised that the current site search solution was insufficient. It didn't assist the online marketing and sales process and, in fact, the site search was deliberately hidden within the site for a long time, which meant only customers that stumbled upon it actually used it.

It was a priority for managing director Simon Pallister and his team to re-develop Zodee's site search offering in-house but time and resources were always consumed by more urgent issues, as Simon explains, "We recognised that there was a major gap in our online offering and knew that we needed a site search solution that was both comprehensive and flexible. We figured we'd have to develop the new solution in-house to ensure that it fit our needs and didn't require outside support for technical issues, but we were struggling to find the time and so had to look externally for help."

History told Simon and his team that visitors using the site search facility were more likely to convert, which made it all the more important that Zodee implemented a new solution that was prominent and delivered comprehensive search results.

## Finding the right fit

Having made the decision to research an external site search solution, Simon came across search and navigation specialist SLI Systems. Impressed with past success stories from other e-commerce customers, Simon decided that SLI's flexible, comprehensive offering and personal approach would give Zodee the best chance at improving the company's online offering.

***"Since using Learning Search we've seen a 600% increase in the number of people conducting site searches."***

*Simon Pallister  
Managing Director, Zodee*



“We considered a couple of different solutions available, including Google, but we were impressed with SLI’s success in working with other e-commerce businesses. Initially unsure as to whether a hosted solution was the right option for us, it has proven to be an excellent decision. We implemented SLI’s Learning Search and Site Champion solutions quickly and without hassle and we don’t have to worry about ongoing maintenance or making back-end modifications. SLI takes care of all of this for us and it has been crucial to the success we’ve seen so far,” says Simon.

A key factor in choosing SLI Systems was the company’s ability to take a holistic approach to Zodee’s search requirements. Not only could the solution satisfy Zodee’s current needs, SLI executives were able to show Simon a range of search capabilities he’d never seen before, giving Zodee a distinct advantage over its competitors.

## Reaping the rewards with intelligent search

Since introducing SLI’s solutions, Zodee has seen strong results in many areas of its website.

Zodee’s site search is now easy to find in a prominent location and visitors no longer need to trawl through vast categories to find specific items, which means they enjoy a much more personal shopping experience. “The beauty of SLI’s Learning Search is that it remembers and learns from past search behaviour. It guarantees that the most relevant results are presented to the shopper every time,” Simon explains.

“Given our strong track record of a high conversion rate among customers using the site search function, it was important for us to implement a site search solution that was intuitive, comprehensive and captured more shoppers. Since using Learning Search we’ve seen a 600% increase in the number of people conducting site searches.”

Thanks to SLI’s advanced site search solution, Zodee shoppers now find exactly what they’re looking for which means Simon and his team can rest assured that they’re providing a much more engaging and satisfying experience to all their online customers. This is evident by the astounding 70% increase in revenue amongst customers using site search.

The flexibility of SLI’s solution also allows Zodee to create special links and search landing pages to promote specific

groups of items, as Simon explains: “Rather than create a whole new category for a selected group of items we may only want to promote for a short time, we can now easily create special links on the home page, within newsletters or other marketing tools that take browsers to a landing page full of search results. For example, we might want to promote a sale on ‘black bras’. Rather than defining a new inventory category, we can now create a ‘black bra’ link on the home page which takes visitors through to a ‘black bra’ search result landing page, where they can browse items as if they’ve just keyed in the search term ‘black bra’ themselves. It’s a great way to get people searching your site who might not otherwise do so, or to test different methods of promoting specific clothing items.”

## Zodee customers help drive SEO

By creating landing pages for common search terms, Zodee.com.au is easily read by search engine spiders, thus enhancing traffic to the site. This tool allows new shoppers the opportunity to essentially fast-track through the ‘search process’ and land exactly on the page they were after. Not only does this result in boosted traffic, it also critically lifts Zodee’s ranking amongst search engines for specific products.

The importance of connecting site search and SEO strategies and tools is often overlooked but as Simon explains, it’s fundamental to an e-commerce site and is easily automated, “The Site Champion component of SLI’s solution means that we can analyse information collected from browsers to create relevant landing pages which improves our SEO. What’s most brilliant about this is that one shopper unknowingly assists the next in finding specific items for sale.

“Boosting our ranking with certain products is vital to Zodee’s success, especially given shoppers often only scan half a search engine’s results page to find what they are looking for. In our industry, we have fierce competition both in Australia and overseas. New websites are popping up all the time and it’s essential for us to continually improve our ability to attract new customers and deliver what they want, as fast as we can.”

With its site search and navigation, and SEO strategies, now supported by the most scalable, flexible and sound solutions available, Zodee can continue its endeavour to provide the best possible online shopping experience for customers worldwide.

### SITE SEARCH THAT LEARNS • MERCHANDISING • USER-GENERATED SEO

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