



Harvey Nichols

Case Study

How Harvey Nichols optimized on-site search and increased annual search revenue

Harvey Nichols is recognized as one of the UK's top premier luxury fashion retailers, with 8 stores across the UK and Ireland, 6 international stores and ever-growing online presence. The brand is internationally renowned for its expertly edited fashion and beauty merchandise, premium food and wine offerings, plus award-winning restaurants.

Today, to remain competitive, win customers and achieve growth brands must invest customer-centric strategies that drive trust, perception and personalized interactions.

Harvey Nichols transformed their search capabilities with Crownpeak to completely elevate the shopping experience and reduce time-intensive manual work.

Overview

Goals

- Provide customers with a superior search experience

Challenges

- Replacing a manual and time-intensive search strategy
- A complex product catalog that spans multiple product types made it difficult to identify search relevance
- Missing product data

Solution

- Eliminate unnecessary search redirects
- Rules causing fuzzy matches and compromising search quality deleted or amended

Results

- Reduce number of redirects by 92%
- 300k increase in estimated commercial value
- +15pp increase in precision
- +15pp increase in recall
- +3% increase in search click-through rate
- +6% increase in per search value
- +9% searches are more accurate

Challenges:

Time-intensive and manual search strategy

Harvey Nichols first started using the Crownpeak Discovery Platform in 2014, when the brand's main focus was on developing a creative online merchandising strategy that would be reflective of their visually appealing brick & mortar stores.

In 2019, however, Harvey Nichols online focus shifted to their search strategy. The luxury retailer had a time-intensive and manual search strategy which overrode the underlying search algorithm. This heavily curated approach was providing an increasingly poor experience for their fashion-savvy shoppers. For example, searches made for a particular brand item were being redirected to a generic brand landing page. This meant that the items shoppers saw first were often irrelevant to the initial search.

"The brand re-direct pages were taking the people out of the search journey - we knew we needed to create a better and smoother customer journey and were certain that the Crownpeak Product Discovery Platform can help us to achieve this," said Joseph Cook, Ecommerce and Product Online Manager at Harvey Nichols.

"Previously, we were not looking at any search or merchandising functionalities because we were relying on redirects. Thanks to Crownpeak, we now have an ability to treat the two separately. This has given us the opportunity to think more about the search rankings we might want to test, or merchandising strategies we might want to apply."

*Joseph Cook, Ecommerce and
Product Online Manager
Harvey Nichols*

Solution:

Tailoring search results to improve the shopping experience

Harvey Nichols worked with Crownpeak to help them identify where the retailer's 'zero results' management needed optimization, and to tailor search to suit their specific requirements and KPIs.

At the start of the process, the international luxury retailer had around 5,000 search-specific redirects set up on their site. This set up meant that the merchandising team couldn't clearly measure which Harvey Nichols customers were interacting with search.

In order to improve search quality drastically, Harvey Nichols had to eliminate unnecessary redirects. With Crownpeak, the luxury retailer was able to reduce the number of redirects by 92%. This significantly reduced unnecessary manual time spent maintaining search. Instead, a number of successful search and merchandising tactics were implemented which improved conversion rates and the overall search journey.

Product catalogs, like Harvey Nichols, that span multiple departments and product types also made it difficult to identify search relevance effectiveness. Particularly when this is a result of missing product data or incorrect attribution. By looking into search data, customer behavior and synonyms in the rule stack, rules causing fuzzy matches and compromising search quality were then deleted or amended. This gave Harvey Nichols the ability to provide its customers with a superior search experience.

Results:

Commerical Value

300K

increase in estimated
annual search revenue

Shopper experience

+15pp

increase in precision

+15pp

increase in recall

+3%

increase in search click-
through rate

+6%

increase in per search value

+9%

searches are more
accurate

Operational efficiency



Reduced search management workflows

Search management workflows were significantly reduced with a with a 92% reduction in the number of redirects



Less Maintenance

Less maintenance effort for the team & better overall user experience

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