

## NPS and the Problem of Search



### Client

One of the largest global retailers

### Industry

Retail

## Business Challenges

One of the largest global retailers, headquartered in US, was facing high negative Net Promoter Score (NPS) values for the search functionality across the website for all products. As compared to their competitors, customer conversions were decreasing and the team was not able to pin point the reason behind it. Course5 was engaged to analyze the Search data set and identify the reasons behind the consistent month-on-month negative Search NPS.

## Approach

- We kicked off the engagement with a one-week Discovery Workshop where Course5 Business Consultants met with the content, product, marketing, IT and BI teams to understand their operational challenges and pain points.
- The analysis exercise started with a 3-month historical data set where we tried to identify the correlation factors between high negative NPS and unsuccessful searches.
- End-to-end analysis was based on various factors like number of successful & unsuccessful searches, customer intent to buy, and impact on conversion statistics.

# Outcome

- Analysis and insights on search NPS data set for the period Nov 2015- Jan 2016
- Major reason for negative NPS was that customers were not able to locate the product they were looking for
- High negative NPS was in direct correlation to high unsuccessful searches on a consistent basis month-on-month
- Low search success rate was consistently leading to immediate conversion to competitors
- Immediate conversions to competitors was resulting in reduced future customer loyalty
- Client was losing a fair share of probable immediate/future customers due to poor search experience
- More than four words in the search query were leading to most of the unsuccessful searches

**Basic Search & Category Search were the most popular and constituted ~80% of the total Searches. Unsuccessful searches for each Search type had seen a marginal downward trend MoM**

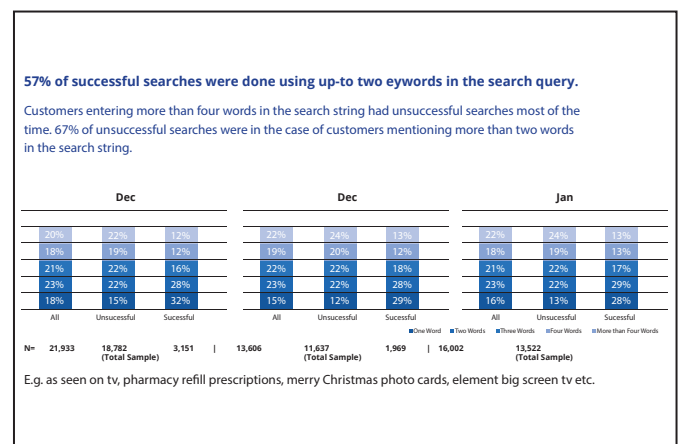
Search Type	Month	Unsuccessful Search	Successful Search
Basic Search	Nov	80.9%	19.1%
	Dec	81.4%	18.6%
	Jan	80.3%	19.7%
Category Search	Nov	89.7%	10.3%
	Dec	89.2%	10.8%
	Jan	88.4%	11.6%
Advanced Search	Nov	81.1%	18.9%
	Dec	73.9%	26.1%
	Jan	86.4%	13.6%
Full Search	Nov	87.8%	12.2%
	Dec	87.6%	12.4%
	Jan	86.7%	13.3%

**N**                      **N**                      **N**

Nov = 21,933   Dec = 13,605   Jan = 15,880      Nov = 18,782   Dec = 11,636   Jan = 13,423      Nov = 3,152   Dec = 1,969   Jan = 2,457

(Search Click = All)                      (Search Click = No)                      (Search Click = Yes)

**Basic Search:** Customer just mentioned the search query  
**Category Search:** Customer Selected category dropdown along with Search Query  
**Advanced Search:** Customer just selected advanced search options in top and left pane without selecting category  
**Full Search:** Customer selected advanced search options from top & left pane with category drop down



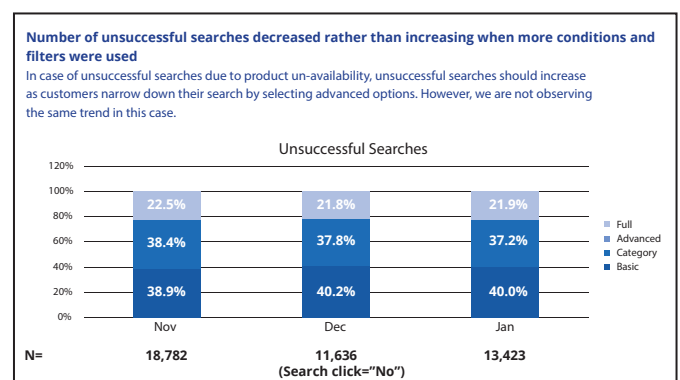
**Over 50% of the visitors preferto search without selecting a category & this trend is consistent MoM**

Category	Nov '15	Dec '15	Jan '15
All	53%	54%	54%
Electronics	8%	6%	6%
Home	5%	5%	5%
Clothing	5%	5%	5%
Toys	4%	4%	4%
Food	4%	3%	2%
Others	21%	31%	23%

**N=11,439**                      **N=11,637**                      **N=13,522**

• **Tires** top the list of keywords searched by **Unsatisfied Visitors**. Between Dec 1 to Dec 4, ~30K Unique Customers searched for Tires on the site and of these 12 visitors were not satisfied with their search.

• In the Holiday season, Shoppers who came to purchase items with an intent of gifting or decorations were highly dissatisfied. Some examples of the keywords used: E.g. Christmas tress, Christmas ornaments, dolls, Christmas photo cards, board games etc.



# About Course5 Intelligence

Course5 Intelligence enables organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. We do this by driving digital transformation through analytics, insights, and Artificial Intelligence (AI). Our clients experience higher top line and bottom line results with improved customer satisfaction and business agility. As we solve today's problems for our clients, we also enable them to reshape their businesses to meet and actualize the future.

Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients.

Course5 Intelligence creates value for businesses through synthesis of a variety of data and information sources in a 360-degree approach, solution toolkits and frameworks for specific business questions, deep industry and domain expertise, Digital Suite and Research AI to accelerate solutions, application of state-of-the-art AI and next-generation technologies for cognitive automation and enhanced knowledge discovery, and a focus on actionable insight.