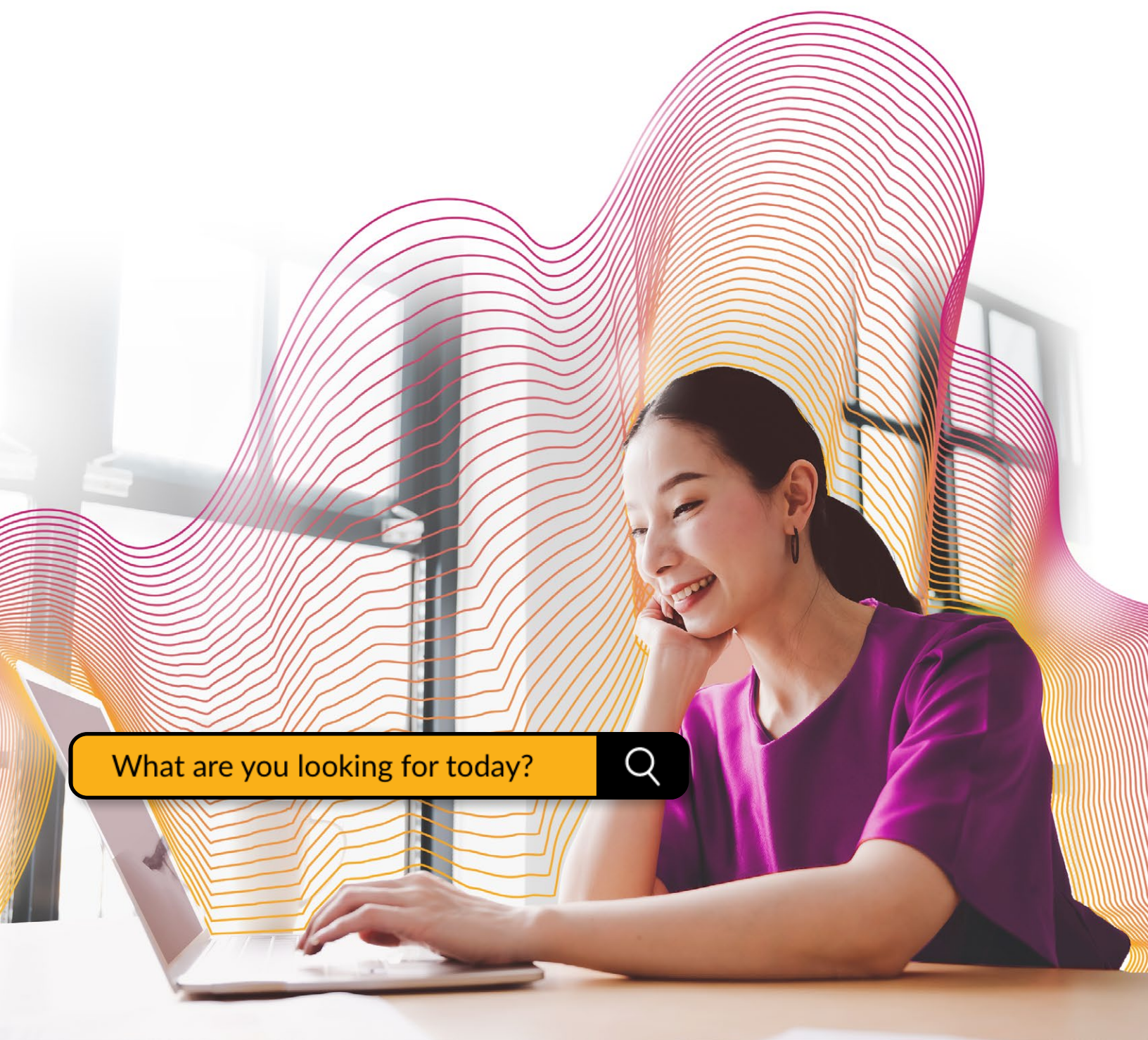# Lucidworks

Search Is the Universal Language of Lenovo Customers

What are you looking for today?

With diverse products and customers, personalization is the key to making—and keeping—a connection.

Lenovo is the number one PC manufacturer in the world, but that's just the beginning of its product offerings. It's also the number one provider of supercomputers, it sells phones, it provides large data center solutions, and sells transformational Internet of Things (IoT) solutions. With B2C, SMB, and B2B customers spanning over 180 markets in more than 60 different languages, Lenovo's customer base is as diverse as its products.

So what leads a graphic designer in Paris to the exact ThinkPad laptop she needs? How does a business in North Carolina find the right infrastructure to support its internal systems? No matter what language the customer is using or what they're saying, search is the universal language.

