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Topps Tiles Case Study

Topps Tiles partners with Athos Commerce to power smarter search, driving 49% more retail searches and 23% higher revenue.
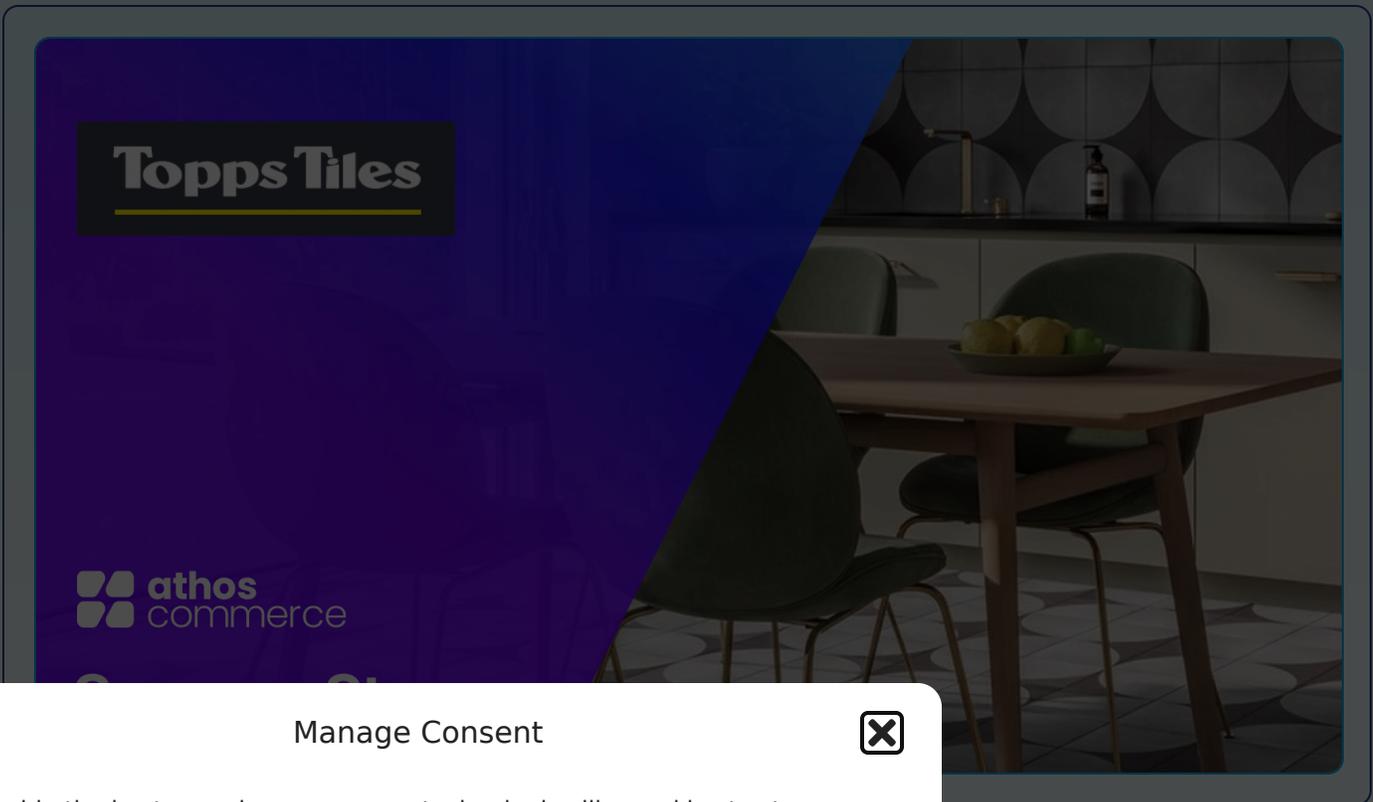
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+41%

uplift in searches on our trade website

+23%

increase in revenue

The Brand

Running for over 60 years, Topps Tiles set out on a mission to provide the very best in tiling and are now the UK's number one tiling specialist.

Topps Tiles prides themselves on providing an inspirational shopping experience with unrivaled customer service, coupled with innovative product ranges and exceptional convenience. With over 300 stores in the UK, Topps Tiles needed to ensure their ecommerce site also delivers the same level of customer service that shoppers are receiving in store.

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Topps Tiles launched a new headless website alongside their digital agency Tom&Co with

looking for a product discovery tool that could work for both the B2B and B2C websites with vastly different customer types.

