Office Depot | LOOP54

Office Depot uses Loop54 to eliminate site-search maintenance costs and increase revenue from search visits.

BACKGROUND

Office Depot is the world's second largest office supplies retailer, with a **$11.0 billion global turnover in 2016**. Before engaging Loop54, the business was using an open-source Lucene solution for eCommerce search.

CHALLENGES

Office Depot's sprawling inventory suffered from low product findability, thanks to complex and unstructured product information. Its product copy was also littered with complicated and niche industry jargon that further reduced item findability, and the inventory includes several customer-specific product assortments.

The business was frustrated with the high maintenance costs its search engine incurred, and regularly failed to achieve its targets for conversion rates.

📊 RESULTS WITH LOOP54

Within one month of adopting Loop54, Office Depot saw a **12% increase in ecommerce revenues**. The business also enjoyed a **100% reduction in search maintenance costs**, along with higher internal efficiency and much improved search response times.

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