**Lucidworks**

# Lucidworks Modernizes Search, Browse, and Discovery for the World's Leading B2B Brands

## CDW

Delight Online Shoppers with Personalized Experiences

**3%** increase in order conversion rate

**40%** reduction in zero-result searches

**10%** increase in add-to-cart

**PROBLEM:** Global technology giant CDW has a catalog that includes thousands of brands and a diverse inventory of products from laptops to datacenters. The company wanted to create an omnichannel, personalized search experience for both its sellers and its B2B buyers, but it was limited by the capabilities of its Endeca-based search engine.

**SOLUTION:** Replace the Endeca engine with Lucidworks search that would collect and analyze user behavior signals in order to personalize the search experience for both its sellers and its ecommerce customers.

**RESULT:** Moving search to Lucidworks had a positive impact across all of the KPIs identified by the business: order conversion rate increased by 3% compared to Endeca, zero-results searches have dropped by 40%, and add-to-cart increased by 10%.

## Lenovo

Tailor to Diverse Online Customer Needs with Machine Learning

**93%** increase in CTR

**35%** increase in conversion rate

**34%** increase in CSAT

**95%** increase in annual revenue from search

**PROBLEM:** The number one PC manufacturer in the world was experiencing stagnant sales growth on its website that serves customers in B2B and B2C markets in over 180 countries who speak 88 different languages.

**SOLUTION:** Use Lucidworks machine learning capabilities to translate customer behavior signals into an improved online search experience by providing more suitable products for the customer's needs.

**RESULT:** The first year Lucidworks powered search on Lenovo.com, the annual revenue contribution through search increased by 95%. Clickthrough rate increased by 93%, conversion rate by 35%, and customer satisfaction by 34%.

## Ferguson Enterprises

When Storefronts Close, Meet Customers Where They Are–Online

**6%** increase in add-to-cart

**13%** increase in conversion rate

**PROBLEM:** Before the pandemic, this wholesale distributor of plumbing, HVAC, waterworks, fire protection, and facility supplies focused primarily on sales driven via its brick and mortar locations, but when the pandemic hit, fewer and fewer people visited its showrooms. Recognizing the value its digital channels could provide in a time of reduced in-person transactions, Ferguson wanted to offer an exceptional customer experience on its website.

**SOLUTION:** Enhance the online experience by implementing Lucidworks Fusion to suggest products in search results most suited to customer needs, with improved relevancy.

**RESULT:** A/B testing their site search, Ferguson saw a 6% increase in add-to-cart and a 13% increase in conversions attributed to the new Fusion-powered search compared to their previous search engine.

## Mouser Electronics

Find a Component in a SKU Haystack

**PROBLEM:** For a global top-ten distributor of semiconductors and electronic components with upwards of 35M SKUs available for purchase on its website, the big challenge of connecting customers to the exact component they're looking for was exacerbated by their Endeca search platform.

**SOLUTION:** Replace Endeca, which lacks AI capabilities, with Lucidworks Fusion, which is enabled with ML, empowering search to match shoppers' queries with the components they need by learning from — and continually adapting to — user behavior.

**RESULT:** With ML in its back pocket, Mouser's site search serves the right selection of products from the breadth of its offerings to each of its shoppers, increasing add-to-cart and conversion rates.

## New Pig

Speak Shoppers' Search Language Without Changing Product Descriptions

**PROBLEM:** The industrial absorbent industry often doesn't use the same keywords in product descriptions that customers use to describe the products they're looking for. This left customers with zero-results searches and empty carts, and New Pig missing out on potential revenue.

**SOLUTION:** Use Fusion's machine learning algorithms to identify search terms that aren't resulting in add-to-carts, and set up query pipelines to curate search results for these problem queries, improve search results and, ultimately, the customer experience.

**RESULT:** By capturing search requests, clicks on products, add-to-carts, and conversions, New Pig can view a user's session from end to end, allowing it to determine what clicks are selling products and how to adjust search results to continually improve conversions.

## Get Started ›

Lucidworks understands the complexity of B2B commerce. We can help you architect and deploy a solution that is scalable, relevant to your customers, and future-proof. Help your shoppers quickly find what they need and more, contact us at **lucidworks.com/contact**.