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## MYER
### Case Study

# Enhancing Myer's Online Customer Experience with AI Search

Myer operates 56 department stores across Australia and is committed to being Australia's favourite department store. With a significant online presence, Myer aims to deliver a seamless shopping experience to its customers, offering many product categories across Womenswear, Menswear, Childrenswear, Beauty, Homewares, Electrical Goods, Toys and General Merchandise.

## Challenges:
### Diverse customer searches and language differences across Australia

With more than 68 million unique searches annually, Myer needed a sustainable approach to managing the myriad of evolving search terms, products, trends, seasonal events, and increasing customer satisfaction. For example, the online store struggled with terms like "swimmers," "togs," and "bathers" representing the same product – swimwear.

As part of Myer's Customer First plan, they must ensure their customers have a personalized experience, including search results. Therefore, enabling customers to search how they want to, using the terms or language they choose, improves the customer experience. It also means customers are more likely to find what they need without refining the results or searching elsewhere.

### Overview

**Goals**
- Enable customers to find the right product faster
- Deliver personalized search results
- Increased customer satisfaction

**Challenges**
- Managing more than 68 million searches annually with diverse and evolving search terms

**Solution**
- Crownpeak AI Search

**Results**
- Improved customer search experience with personalized results
- Enhanced conversion metrics
- Increased user enagagement
- Dramatically reduced zero search results
- Significant savings in time and opportunity cost
- Improved operational efficiency

## Solution:
## Incorporating Crownpeak's AI Search into Myer's digital platform

Myer chose Crownpeak's AI Search because, unlike traditional search mechanisms, AI Search isn't rigidly tied to exact matches that rely on product attributes.

Instead, it self-learns, adjusts, and delivers hyper-relevant search results, irrespective of the customer's terms or language.

AI Search goes beyond using standard product data. It delves deeper by understanding the relationships between 'nodes', such as search terms and products. This is achieved through natural language processing, allowing it to grasp conversational or longtail queries.

AI Search also analyzes images to build attribute relationships, not just relying on text descriptions. In addition, it adjusts search outcomes based on customer behavior, ensuring always-relevant results.

> "Crownpeak's AI Search is a big cost saving in terms of the opportunity cost, as it's enabling teams to work smarter, not harder."

Dominic Morgan, Senior Product Manager – Discovery, at Myer.

## Results:
## Enhanced conversions, engagement, and operations

The impact of AI Search on Myer's online business has been transformative to search - a critical customer experience.

Critical e-commerce metrics significantly improved, as measured over a 16-week time series analysis:

**Improved Search Relevance:** The AI-backed tool significantly reduced zero search results by 93%, ensuring customers can find what they want through relevant and engaging results, while AI Search is constantly improving results over time.

**Enhanced Conversion Metrics:** The AI-driven insights led to a 14% increase in 'add to bag' actions and an 11.8% rise in E-commerce conversion.

**Reduced Refinement:** The need for customers to refine or rephrase their searches dropped by 16%, indicating the search's improved initial accuracy.

**Increased User Engagement:** For every search a user made on Myer's website, they viewed 10.4% more search result pages than before implementing the AI Search. The search results were more engaging, seeing customers move deeper into discovery, viewing more result pages.

**Insightful Data for the E-commerce Team:** AI-generated results offer insights into customer behavior, unveiling patterns or trends. This data can help inform broader ranking strategies and helps the team identify product preferences.

**Operational Efficiency:** By automating search optimizations, the AI solution saved significant time and reduced the opportunity cost. This efficiency enabled Myer's teams to divert their energies toward strategic optimization tasks.

> "Crownpeak's AI Search is a big cost saving in terms of the opportunity cost, as it's enabling teams to work smarter, not harder. Providing them more capacity to focus on strategic optimization work and not be deep in the details."
>
> - Dominic Morgan, Senior Product Manager, Discovery at Myer.

# AI Search - a game changer for Myer

**Add to bag up 14%**

**E-commerce conversions up 11.8 %**

**Results page views per search up 10.4 %**

**Rephrased searches down 16 %**

**Zero search results down 93 %**

Working with the Crownpeak team was a significantly positive experience for Myer. Crownpeak's local presence and readiness to engage in direct and informal discussions were invaluable. Especially during the integration phase, having experts who understood the nuances of Myer's industry and vast product range made a significant difference. The highly responsive support desk, which doesn't just redirect to help articles but offers tangible solutions, has cemented Crownpeak as an essential partner in Myer's ongoing digital transformation journey.

Charli Brown, Head of Digital Customer Experience at Myer - "We have proven through a time series analysis that AI Search is a game-changer, emphasizing its adaptability, self-learning capabilities, and transformative impact on user experience."

"With the enhancements AI Search has made to the search experience, we've not only observed an increase in cart and purchase conversion, it's also rewarding to see customers are able to find more engaging results with a lot less effort than before." - Dominic Morgan, Senior Product Manager – Discovery, at Myer.

## Ready for a personalized demo?

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