



NPS and the Problem of Search

CLIENT

**One of the largest global
retailers**

INDUSTRY

Retail



BUSINESS CHALLENGE

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. C5i was engaged to analyze the Search data set and identify the reasons behind the consistent month-on-month negative Search NPS.

OUR APPROACH

- We kicked off the engagement with a one-week Discovery Workshop where C5i 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 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 (Search Click = All)	Nov = 18,782 Dec = 11,636 Jan = 13,423 (Search Click = No)	Nov = 3,152 Dec = 1,969 Jan = 2,457 (Search Click = Yes)

Basic Search: Customer just mentioned the search query

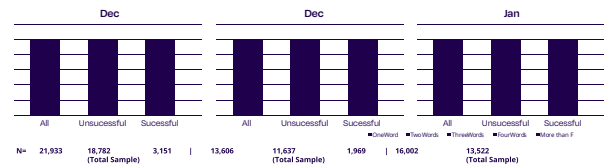
Category Search: Customer Selected category dropdown along with Search Query

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

57% of successful searches were done using up-to-two eywords in the search query.

Customers entering more than four words in the search string had unsuccessful searches most of the time. 67% of unsuccessful searches were in the case of customers mentioning more than two words in the search string.



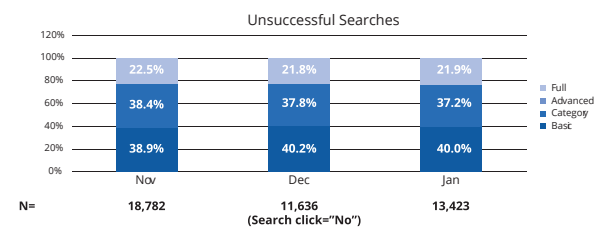
E.g. as seen on tv, pharmacy refill prescriptions, merry Christmas photo cards, element big screen tv etc.

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

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

Number of unsuccessful searches decreased rather than increasing when more conditions and filters were used In case of unsuccessful searches due to product un-availability, unsuccessful searches should increase as customers narrow down their search by selecting advanced options. However, we are not observing the same trend in this case.



ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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