



Engineering a
Customer-First Future



◆ Dow: Innovating for Everyday Life

Dow is a global materials science company whose innovations support a wide range of everyday applications — from polyurethane foam used in furniture to high-performance packaging and advanced silicones. With operations in more than 30 countries and approximately 36,000 employees, Dow serves customers across markets including packaging, infrastructure, mobility, and consumer applications.

By 2018, Dow recognized that its digital experience did not reflect the innovation happening in its labs and that customers and partners were navigating hundreds of disconnected sites. Dow launched an enterprise-wide initiative to simplify and modernize its digital channels with the goal of improving usability, consistency, and customer access to information.

◆ The Low Down



Founded in 1897



Corporate headquarters located in Michigan



91 manufacturing sites across 30 countries



\$43 billion in sales in 2024



~36,000 employees worldwide

www.dow.com

◆ Coveo Results

2nd to 1st

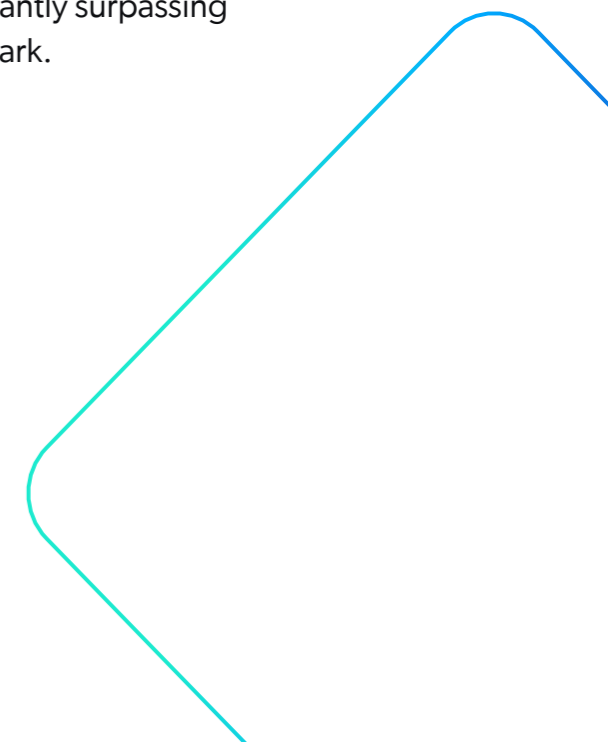
Click Rank: Before Coveo, customers often had to go to the second page of results to find what they wanted. Now, most find the right content on page one.

↓ ~70%

Content Gaps: Using Coveo's analytics, Dow identified and filled missing information, reducing zero-result searches by ~70%.

87%

Relevance Index: Dow's relevance score reached 87%, significantly surpassing Coveo's 70% benchmark.





◆ Simplifying & Unifying the Digital Experience

As part of this initiative, Dow consolidated more than 400 websites into two primary platforms:

- A corporate website supporting investors and partners
- A commerce-focused website supporting customer research and purchasing

This consolidation helped reduce fragmentation across geographies and business units and established a unified, intuitive digital experience supported by data-driven insights.

◆ The Challenge: Making Content Discoverable

Dow's global digital experience supports:

- 17 markets
- 500 applications
- 9,000 products
- 16,000 pieces of technical content

Despite the depth of available information, customers often struggled to quickly find relevant content and products. Dow's Customer Experience Index (CXi) reflected these challenges, indicating a need for improved search relevance and navigation. Without AI-powered search and relevance tuning, valuable information remained difficult to discover, limiting the effectiveness of the digital experience.

◆ Coveo Solutions

Coveo delivered AI-driven search that combined predictive query suggestions, dynamic navigation, product and content recommendations to improve discoverability, reduce friction, and enable teams to deliver a more personalized, data-driven customer experience.

◆ Partnering with Coveo for AI-Powered Search

In 2022, Dow worked with Coveo to improve search relevance and content discoverability across its digital platforms. The implementation was completed in approximately five months.

Key AI capabilities implemented include:

- Predictive search suggestions
- Automatic Relevance Tuning
- Dynamic navigation and filters

These capabilities reduced manual tuning and helped remove internal bias from search rankings, supporting more consistent and relevant results for customers.

The results were immediate: more efficient discovery and measurable improvements in customer experience, setting the stage for ongoing digital innovation.

