

“Online retailers are under constant pressure to build customer loyalty while at the same time reducing support costs.”



Coldwater Creek

“We felt it was important to provide our customers with the ability to ask for exactly what they have in mind. EasyAsk’s emphasis on improving customers’ shopping experiences reinforces our own philosophy of providing superior customer service in every selling channel.”

-Senior Vice President of Marketing
Coldwater Creek

www.coldwatercreek.com

ABOUT EASYASK SOFTWARE

Founded in 1994 by Dr. Larry Harris, a computational linguistics professor and internationally recognized expert on database systems and computerized natural language, EasyAsk provides the industry’s most intuitive Website search, navigation and merchandising software.

www.easyask.com

CUSTOMER SPOTLIGHT

As a multi-channel retailer of women’s apparel, jewelry, gifts and home merchandise, Coldwater Creek already operated a highly successful e-commerce site. What was missing, though, was an intuitive search option providing more direct access to catalog information than the existing pull-down menu system. Coldwater Creek selected EasyAsk to fill this critical missing gap.

With EasyAsk’s precision search technology now in place, customers are quickly finding all relevant items no matter how they phrase their queries. For example, a search for “red sweaters under \$100” generates a selection of appropriate choices that includes coral-colored cardigans, as well as apparel explicitly described as red sweaters. Because they can closely specify what they want, Coldwater Creek customers are becoming increasingly “self-serve”, therefore reducing the costs for live customer service. And, because EasyAsk’s advanced search technology leverages all aspects of structured databases like product catalogs, Coldwater Creek now has the ability to even limit searches to items that are in stock at that moment and can present items in the most meaningful order.



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