



SUCCESS STORY

Enhancing fashion retail: The House of Indya's success story with Netcore Unbxd

Meet The House of Indya

Founded: 2012 | Headquarters: India | Industry: Fashion

About The House of Indya

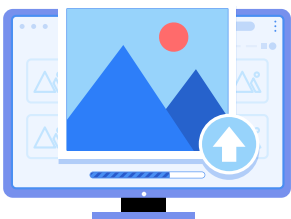
The House of Indya is a leading apparel brand, present in over 200 countries, and has a customer base of 2 million+. From the premium collection to everyday wear, its pieces suit every occasion.

Despite its track record of success, The House of Indya wasn't content to rest on its achievements. Building on its AI-driven approach, the brand set an ambitious goal — enhancing customer experiences by advancing product discovery, deepening engagement, and driving stronger conversions.

The challenge lay in finding an AI partner that could seamlessly integrate a scalable, adaptable solution into The House of Indya's existing ecommerce infrastructure while evolving alongside the brand's growing business needs.

After careful evaluation, The House of Indya partnered with Netcore Unbxd, a leading AI-powered search solution provider, helping ecommerce enterprises personalize every shopping experience.

Impact highlights



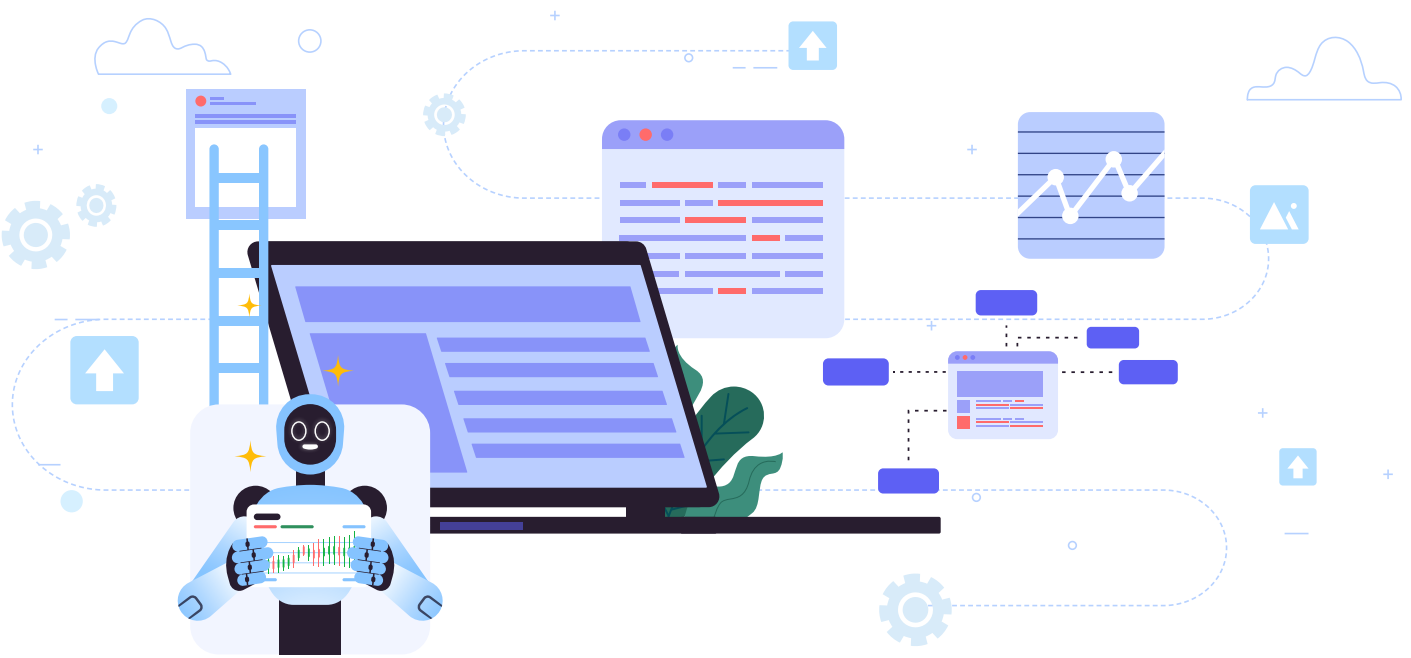
Faster catalog ingestion reduced go-to-market time



Customizable algorithms meeting the business needs



Increase in conversion rate by 30% with personalized recommendations



Challenges at a glance

Efficient catalog processing & data

Managing a large product catalog was challenging due to slow loading speeds. The previous solution lacked efficiency in processing vast amounts of data quickly while maintaining logical accuracy, leading to delays in displaying products on the front end.

Dynamic customization & business adaptability

The House of Indya required continuous updates to its product listing page (PLP) logic and merchandising strategies to maintain peak efficiency and maximize conversions.

Personalization & product ranking

Their existing search solution relied on basic internal logic for ranking products, primarily using factors like bestsellers, new launches, and promotions. However, this approach lacked a holistic view of user engagement, such as add-to-cart actions and click behavior, limiting product recommendations' effectiveness.

The Netcore Unbx's future-ready approach

AI Model implementation & integration

Netcore Unbx implemented solutions for House of Indya to ensure a seamless, efficient integration that aligns with their business goals. The process, from initial planning to execution, was carried out meticulously to ensure a smooth transition and minimal disruptions.

Seamless implementation process

Implementing Netcore Unbx's AI-driven search and merchandising solution was executed seamlessly, exceeding expectations in speed and efficiency. A collaborative approach between both teams ensured effective communication, allowing potential challenges to be proactively addressed. The structured deployment framework ensured:

- Smooth planning and execution with clear milestones.
- Minimal disruptions to ongoing operations.
- Faster adoption with clear onboarding and support.