The screenshot shows the Dow website search interface. At the top, there are navigation links for 'English', 'United States', 'Contact Us', and 'Sign In / Register'. The search bar contains 'dowanol' and displays predictive query suggestions: 'dowanol', 'dowanol dpm', 'dowanol pm', 'dowanol dpnb', and 'dowanol pma'. Below the search bar, the results are categorized by 'View: ALL APPLICATIONS PRODUCTS SUSTAINABILITY SUPPORT'. The main content area shows three product listings: 'DOWANOL™ PM Glycol Ether', 'DOWANOL™ DPM Glycol Ether', and 'DOWANOL™ DPnB Glycol Ether'. Each listing includes a description, a 'Favorite' button, a 'Documents' link, and a 'Sample & Buy' button. On the left side, there is a 'Market' sidebar with a search bar and a list of categories with counts: Paints, Inks and Coatings (101), Oil, Gas and Mining (28), Pulp and Paper (14), Electronics (34), Home Care, Industrial and Institutio... (101), Chemical Manufacturing and Industrial (21), Agriculture, Feed and Animal Care (35), Building, Construction and Infrastruct... (30), Power, Water and Telecommunications (10), and Textiles, Leather and Nonwovens (10). Below the 'Market' sidebar is a 'Content Type' sidebar with a search bar and a list of content types with counts: Catalog / Selection Guide (20). Three callout boxes highlight specific features: 'Predictive Query Suggestions' points to the search bar suggestions, 'Dynamic Navigation Experience' points to the 'Market' sidebar, and 'Automatic Relevance Tuning' points to the product listings.

◆ Impact Highlights: Less Friction, More Findability

Following implementation, Dow observed measurable improvements across search and customer experience metrics:

- CXi scores improved
- Zero-result searches were reduced by approximately 70%
- Dow's Relevance Index reached 87%, exceeding industry benchmarks

Search analytics also enabled teams to identify content gaps and make data-informed improvements to content coverage and usability.





“Our metrics show that the AI-search experience is working for our customers. It’s self-improving, measurable, and easy to maintain - all out of the box.”

Meghan Grekowitz, Digital Capability Manager, Dow

◆ What's Next: Generative Product Comparisons

Building on its AI search foundation, Dow launched an internal pilot program in 2025 using Coveo's generative answering capabilities. This initiative focuses on enabling customers to compare products and receive concise, accurate responses supported by trusted content sources.

Customers will soon be able to instantly compare materials, such as two similar polyethylene resins, and see key differences in an easy to understand visual, conversational format.

The approach includes built-in guardrails, analytics, and feedback mechanisms to support governance and continuous improvement.

Generated Answer

Comparison of DOWLEX™ 2045G and 2035G Polyethylene Resins

Property	DOWLEX™ 2045G	DOWLEX™ 2035G
Type	Linear Low Density Polyethylene	Linear Low Density Polyethylene
Applications	Industrial and consumer films	Cast films
Toughness	Excellent toughness and tear resistance	Suitable for low orientation and ease of processing
FDA Compliance	Yes (U.S. FDA 21 CFR 177.1520(c)3.2a)	Yes (U.S. FDA 21 CFR 177.1520(c)3.2a)

Key Differences

- **Applications:** DOWLEX™ 2045G is versatile for various films, while DOWLEX™ 2035G is specifically designed for cast film
- **Tensile Strength and Elongation:** DOWLEX™ 2045G exhibits higher tensile strength and elongation compared to DOWLEX™ 2035G.
- **Optical Properties:** DOWLEX™ 2045G exhibits higher tensile strength and elongation compared to DOWLEX™ 2035G.

Learn more

[DOWLEX™ 2045G Technical Data Sheet](#)

[DOWLEX™ 2035G Technical Data Sheet](#)

[DOWLEX™ 2035 Polyethylene Resin](#)

◆ A Collaboration in Transformation

Throughout Dow's digital transformation, close collaboration with Coveo supported implementation, optimization, and ongoing innovation. Coveo's teams worked alongside Dow across professional services, platform deployment, and ongoing support to ensure speed, reliability, and quality at each stage.

Responsive support and timely issue resolution reinforced Dow's confidence in Coveo as a reliable partner, enabling continued evolution of its digital experience.



◆ A Future Centered on the Customer

Dow's experience highlights how large, global organizations can improve digital discoverability by consolidating platforms, applying AI-driven relevance, and using analytics to guide continuous improvement. These efforts have strengthened Dow's ability to support customers across a complex digital ecosystem.



“

At Dow, we say Seek Together™. This mindset extends to our relationship with Coveo. It's about continuously improving, learning, and evolving to make things better for our customers.”

Meghan Grekowitz, Digital Capability Manager, Dow



◆ About Coveo

Coveo brings its superior AI-Relevance™ Platform to every point-of-experience and agent, transforming how enterprises connect with their customers and employees to maximize business outcomes.

For more information, visit: coveo.com

[Contact us](#)