The B2C website is used not only by shoppers at home but also by instore colleagues helping customers to find suitable products or alternatives to items in the store.

It was imperative that shoppers are presented with the most relevant results when searching, whether they are an in-store associate helping a customer, a tradesperson ordering for their business, or a home consumer redesigning their bathroom.

Topps Tiles' key considerations for a search and discovery tool:

- A solution which could be optimised for mobile given that most of the retail website traffic comes through mobile.
- Baked in machine learning to save the team manual time and effort.
- Speed was of high importance, quick loading and quick results.
- An easily manageable solution – the ecommerce team are responsible for setting up redirects and creating synonyms and needed an intuitive portal for this.
- A discovery platform that was innovative and had a roadmap for the future.
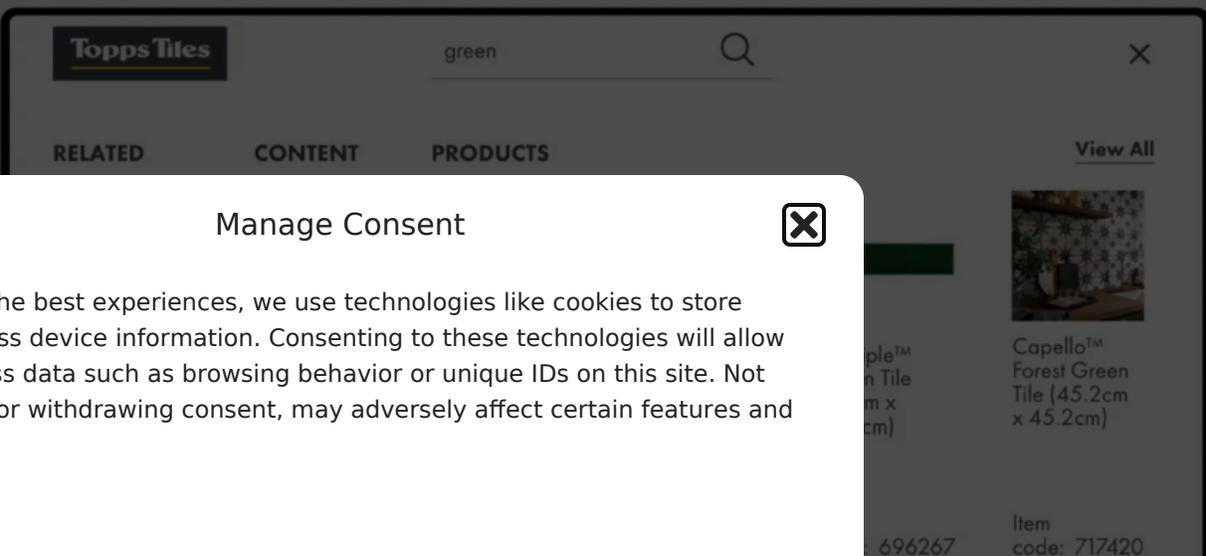
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After being recommended Athos Commerce by their web development agency Tom&Co and

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Athos also has a lot of existing homeware B2B and B2C clients similar to Topps Tiles and could provide an all in one discovery solution including merchandising and recommendations, something Topps Tiles were looking at implementing in the future.

> "
>
> We partnered with Athos having heard some great reviews. Athos exceeded our expectations from the beginning and on future capabilities too, giving us sight of their roadmap which they invited us to feed into as well. Athos are very open to hearing our suggestions and taking them back to the internal product team.
>
> **Jade Girgesons-Coates**
> Digital Project & Performance Manager, Topps Tiles

Topps Tiles have been live with Athos Smart Search since 2022. The initial launch was on their B2C site but after seeing the success, this has now been rolled out onto their B2B trade site resulting in 41% uplift of customers using search. Searching is actively encouraged on the Topps Tiles site, with a centralized prominent search box. When a customer engages with search, the overlay shows related terms, suggests content from their advice page and displays images of relevant products.

rch was also of great
customer right away, it's
at journey, even if they wind

rough Athos to identify
quite differently on site,

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Since integrating Athos we've probably halved the time that we used to spend on manual search related tasks which is amazing.

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Jade Girgesons-Coates
Digital Project & Performance Manager, Topps Tiles

The Results

Someone might be browsing quite generally, searching for 'kitchen tiles' whereas other customers or colleagues might be looking for something more specific such as 'pink square ... ...ortant that search can

...ple searching for this term ...his back to their buying team

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expertise in search and merchandising, we empower businesses to achieve measurable

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