Flawless system integration

Netcore Unbx's AI models were seamlessly integrated into the House of Indya's existing systems and workflows, enhancing overall efficiency without requiring major structural changes. The AI-powered solution fits naturally into their ecommerce ecosystem, delivering:

- Optimized operational efficiency by automating product discovery and personalization.
- Scalable infrastructure that aligns with evolving business needs.
- AI-powered insights that enable refined merchandising strategies.

Customizability & adaptability

Built with flexibility at its core, Netcore Unbx's AI models effortlessly adapted to House of Indya's unique business requirements. Leveraging custom algorithms — including the Diversity model, Newness ranking, and 1:1 personalization — Netcore Unbx ensured that every customer was presented with the most relevant, diverse, and timely product recommendations.

How our newness algorithm keeps your catalog ahead of the curve?

The newness algorithm enables our customers to enhance the visibility of newly introduced products in the catalog. Promoting new products for a limited time gives our customers access to the latest additions in the catalog while allowing us to gather user interaction data for these products, enabling our algorithms to determine their optimal position.

Tailored AI for evolving business use cases

House of Indya's merchandising strategies were continuously refined, with product listing page (PLP) logic evolving annually to align with changing business objectives. Netcore Unbx's AI solution supported this agility by accommodating frequent adjustments without compromising performance.

User-friendly customization & rapid deployment

The customization process was streamlined and user-friendly. Netcore Unbx's dedicated AI team worked closely with the House of Indya to understand their evolving requirements. Beyond implementation, the AI team provided industry insights, helping the brand leverage best practices for merchandising and product discovery optimization.

Additionally, modifications underwent rigorous testing in lower environments before deployment, ensuring no downtime and a seamless transition to production. The ability to swiftly test and implement changes ensured that Indya's search and merchandising functionalities stayed ahead of customer expectations.

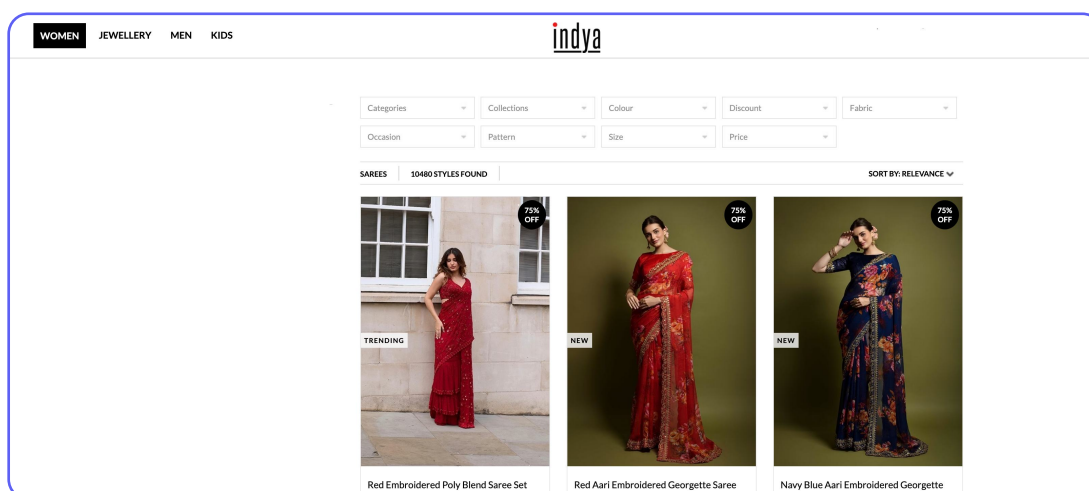


Fig: Netcore Unbx's Newness algorithm enhances the visibility of newly introduced products

Success snapshot

Netcore Unbx's AI-driven solution has delivered measurable improvements for House of Indya, driving a 30% increase in conversion rates while enhancing customer engagement and satisfaction. With minimal operational disruptions, Indya now benefits from faster and more efficient merchandising operations, real-time strategy adjustments, and a personalized shopping experience tailored to evolving consumer preferences. By leveraging live and cached shopper data, Unbx's AI dynamically ranks products, optimizing selections to increase add-to-cart rates and boost sales through intelligent, data-driven models.

Unfolding the future opportunities

To further enhance its AI-driven strategy, House of Indya will explore advanced capabilities that align with its evolving business needs. Netcore Unbx's AI-powered sentiment analysis will provide deeper insights into customer preferences, allowing for more targeted marketing and service strategies. These enhancements will further optimize product discovery, improve customer engagement, and drive higher conversions, reinforcing Indya's commitment to delivering an exceptional shopping experience.

Behind the applause

I would highly recommend Netcore Unbx's AI solutions to industry peers! Your advanced personalization, including 1:1 tailored recommendations, ensures customers find what they need effortlessly, enhancing satisfaction and engagement. Your fast deployment and testing processes enable businesses to implement changes seamlessly, maximizing efficiency without downtime.

- **Virender Rawat, Technical Lead at FabAlley/Indya**

About Netcore Unbx

Netcore Unbx is an AI-powered platform that helps brands provide personalized customer experiences to scale online exponentially. Our commitment to revolutionizing ecommerce experiences has garnered us esteemed recognition, positioning us as a leader in Gartner® 2024 Magic Quadrant™ for Search and Discovery and the Forrester Wave™ : Commerce Search and Product Discovery, Q3 2023 report.

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