The Challenge

Replace search on Lenovo.com. With products that serve B2C, SMB, and B2B customers in 180 markets speaking over 60 different languages, supporting Lenovo.com is a broad mandate.

Our Plan

Use customer behavior signals fed into Fusion's advanced machine learning algorithms to improve search result relevancy and personalize customers' experience.

The Results

After the first full year Fusion was deployed on Lenovo.com, the annual revenue contribution through search increased by 95%. With Fusion signals turned on for just a few months, relevancy improved by 55%.

Make It Do What We Need It to Do

When Global Search Lead Marc Desormeau took over the search team for Lenovo.com, he was confronted with a question, "Why is search not optimizing as much as we want it to?"

"We index half a million records every 12 hours. Everything from data feed and product information, pricing, catalogs, things we sell. We also index information about jobs at Lenovo, about our environmental policies, our technologies, and customer use cases so it's quite the range. It's a pretty broad mandate to support Lenovo.com," said Desormeau.

Just prior to Desormeau joining the team, Lenovo had set out to replace its FAST-based search engine that was sunsetting. Reaching out to Gartner and Forrester for vetted possibilities, the search team learned about Lucidworks Fusion as an option.

During an 18-month extended RFP process, multiple vendors were assessed. Meanwhile, the mandate of the desired search engine shifted from simple transactional support to enacting a full digital transformation at Lenovo.

"Ultimately based on Lucidworks' vision around AI, their future plans for machine learning and more sophisticated search implementations, and really looking for a search platform that can take us into the future, the decision was made to move to Lucidworks Fusion."

–Marc Desormeau, Global Search Lead, Lenovo

Search Empowers Broader Business Decisions

Fusion changed Lenovo's search experience. Fusion's out-of-the-box tools allow flexibility and customization so results can be tailored specifically to a product line, location, language, user, and more, a fruitful feature for Lenovo's expansive catalog and customer base.

Furthermore, the new, robust search platform proved it could be leveraged to meet goals beyond simple search. Fusion tools like the business rules editor and query pipelines changed how the site behaved and what products were promoted by search, supporting sales and marketing efforts to showcase new products or change what was promoted seasonally.

And customer behavior insights identified by Fusion provide data to support informed decisions beyond the site search experience.

As a result the broader Lenovo community became more engaged with search and the search team got more buy in from across the company.

"We're using data captured from our search engagements to inform some of our investments in SEM by looking at customers who are coming to us organically. How are they then engaging with our own site search? How can we start joining some of that data to ultimately present a better experience? So both in terms of attention and awareness that the search platform is more than just a little box on the screen, it's actually providing a lot of insights into our customers," said Desormeau. "People are starting to understand there's some real data here that's valuable, and we can use that to present our customers with a better experience."

The Results

The team launched Fusion-powered search on Lenovo.com mid-year 2017. 2018, the first year all search traffic passed through Fusion, saw annual revenue contribution through search increase by 95%.

By capturing user behavior signals, like click, add to cart, and purchase, and feeding them through Fusion's machine learning algorithms, the search team was able to automate search result ranking for the vast amount of data in their knowledgebase. Relevancy, measured by how often customers click on the first result versus any subsequent result, improved by over 55% within the first few months of launching signals.

"We don't have to go in and validate that results are good, our customers are telling us the results are good. We've had some dramatic growth. The results that we've had with Fusion are nothing short of astounding,"

–Marc Desormeau, Global Search Lead, Lenovo

Launching Fusion – Dramatic Impact
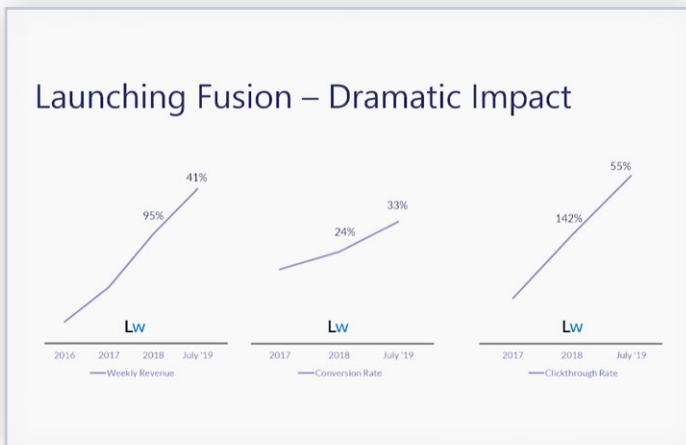
Get Started ❯

Lucidworks has been there and done that. We can help you navigate trends as well as architect and deploy a solution that is scalable, relevant, and future-proof. If you are wondering where to start, contact us at **lucidworks.com/contact** or give us a call at 415-329-6515.